



Western Kentucky Conference

By Joe Wermeister

If experience is the best teacher then it can be truly said, without detracting from prior years' committees, that the Ninth Annual Western Kentucky Conference on Accounting held at Ken-lake Hotel on April 21st, 22nd, and 23rd was the best ever. Best in many ways.

The support by the members left nothing to be desired. There were one hundred forty-seven, including forty-eight accompanying ladies, in attendance. The room facilities were completely filled and it was necessary to secure nearby accommodations for the non-registered and late arrivals.

This large turnout was due in all probability, to the excellent program which had been arranged. Beginning with Mr. Gordon S. Battelle, CPA of Dayton, Ohio, who spoke on Problems Facing the American Institute of CPA's, continuing with Practical Problems under the Wage and Hour Law by Mr. Marvin Tincher, an attorney with the Department of Labor at Nashville, Tennessee, and closing with Mr. Bart A. Brown, Vice President, Citizens Fidelity Bank & Trust Co. of Louisville giving Practical Aspects of the Settlement of Descendents' Estate, Friday's program had something to offer everyone. If some new knowledge and helpful information was not gained from listening to these capable men, it was undoubtedly because of day-dreaming about that big fish or low golf score anticipated for the afternoon activities.

After the banquet on Friday night, and possibly to set the mood for the coming Derby, an evening of horse racing was enjoyed through movie films. The atmosphere was complete with pari-mutuels and the usual cheering and rooting to pull one's chosen horse under the wire first, followed by heart-rendering wails from the owners of losing tickets. It was the first time horses such as Audit-Ting, Balance Sheet, and others with similar names had appeared at any track.

All too soon, Saturday's program came to a close even after running a little over time. Commissioner William E. Scent, Mr. Clayton Stewart, and Mr. Allen Klotter of the Kentucky Department of Revenue explained the new Kentucky Sales and Use Tax and very ably answered all questions put to them.

The Committee deserves commendation for such a successful conference and if, as said at the beginning, experience is the best teacher, then you had better make your reservations now for next year.

NOTICE
THIRTY-SIXTH ANNUAL MEETING
Brown Hotel — Louisville
Tuesday, May 24, 1960
Social Period — 5:30 P.M., Dinner — 6:30 P.M.
Business Meeting and Election of Officers — 7:30 P.M.
PLEASE MAKE YOUR RESERVATIONS — Write or Call
the Society Office, JUNiper 7-9239

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What You Can Do

The following letter from Henry Abramson, CPA of Bayonne, New Jersey, gives you, the CPA, one means of what he is spreading the "gospel." **READ IT.**

Dear Secretary:

J. S. Seidman, CPA, President of the American Institute of Certified Public Accountants, wrote and congratulated me on being a member of the Institute for twenty-five years.

In his letter he asked me to let him know what the Institute can do to add to the human and technical welfare of its members and the profession generally. My answer to his request was my idea and opinion that we as CPAs should spread the "gospel": that whenever and wherever possible, to use the letters CPA. Medical men indicate their profession by using the letters MD. These letters are known by everyone all over the world, that it represents the profession of a Doctor. No greater method of public relations publicity and promotion can be employed to give greater recognition to the letters of CPA, if we make sure to use them.

Mr. Seidman answered my letter and said he was 100% in agreement with me. He stated, "When we call ourselves 'Accountants', this serves to add fuel to the fire of confusion in the public mind between a Certified Public Accountant and a Public Accountant. We ought to continuously hammer away at the CPA status whenever opportunity affords, orally or in literature."

What must we do? — Address and write to our colleagues using the letters CPA. The salutation should have the letters of CPA affixed.

O. Jay Silverman, CPA, President of the New Jersey Society of Certified Public Accountants has appointed me "Chairman of a Committee of one to represent the State of New Jersey to promote this idea and spread the 'gospel' among the State Societies." I have accepted this appointment and am therefore writing to you to start the "gospel" rolling in your State.

Let me hear from you.

Most sincerely,
HENRY ABRAMSON
Certified Public Accountant

Fees Course Cancelled

The proposed seminar on Accountants Fees has been cancelled because of lack of interest on the part of the Society membership. Only six members enrolled in the course, which the committee hoped might be given not only in Louisville, but in other areas of the state. Discussion forums held by the Individual Practitioners Committee led them to believe that there was a real need for the course all over Kentucky.

Other state societies have conducted the course several times and as one participant from Arkansas said: "The course on Accountants Fees opened our eyes as to how time figures into the scale of what can be earned".

This is the second course in the continuing education series which has been offered to Kentucky members without sufficient interest being shown to justify the conduct of the course. The other course was Administration of a Tax Practice.

What conclusions would you draw?



Southern States Conference June 12-15, 1960

Mobile on the Gulf will be the site of the coming Southern States Conference of CPAs. Headquarters will be in the Admiral Semmes Hotel.

The theme of this year's conference is "The Challenge of Accounting in the Space Age". Initial publicity indicates that a series of top technical sessions and a generous amount of entertainment features will be available to those attending.

The Wednesday technical session will be devoted to a panel discussion on the Management of an Accounting Firm. Former Past President of Southern States, W. Kenneth Simpson, is on the panel to discuss "Selection and Admission of New Partners". A number of other Kentucky members are expected to attend, including members of the Executive Committee Fred Bower and Emmett Kottke and the Society's new President, Durbin Oldham, and Mrs. Oldham.

Oldham and Christen Attend Council Meeting

The American Institute Spring Council Meeting was held May 2-5 at White Sulphur Springs, West Va. Kentucky members **Albert Christen** and President-Elect **Durbin Oldham** were both in attendance.

The agenda for this meeting was loaded with very important matters affecting the profession. At the spring meeting, the program and policies for the future are determined.

A special meeting for State Society presidents and presidents-elect precedes the regular Meeting of Council. Its purpose is to acquaint new society presidents with the problems likely to arise during their tenure of office and to offer proven methods of solution.

Kentuckians Attend AICPA Committee Meetings

As chairman of the Kentucky Society Committee on Management Services, **John E. Brown** was invited to attend the meeting of that AICPA Committee in Chicago on March 25.

Sam Eskew attended a meeting of the Awards Committee in White Sulphur Springs on April 30 and remained for a meeting of the Trial Board on Monday, May 2. Mr. Eskew is a member of both.

The Committee on Local Governmental Accounting met in New Orleans on April 28 and among those present was **Emmett W. Kottke**.

Anna Jackey as Chairman of the New Members Committee was also in White Sulphur Springs for a meeting of that committee.

Society Receives Gift

The Society Office now contains bound copies of the minutes of the Kentucky Society from its beginning in 1924 through 1940. The two volume set, bound in green leather and lettered in gold, is a gift from Mr. L. C. J. Yeager.

Volume I contains not only minutes of meetings but documents executed between 1924 and 1930. Volume II includes the period 1931-1940.

Mr. Yeager has just completed the first draft of the History of Accounting in Kentucky and some of the facts as to dates, places, and people were available only in these minutes.

Our sincere thanks to Mr. Yeager, not only for his thoughtful gift but for the time and effort required to cull, sort, and assemble this lasting record of events. All members are invited to stop by the Society Office and look through these books — they contain much interesting information.

Directory — IRS

A new directory of Internal Revenue Service offices and personnel serving the Louisville District Office will be out soon.

It is being published as a membership service by the Kentucky Society and will be mailed to all members. Compiled in cooperation with the Louisville Office IRS, it will be printed with the compliments of Commerce Clearing House. **C. C. Hart**, Louisville representative of CCH made the announcement at the Kenlake Meeting.

The last published directory was issued in 1955 and much favorable comment resulted.

AICPA Bans Cards

Effective February 2, 1960 the AICPA Code of Ethics contained Rule 10(a) Publication in a Newspaper, Magazine, or Similar Medium of an Announcement or what is technically known as a card is prohibited.

The Kentucky Society Code does not prohibit publication of cards, however members have been discouraged from using this means of notifying the public of changes in their practice. The State Board Code does not prohibit publication of cards by registrants, but does place limitations upon size and content. Whether the Kentucky Society or the Kentucky State Board will change their rules to conform to AICPA remains to be seen.

It is believed that the best means of notifying the general public of any change is by means of a general news item rather than a card. Care should be exercised to avoid any copy which might be in violation of other sections of the code.

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AROUND THE STATE

Bernard McGinnis was erroneously listed in this column in the last issue as controller of a biscuit company. The firm does not have a controller — Mr. McGinnis is Assistant Office Manager.

Lexington JC's elected **David Sugg** President for the coming year. He was installed, on April 23, 1960.

Ira Smith was the official tabulator of votes in the contest to determine Miss Ashland Kentucky of 1960.

Tom Baer is a newly elected Vice President of the Louisville Junior Chamber of Commerce. He was Treasurer last year. Society members have been active in JC affairs for a number of years. Others currently in official capacities are **James Breen**, director, and **Nolen Allen**, the outgoing Vice President.

Joseph G. Parish, Jr., has been elected to membership in AICPA.

The Indiana Association of CPAs recently announced the admission of **Joe Wozniak** to membership.

Edward M. Dooley and **Charles W. Dooley** have formed a partnership under the firm name of Dooley & Dooley, Middlesboro.

Hopkinsville High School students were given the opportunity to learn about "Accounting" from **Charles Milne** at recent Career Day activities.

William R. Hindman has been transferred to the Chicago Office of Lybrand, Ross Bros. & Montgomery. Bill has been a regular at Society meetings, active on committees and a participant in many professional endeavors in Louisville. We will miss him.

Planning A Practice For Growth

The latest in the series of Bulletins on the Economics of Accounting Practice is Number 13. Lest you think you have lost No. 12 titled "Selected Tax Problems in Accounting Partnerships", the Institute is delaying publication pending Senate action on legislation

which makes a number of changes in the provisions of Sub Chapter K of the Revenue Code.

Bulletin 13 is addressed to the well-qualified local practitioner who is presently rendering the usual basic accounting services. One who possibly finds himself on a plateau and wonders "Where do I go from here?"

With the demand for CPA services on the increase, this bulletin may furnish some answers for you.

One Book That Can Be Told By Its Cover

Reprint California CPA Newsletter

What does your office, large or small, look like? Does it reflect neatness, efficiency, accuracy? How does the individual responsible for greeting clients and answering your telephone sound to others — warm and friendly, or cold and haughty? What does your correspondence reflect — is it neat, businesslike, modern, or is it filled with hackneyed, trite expressions? Does the typewriter need cleaning? For that matter, what about your own personal appearance and demeanor?

Never believe for a moment that you are not judged — always on first impressions, often on long-range impressions — by the kind of "cover" you present.

What can you do today to improve your "cover"?

Thirty-Nine State CPA Societies Employ Staff Executives

A compilation by the American Institute reveals that more than three-quarters of all state CPA societies employ executive secretaries on a full-time or part-time basis. Twenty-two states have full-time staff executives; seventeen states have part-timers.

CPA societies in Georgia, Indiana, North Carolina, and Oklahoma have recently appointed new executive secretaries or administrative assistants.

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