Kentucky Society of Certified Public Accountants

the Bottomline

July/August 1997

Gavel is passed

Several outstanding KSCPA members were honored as hundreds gathered June 16, 17 and 18 in Lexington for the KSCPA Annual Members Meeting.

The three-day event was held at the Marriott Griffin Gate Resort and was highlighted by the Annual Business Meeting awards luncheon on Monday, June 16, at which ***Douglas P. Sumner***, with Centennial Resources in Louisville took office as the KSCPA's 71st president. Presiding over the meeting in her last "official" function as president was ***Gail A. Broady***.

Receiving special recognition at the luncheon were three members who were named Outstanding Committee Chairs for 1996-97. The first award went to ***David Price***, chair of the Insurance Committee. To chair this committee, you have to be a hard negotiator this committee worked hard to keep health insurance rates down while seeking out alternative programs to offer to the membership.

The second award went to ***Nancy Davis***, chair of the Accounting Career Opportunities Committee. In the past two years, the committee has had excellent participation from committee members, refined the student newsletter, and began work on an exciting new project, The Accounting Career Awareness Program (ACAP), which will be cosponsored with the Kentucky

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Scenes from the Annual Members Meeting (clockwise from top left) Executive Director Ken Gratzer confers with outgoing President Gail Broady; a handsome foursome – Arnold Wells, Jim Fluty, Harold Butler and Kelly King; Gail Broady presenting Jerry Hensley an Outstanding Committee Chair Award; Broady in her last "official" speech; the Management Consulting Services Committee.

Looking ahead to the new year

by Doug Sumner, CPA

***Editor's note**: Our 1997-98 President, **Douglas P. Sumner**, was born in Greenville in Muhlenberg County, but grew up in Lewisberg in Logan County. After graduation from U.K. he joined Peat, Marwick, Mitchell & Co. (now KPMG Peat Marwick) in Louisville and remained there for 24 years, the last 10 as managing partner. He served as the firm's director of mining practice and authored the book, "Taxation in the Coal Industry." In 1996, Doug left Peat Marwick and helped start Centennial Resources, Inc., a major coal producing company in West Kentucky. He now serves as President and CEO of Centennial Resources in their downtown Louisville headquarters. Doug is an avid golfer, is very active in many civic volunteer organizations, and is an elder of Beargrass Christian Church. He and his wife, Tassie, have four children.*

As I begin my year as your President, I want to thank you for affording me the opportunity to serve you for the next year. I assure you it is not an obligation I take lightly, and I pledge to each of you my best effort in providing you with the services you need and expect from the Society.

Before I begin, I want to publicly thank our now immediate Past President, Gail Broady, for the outstanding job she did as President in 1996-97. It was a pleasure serving as President-elect under Gail and I assure you that her administration made some significant contributions to the overall growth and strength of this organization. Thanks again, Gail.

Now we turn to the future, and here are a few things for you to watch for in the months ahead:

Assurance Services

Perhaps one of the most exciting developments in recent years is the recognition of "assurance services" as a future growth area for the practicing CPA. We all recognize that the demand for the traditional services of the CPA, tax and auditing, is level at best. That's the bad news. The good news is that the demand for our two most recognizable character traits, our objectivity and our integrity, remains very high, and some very smart people at the AICPA have been working on ways we as CPAs can take advantage of this demand. Our clients of the future may not always need our auditing services, as we know them today, but the demand for some type of "assurance" on financial and other data is increasing. Who better than CPAs are qualified to analyze data and provide some type of assurance that it is correct and can be relied upon. An article elsewhere in this edition of the newsletter announces the rollout of the first assurance services program. There will be more to come, and I believe you will be pleased that our national organization, the AICPA, has seized the leadership role in developing these new practice opportunities.

Regulation of the Profession

As you know, states have their own CPA laws and regulations, and moving from state to state can sometimes be an administrative nightmare. This, plus the fact that the CPA of today is involved in providing many services to the public that few of us envisioned even a few years ago, has created the need for a comprehensive look at how CPAs are and will be regulated. A joint committee of the AICPA and the National Association of State Boards of Accountancy (NASBA) has been working on this for over two years, and the final report is due out this month. I have seen the draft reports and I assure you that each of us, no matter where we work, will be affected by the recommendations in the report. The Society will have a program ready to explain the provisions in the report and will be coming out to the chapters with the program this fall. Watch for the chapter meeting notice in your area and attend if at all possible. Your Board of Directors will vote on this proposal this fall, and we need and want your input.

Visioning Project

The AICPA will conduct a national visioning project this year, and the Society will assist and participate. The program involves a series of "future forums" designed to get your input as to what you see in the future for the CPA profession. We expect to host at least two such "future forums" in Kentucky. If you are one of the members invited to attend, I encourage you to do so if at all possible.

There is much more to tell you and to discuss with you, but time and space does not allow. For now, I encourage you to communicate with me as to any wants and expectations you have from the Society that you don't feel we are addressing adequately. You can send me an email message at *president@kycpa.org.*

Doug Sumner, President

Below: Executive Director Ben Gratzer and his wife Valerie were honored for 25 years of service to the KSCPA. They are shown here with outgoing President Gail Broady and incoming President Doug Sumner.

Right: President Doug Sumner giving his "inaugural" remarks at the Annual Members Meeting Luncheon.

Society to purchase new database software

by Ben Gratzer, Executive Director

The Board of Directors held its regular quarterly meeting on March 21, 1997, and the Executive Committee held regular monthly meetings on April 18 and May 9, 1997. The following is a summation of what took place at those meetings.

At the three meetings combined, these membership actions were taken:

- applications for membership were approved for 11 new student members, for 13 associate members, and for 59 new regular members. Fourteen associate members were reclassified as regular members. Twelve resignations were accepted, and 110 memberships were declared forfeited for nonpayment of 1996-97 dues. (This is the annual March "purge" which is only taken after repeated efforts to convince these members to remain within the Society—in April and May eleven of these members applied for reinstatement.)

At the March meeting, the Board:

- reviewed and accepted the annual audit report for FY 96, as prepared by the Louisville firm of Jones, Nale & Mattingly. The report showed a fund balance of $631,038 as of June 30, 1996 for the Society and $5,428 for the Educational Foundation. The Society had revenues of $1,384,038 with expenses of $1,332,182, while the Foundation had revenues of $44,009 and expenses of $45,894.
- approved the organization and operation within the Society structure of a Political Education Committee, charged with the task of educating our membership about the political system and encouraging them to become more involved within that system. The new committee is organized effective immediately, although activities are not expected to get underway until after July 1, 1997.
- heard a presentation by President-elect ***Doug Sumner*** on the recent report from the AICPA on the joint study by the Institute and the National Association of State Boards of Accountancy (NASBA) on the future regulation of the profession.
- elected officers and filled other leadership positions for the new Society leadership that will assume control of the Society at the Annual Business Meeting in Lexington on June 16, 1997.

In April the Executive Committee:

- heard a presentation by ***Kim Burse,*** President, and ***Kelly Downard***, CEO, of the newly formed Louisville Community Development Bank. Both Kim and Kelly are members of the Society. They explained the mission of the new bank and they requested the Society consider investing with the bank if our situation allows.
- heard and approved a recommendation from the Executive Director for the creation of a new staff position for the Society, Associate Executive Director. The job description and salary range were approved, and the Executive Director will begin the process of filling the position as soon as possible.
- heard a report from ***David Price***, chair of our Insurance Committee, on the status of negotiations with Anthem Blue Cross/Blue Shield for renewal of our group medical insurance programs effective July 1, 1997. The Committee has recommended two major action for the new year; 1) to change the policy renewal from July 1 to January 1. This will make the policy rate year coincide with the deductible period and make renewals much easier, and, 2) to begin phasing out the special 5 percent contingency arrangement the Committee adopted several years ago to avoid a major rate increase that year.

The Executive Committee agreed with both of these amendments to our program and commended David and the members of his committee for an outstanding effort on behalf of the membership.

On May 9, the Executive Committee:

- voted to recognize ***Nancy Davis***, Accounting Career Opportunities; ***Jerry Hensley***, Peer Review and ***David Price***, Insurance, as outstanding committee chairs for 1996-97. They will receive their awards at the Annual Business meeting luncheon on June 16, 1997 in Lexington as part of the Annual Members Meeting.
- approved the first draft of the budget for 1997-98, which will be completed and presented to the Board of Directors for approval on June 18, 1997.
- authorized the purchase of a new database software program for the Society office. The new program has been developed specifically for a CPA society by a firm in Virginia, and it is now being used by 18 other state CPA organizations. The Technology Committee and the staff attended a demonstration of the new program several months ago and all are unanimous in their opinion that the new program will have a major positive impact on the office's efficiency and effectiveness in serving our members.

U.S. Representative Ann Northup (center) is greeted by AICPA Board Member Olivia Kirtley and KSCPA President-elect Doug Sumner at the AICPA Spring Council and Federal Key Person Coordinators' Conference in Washington D.C. on May 6.

We are pleased to bring you a series of articles on assurance services. These articles will help you understand the potential of these new services and how they can benefit to you as a CPA.

In this issue and the next issue, we will address the six new assurance services identified by the AICPA Special Committee on Assurance Services: Health Care Performance Measurement; Geriatric Assistance (ElderCare Assurance); Comprehensive Risk Assessment; Information Systems Quality; Electronic Commerce Assurance and Entity Performance Measurement. This series of articles were reprinted with permission from the Society of Louisiana Certified Public Accountants. For additional information on Assurance Services and the AICPA's Assurance Services Committee, visit the AICPA's website at www.aicpa.org/assurance/index.htm.

Surviving in a competitive marketplace

How can a CPA survive in a competitive marketplace where traditional auditing and accounting services are increasingly being supplied by technology and non-CPA providers? That very question is on the minds of practitioners across the country, and the same question posed to the AICPA's Special Committee on Assurance Services (SCAS).

Realizing that total revenues from audits and accounting services – a CPA's "bread and butter" – have significantly decreased since 1989, the Committee explored ways that practitioners could expand the assurance for audits and attests into new areas. Instead of looking at the challenge from a historical viewpoint, SCAS looked at present and future marketplace needs for opportunities to increase revenue and enhance the image of the profession to one of a provider of broad-based, in-demand services.

SCAS looked at where the accounting profession was headed, what was going to influence the profession and what could be done to meet those needs. In the first year of research, SCAS based their investigation on three areas:

- What is the future of current audit services?
- What additional services can be offered to current clients?
- What innovative services can be offered to attract new customers?

The Committee observed that although the audit is a diminishing product line, the practitioner's audit skills are still strong and vital. Those skills, along with a creative approach and savvy marketing techniques, could be transformed into profitable, new assurance services. Assurance services are defined as "independent professional services that improve the quality of information or its context for decision-makers." Through these services the CPA becomes a key information provider and assists decision-makers in all aspects of personal and corporate business.

Although the Committee identified hundreds of new services, it focused on six broad areas into which practitioners can expand their services: Health Care Performance Measurement; Geriatric Assistance (ElderCare Assurance); Comprehensive Risk Assessment; Information Systems Quality; Electronic Commerce Assurance and Entity Performance Measurement. These data-gathering, analyzing and evaluation services require CPA professionals to turn their sights to a new direction, to use basic skills they already possess and to venture into new waters. For some, this transition may be a little unsettling.

> *"CPAs must realize that they can use their integrity, ethics, qualifications and expertise in analyzing a situation and supporting it independently to get into some of these new areas."*
>
> **- George Lewis**

George Lewis, past AICPA Auditing Standards Board and SCAS committee member, and head of the Assurance Task Force on ElderCare states, "Practitioners have in the past been afraid to branch out into other services –

unable to think outside of the old box of audit, accounting and taxes. CPAs must realize that they can use their integrity, ethics, qualifications and expertise in analyzing a situation and supporting it independently to get into some of these new areas."

Although the SCAS has concluded its work, the AICPA has formed the new Assurance Services Committee (ASC) under the direction of Ronald S. Cohen and K. Casey Bennett, the new Director of Development of Assurance Services. The implementation of SCAS's recommendations, the ongoing development of additional assurance services, and serving as an information-exchange source for the profession will be among the ASC's main responsibilities. It is the task of the ASC to provide practitioners with insight into these value-added services which the SCAS projects could double or triple current revenue levels. The groundwork has been laid. The opportunity is there. The next step is to redefine the role of the CPA and effectively market this new image to the public.

CPAs should look at assurance services as a strategic method to gain the competitive edge over other non-CPA professionals, and as a primary means of adding value to their services to readily capitalize on business opportunities.

To face the competition head on, the practitioner must be chameleon-like and recognize the CPAs expanding role and adjust to meet marketplace demands. Survival depends on this – the CPAs ability, and willingness, to adapt to a changing environment in order to avoid getting swallowed up.

Health care performance measurement

The need

Annual expenditures for health care in the U.S. are estimated at $1 trillion. This vast service which provides assistance to over 260 million people, also produces a myriad of problems in terms of the costs and quality of care.

The main problem which exists in the health care system is the lack of criteria to measure the effectiveness and quality of care. Performance measures are needed by both health care providers (hospitals, physician groups, HMOs, insurance companies, etc.) and consumer representatives (employers, government, unions). Granted that many major companies currently create their own ratings systems, their standards are often inconsistent, measures are rudimentary, and data is unaudited.

The increase of managed care networks – a system in which networks negotiate with health care providers on cost and coverage – raises concern over the potential reduction in the quality of services provided. Health care providers who contract at set fees may be inclined to reduce the quality of care in order to reduce service costs. This has consumers apprehensive that health care needs will not be met.

Employers are interested in looking at the costs and assume that the quality of care will be adequate. Employees are more interested in the quality of care. Both groups have differing viewpoints, and each has a vested interest in the assurance on the effectiveness of health care providers.

There have been several crude attempts made to measure the quality of care. Consumer Reports and U.S. News and World Report have both issued evaluations of health care providers. But by whose standards are they measured? What one gives a high rating, another gives a low rating. These obvious contradictions in quality are why an established set of health care performance measurements is critically needed.

The process

The purpose of the health care performance product is to develop criteria so that CPAs can test against those standards and issue a report rating the effectiveness of care given by a hospital, HMO or other providers. But, without set standards, how does a CPA begin to measure effectiveness?

The AICPA's Assurance Committee has appointed a special task force on health care performance. This Task Force is in the process of establishing a working relationship with others to develop standard criteria on which everyone can agree – including the public. These actions will result in a set of performance standards which can be used to issue reports on quality of care for general distribution.

Once criteria are established, a practitioner would go into a HMO once a year, review its procedures and issue a report on the effectiveness and quality of care provided. An employer looking for a plan for its employees, would have several reports from various health care providers that can be used to review ratings and compare them with cost of care. Based on that information, the employer can then make an informed decision and choose a cost-efficient, quality-consistent plan.

Opportunities exist directly with health care providers. Performance reports are beneficial to health care providers who must consistently measure internal effectiveness to make efficiency and quality improvements. Providers may also employ CPAs on a consulting basis to help determine methods of improving their services, along with strategies to reduce costs to provide those services.

The competition

Presently, CPAs are not facing an any organized competition in this area. When considering new markets for the CPA, the SCAS chose Health Care Performance Measurement because of its great market potential.

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>
> *- George Lewis*

Former SCAS committee member, George Lewis, explains, "It's better if the practitioner can go into areas where there is no competition, and where the CPA is of the training, independence and ethics where our signature on the report would mean something. That's why we [SCAS] looked at health care – because there's really no organized competition. Consumer Reports and U.S. News and World Report – neither can be considered to be auditors or testers of assurance. Once criteria are developed, the practitioner should have an open market."

What's next?

Practitioners can do some work in this area now, but for their clients' internal purposes only. Criteria would be agreed upon by the CPA and individual provider, and the practitioner would issue an internal report, not for general distribution.

Practitioners employed by health care institutions or health care providers can certainly start talking to clients about internal reporting. A CPA can begin by asking a client, "What concerns you about the quality of care you're providing?" and "What criteria could we use to measure whether or not you're meeting your standards?" Once the client has listed its concerns about care and has decided on criteria to measure the standards, the practitioner can review its procedures and issue a report to the institution's management. This service helps the client develop measurement systems and criteria to assure itself that it is providing the quality of care it wants to give.

"This service helps the client

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Women and Family Issues Survey results reported

Reviewed by
Diane Jessee, Normal Life
Members in Industry Committee

Does a career in Industry or Public Accounting offer a work environment that is more conducive to sustaining a career and a personal life? The AICPA's Women and Family Issues Executive Committee recently surveyed a group of members in public practice and private industry regarding their perception of various life balance issues affecting both careers. The results were not surprising.

There were four conclusions made based on the discussions of the members of the focus group:

1. **The apparent advantage that industry jobs offer in achieving work-family balance appears to be due in part to the nature of the job and in part to the maturity and conscious efforts of the individual.** It seems that in many instances personal issues were not a consideration in early career decisions. Clarifying the importance of personal and family life was one factor that caused individuals to pursue industry jobs. You have to wonder what would happen if the self-awareness, effort, initiative and negotiation that individuals put into defining and setting career limits in industry had been expressed while they were still in public accounting.

2. **The model of public accounting as an entry-level training ground is deeply entrenched, and migration from firms to industry will continue unless there is significant change in public accounting career paths.** The model of public accounting as a superior but often transitory training ground is costly to most public accounting firms, not only because they lose a workforce in which much has been invested but also because the loss of women accountants at the four to six year point in their careers continually confounds firms' attempts to increase women's equitable position in the partner ranks. Better informed and more durable career decisions could be fostered by more candid discussions, among students and entry-level accountants, of the pros and cons of public accounting and industry careers. As firms consider how to reduce this turnover, they should keep in mind that it is not just reduced hours and less pressure that accountants want, but more meaningful work and options in developing their careers.

3. **Improved work-family balance for men and women CPAs in industry depends as much or more on improving the supervisory and work environment as on instituting policies and programs.** Programs for dependent care assistance and policies for flexible work arrangements are helpful to people in resolving work-family conflicts. However, this research strongly affirmed the need for supportive supervisors if these policies and programs are to be effectively used. This suggests that the accounting profession put more emphasis on manager training and on creating effective communications that confront attitudes that penalize people who have significant family responsibilities. Continued efforts are needed to demonstrate that upward mobility and work-family concerns are not separate issues but are inextricably linked.

4. **Efforts to improve career opportunities for women CPAs in industry should focus on the corporate environment, not primarily on accounting-focused activities.** The issues that surfaced in the focus group are similar to many obstacles that have been identified in general research on women's upward mobility, across a range of industries and professions. It appears that the needs of women CPAs in industry would be best addressed within the overall business and corporate environment. There is a tendency for industries and professions to address women's upward mobility from the viewpoint of the uniqueness of different disciplines, when the major barriers to women's advancement are similar across disciplines and industries.

> *"It seems that in many instances personal issues were not a consideration in early career decisions."*

Health care performance measurement

(continued from page 6)

develop measurement systems and criteria to assure itself that it's providing the quality of care it wants to give."

Other opportunities

Once criteria in health care performance are established, the same concept can be used in other areas in which performance or quality of performance is needed (e.g., public education, the quality of nursing home care, insurance companies).

Summary

Health care is big business.

Opportunities for providing assurance services to this market flourish. However, evaluating and reporting skills are not enough. Due to the nature of the subject, CPAs may require the support of doctors to assist with reviews. Additional skills would be required, but they can easily be attained.

CPAs are known for their skills in measurement and reporting, but must build credibility in this area and brand "health care performance measurement" as a CPA service. Practitioners can establish their reputation by participating in the development of measurement standards. How long will it take to develop the criteria? "If it can be done in two years," says Lewis, "we'll be doing great. There is excellent potential for internal reporting, but for general distribution-type reports, we're still several years away. But we will get there."

Geriatric Assistance

The need

By the year 2000, 16.6 million people in the U.S. will be 75 years of age or older; approximately 4.3 million people in the U.S. will be 85 and over. Between $11 trillion of wealth is ocntrolled by persons aged 65 and over.

George Lewis heads the Assurance Services Committee's (ASC) task force for Geriatric Assistance. (The term ElderCare, a form of the term, will be a part of the final product.) Lewis explains that the "graying" of the population calls for a demand for services provided to those living to ages where assistance is needed. Lewis recognizes that in America today, many families do not live in the same town as their parents and often both spouses work outside the home, leaving little time to care for aging parents.

The CPA has the opportunity to provide consulting services, assurance services, and act as a direct provider of services. The CPA acts as the eyes and ears of the family to oversee care and measure how effectively care providers meet the goals established by the client. Practitioners would monitor the care of the client, report to the family, and recommend changes as they see fit.

The Process

When considering options for care, many families don't know where to start. By branding "geriatric assistance" as a CPA service, families may be more inclined to go to a CPA and say, "These are mom's needs. What do you have in this town to satisfy those needs so I don't have to put her in a nursing home?" The CPA can evaluate their particular situations and explain what is available. Based on that information, families can make informed decisions as to whether there is, or is not, an alternative to institutional care.

Practitioners must first do their homework and take an inventory of available services in order to give an adequate assessment. Once the assessment is completed, the family can then determine which services they would like the CPA to provide.

Services include everything from setting criteria for care, testing those criteria and reporting the results to the client, to direct provision services like paying bills, filing tax returns and handling home maintenance and repair or medical emergencies.

For example, if a person lived a long distance from an elderly family member and there was a severe storm, that person would have to travel to check on the condition of the home. And if damage occurred, go back to supervise the repair. If a practitioner was on hand, he or she could assess the situation, notify family members, get authorization from them if repairs are needed, and oversee what takes place.

Geriatric assistance is targeted to a fairly wealthy group of people — either the elderly person's wealth, or it may be that the children have moved to other cities, have well-paying jobs and can afford the service for their parents. In both cases these are segments of the population who traditionally already use CPA services. "We're banking on the fact that as CPAs we have an entree into the market because these are clients we currently have," says George Lewis. "CPAs have the ethics, integrity, objectivity and independence that makes the public feel they can depend on us for the service."

Competition

Many may say they are offering geriatric assistance services today, but what they are really providing is maid services, sitter services and home health care services. Lawyers, trust officers, welfare agencies and geriatric specialists, likewise provide some of these services, but none have ever identified the market in its totality.

Currently, no one is sitting down and looking at and overseeing the whole picture, except for family members. And, if family members cannot be on hand to provide that service, there are two options — the parent goes into a nursing home, or the parent lives with them.

> *"The CPA has the opportunity to provide consulting services, assurance services, and act as a direct provider of services."*

Now there is a third option... the CPA. With the proper care and supervision, elderly people can be independent and live out their lives in their own homes.

What's next?

Practitioners will be pleased to know that they can enter this field today. In fact, many CPAs are providing geriatric assistance services already, and may not realize it.

The AICPA's ElderCare Task Force is looking into branding this as a CPA service, in addition to establishing some type of accreditation under the Institution's accreditation policy. Despite the Task Force's efforts, it is the job of practitioners to get the word out that these are services they can provide.

This product is tailor-made for small firms and sole practitioner who can act as information-gathering sources to help improve a family's decision-making ability. CPAs woul be required to interface directly with the client and family, in addition to other professionals within the community who help provide day-to-day care and related services.

Other opportunities

The concept of geriatric services can easily apply to other situations. An elderly parent of a special needs child can employ a CPA to provide similar services, such as consulting on care options, assurance of quality care, and as a direct provider of services.

Summary

The ElderCare services market is side open. It is estimatethat if only 5 percent of the total elderly population use these services, it is still a $7 billion market.

CPAs have the business s kills and knowledge, but need to develop an understanding of the physical and mental capabilities and limitations of the elderly to help anticipate and deal with changes.

Practitioners must look at geriatric assistance as an all encompassing service and consider the additional products they can sell to make the concept whole. The benefits of this service are far-reaching. Geriatric assistance not only opens a lucrative market for CPAs, but it allows elderly people to live independently, while giving their families the assurance that quality care is being provided.

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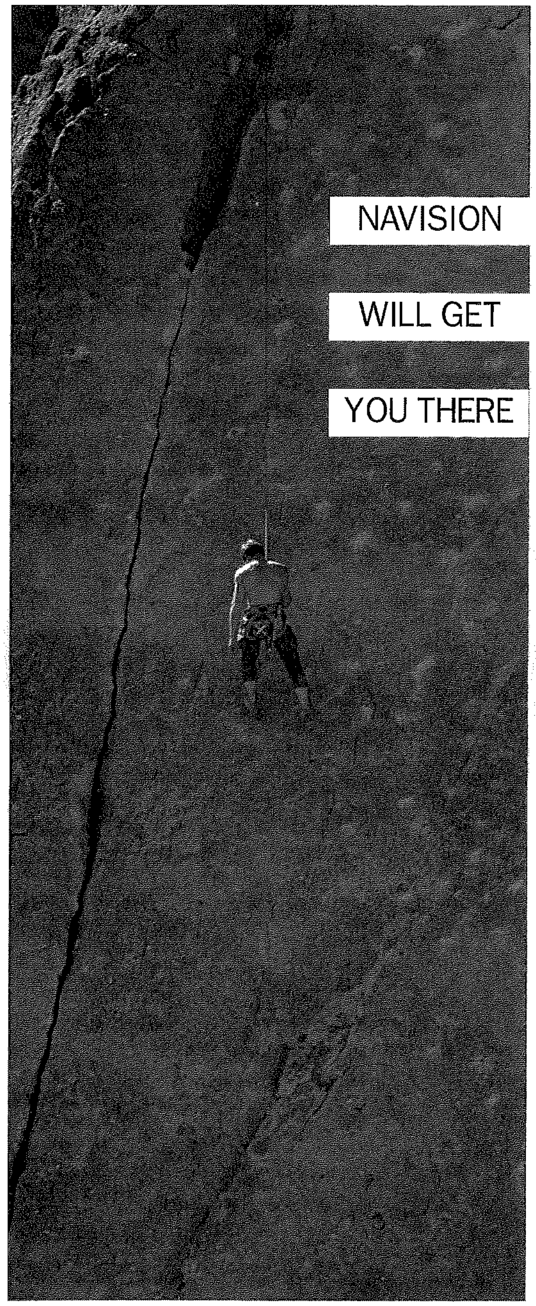

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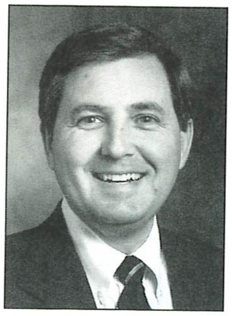
1997-1998 Leadership Team

Executive Committee



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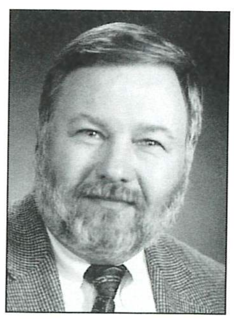

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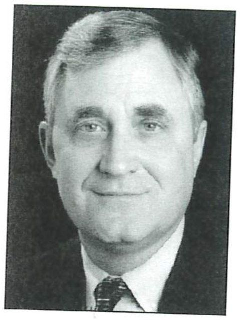

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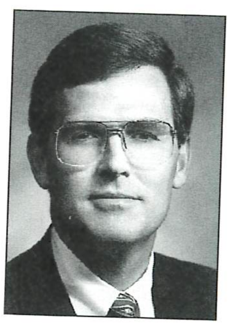

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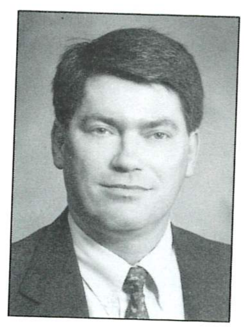


G. Don Lawson, Jr.
Stephens & Lawson PSC
Louisville

Jerry W. Shelton
Shelton & Associates LLP
Bowling Green

Society Staff

Ben Gratzer
Executive Director

Cathy Irvin*
Administrative Assistant

Janet Conway
Office Manager/Bookkeeper

Heather Wallace
Receptionist

Kathy Holland*
Office Assistant

Caroline Van Eman
Peer Review Administrator

Carolyn Bowen
Manager of Education and Meetings

Susan Reibel
Meetings Coordinator

Doris Whitney*
CPE Registrar

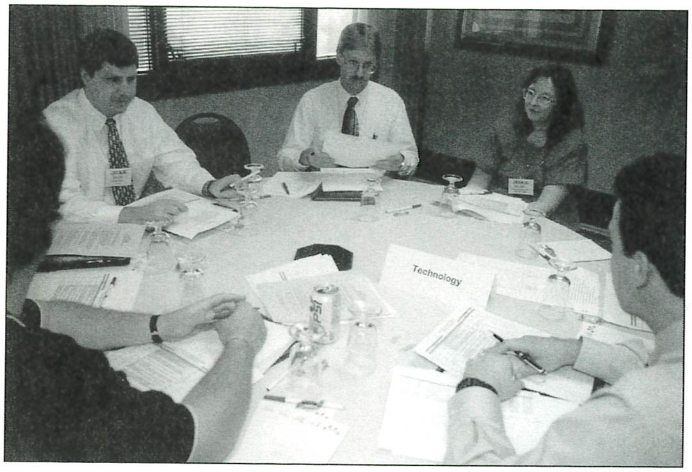
Nancy Officer*
CPE Registrar (Lexington)

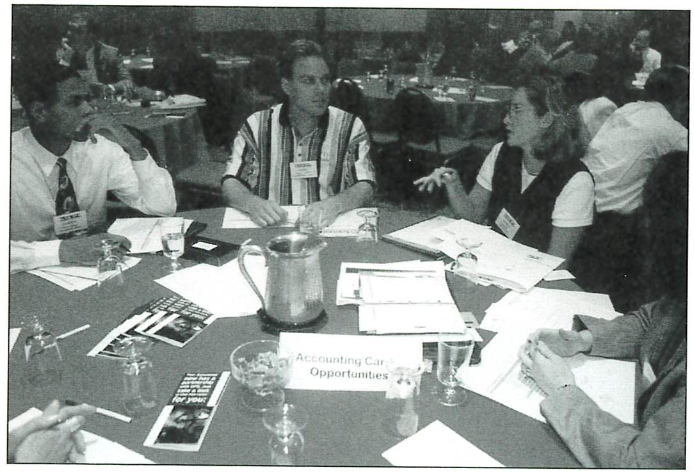
Dianna Ott
Manager of Public Relations

Marla Highbaugh*
Public Relations Coordinator

Connie Moore Nipp
Manager of Member Services

** These employees work part-time.*





Golf Winners

Closest to the Pin:
Mike Thompson
Houston Jones

Longest Drive:
Darren Brangers
Tom Lynch

1st Place Team:
John Miller
Rick Campbell
Ralph Stevens
John Clay

2nd Place Team:
Ted Strange
John Reinhart
Ben Gratzer
Caroline VanEman

3rd Place Team:
Harold Butler
Jim Fluty
Kelly King
Arnold Wells

4th Place Team:
Mark Boyson
John Booher
B. Hamilton
Paula Hansen

Thank you to our Annual Members Meeting sponsors

Continental Breakfast
Wyatt, Tarrant & Combs
Stites & Harbison

Refreshment Breaks
W.B. Griffin & Son Professional Liability Insurance
William H. Alley, CLU, ChFU, RHU, LUTCF, MSFS

Annual Business Meeting Luncheon
Acordia ReagerHarris

Golf Luncheon
PNC Bank, Kentucky, Inc.

Golf Reception
Prudential Securities

Exhibitors
- Accountemps
- Acordia ReagerHarris
- Automated Data Payroll
- Communitronics
- Network Solutions
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- CBS Personnel Services
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- Robert Half International
- RIA Group
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- Commonwealth Investment Services
- Decision Information Systems, Inc.
- Employee Management Services

Golf Sponsors:
- *1st, 2nd & 3rd Place Winners* - Bobick's Nevada Bob's
- *Hole in One* - National Insurance Agency, Inc.
- *Closest to the Pin* - AICPA Professional Liability Insurance Program/Schwartz & Associates Inc. and Dupree Mutual Funds
- *Longest Drive* - Duplicator Sales & Service and Stock Yards Bank & Trust Company
- *Hole Sponsors* -
- Eskew & Gresham, PSC
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- Brown & Williamson
- Swope Automotive Group
- The Money Store Commercial Lending Division
- W. B. Griffin & Son Professional Liability Insurance
- Richardson Pennington & Skinner
- Carpenter, Mountjoy & Bressler
- Commonwealth Bank & Trust

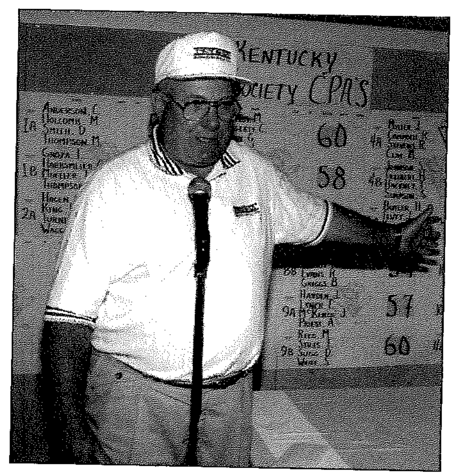
Gavel is passed *(continued from cover)*

Chapter of the National Association of Black Accountants.

The final award was presented to ***Jerry Hensley***, chair of the Peer Review Committee. Under his leadership, the committee helped maintain the high standards set by the AICPA Peer Review Program and began work on expanding the program to reach all CPA firms in Kentucky.

Also recognized were the eight Outgoing Chapter Presidents: Barren River, President ***Steven White***, who is with Western Kentucky University in Bowling Green; Louisville Area, President ***Bill Meyer***, with Strothman & Company in Louisville; Northern Kentucky, President ***Randall Buys***, an individual practitioner from Erlanger; Green River, President ***Bob Thomas,*** with Hayden & Company in Owensboro; Bluegrass, President ***Richard Dorton,*** Dean, Dorton & Ford in Lexington; Southeast Kentucky, President ***John Wilson,*** Wilson & Company, Somerset; Eastern Kentucky, President ***Thomas J.A. Miller,*** RAM Technologies in Ashland; and West Kentucky, President ***Bradley Cornelius,*** York, Neel & Co., Hopkinsville.

The Louisville Area Chapter and its president ***Bill Meyer*** received the *William A. Hifner Jr. Outstanding Chapter Award* for 1996-97. The award is presented annually to the chapter which has done the best job of serving its members. The winning



Opposite page: Committees begin the 1997-98 year at Committee Day.

This page (clockwise from top left): David Price receives his Outstanding Committee Chair Award for his work with the Insurance Committee; the first-place team of John Clay, Ralph Stevens, Rick Campbell and John Miller pose for the camera; Bill Meyer from the Louisville Area Chapter accepts the award for the Outstanding Chapter; Ben Gratzer hands out golf prizes from the Educational Foundation Golf Scramble; Mark Boyson, John Booher, B. Hamilton and Paula Hansen won fourth place in the golf scramble; Nancy Davis receives an Outstanding Committee Chair Award for her work with the Accounting Career Opportunities Committee.

chapter was cited for offering its members five meetings, four of which offered CPE credit, plus a student luncheon with over 100 in attendance. This year they also had a goal to work with the Society on the image enhancement program and placed an advertisement featuring CPAs who were active in the communities in *Business First*.

A wide variety of continuing professional education was offered at the meeting, including: "Recent Events in Kentucky Legislature," by Crit Luallen, Secretary of the Cabinet, Commonwealth of Kentucky; "Future Trends & Developments in Associations and Volunteerism," by Harrison Coerver, Harrison Coerver & Associates, Kansas City, MO; "AICPA Update," by Alan Anderson, AICPA Senior Vice President Technical Services; "Preparing to Meet Workplace Challenges the New Millennium," by Brooks Kubik, Stites & Harbison; and "The Merging of Technology and the CPA Profession," by Jody Detzel, Channel Development, Microsoft, Inc.

Tuesday afternoon featured the Educational Foundation Golf Tournament cosponsored by the Bluegrass Chapter to benefit the scholarship fund. Eighty golfers competed in a scramble format to raise $5,700.

Businesses have more time to begin electronic payments

The Internal Revenue Service announced that it will not impose penalties through December 31, 1997, on businesses that make timely deposits using paper federal tax deposit coupons while converting to the new electronic payment system. Under the law, taxpayers with more than $50,000 of federal employment tax deposits in 1995 are required to enroll in the Electronic Federal Tax Payment System (EFTPS) and to deposit electronically by July 1, 1997.

Acting Commissioner of Internal Revenue Michael P. Dolan said, "We understand that many taxpayers who have not enrolled in EFTPS may need more time to learn about making electronic tax payments. So, we have decided to take yet another step to help them make the switch comfortably and confidently."

The additional 10 percent penalty for not depositing electronically will be waived through December 31, 1997. However, deposits must still be made on time even when paper coupons are used, in order to avoid a late deposit penalty.

The IRS encourages businesses to use this additional time to get acquainted with EFTPS. Making EFTPS payment successfully will show businesses that they are correctly enrolled and that their payments can be processed without error. "If businesses encounter any problems, they will have time to get help and make adjustments, rather than face a penalty. They will also obtain a better understanding of the advantages of EFTPS," said Dolan.

EFTPS eliminates most of the paperwork in the old federal tax deposit (FTD) coupon system. With EFTPS, deposits may be made by telephone or personal computer. This means no more trips to the bank to deliver FTD coupons and checks. EFTPS is fast, convenient and easy.

Over 1.1 million of the almost 1.2 million businesses that are required to begin using the EFTPS system by July 1 have already enrolled in the system. Another 400,000 businesses, not included in the 1.2 million businesses required to use EFTPS, have enrolled in the system voluntarily. Through last week, more than $100 billion has been collected through EFTPS.

"We owe a lot of gratitude to the two Treasury Financial Agents – First National Bank of Chicago and Nations Bank – as well as the banking and payroll community, professional tax preparer associations, business associations and many others for their assistance. The fact that so many businesses have already enrolled in EFTPS is a tribute to their efforts," said Dolan.

> *"Use of EFTPS does not give the IRS access to the business's bank account."*

In conjunction with the announcement, the IRS addressed some common misunderstandings about EFTPS. Use of EFTPS does not give the IRS access to the business's bank account. In fact, the taxpayer controls the amount of money transferred and when those funds are transferred.

Second, EFTPS does not change the tax due date. Although the taxpayer must notify the bank or the Treasury's Financial Agent to make the transfer a day before the payment due date, the funds do not move until the due date.

Third, EFTPS is easy to use and does not require special electronic equipment. It can be as simple as making a phone call. There is no equipment required other than a telephone – a rotary dial telephone is fine. Also, for taxpayers who want to use a computer to transfer the funds, the Financial Agents will even supply the software.

Fourth, EFTPS reduces the complexity of making tax payments.

A simple phone call transfers the funds. It takes far less time than writing out a check. Filling out a coupon and walking or driving to the bank to make the deposit.

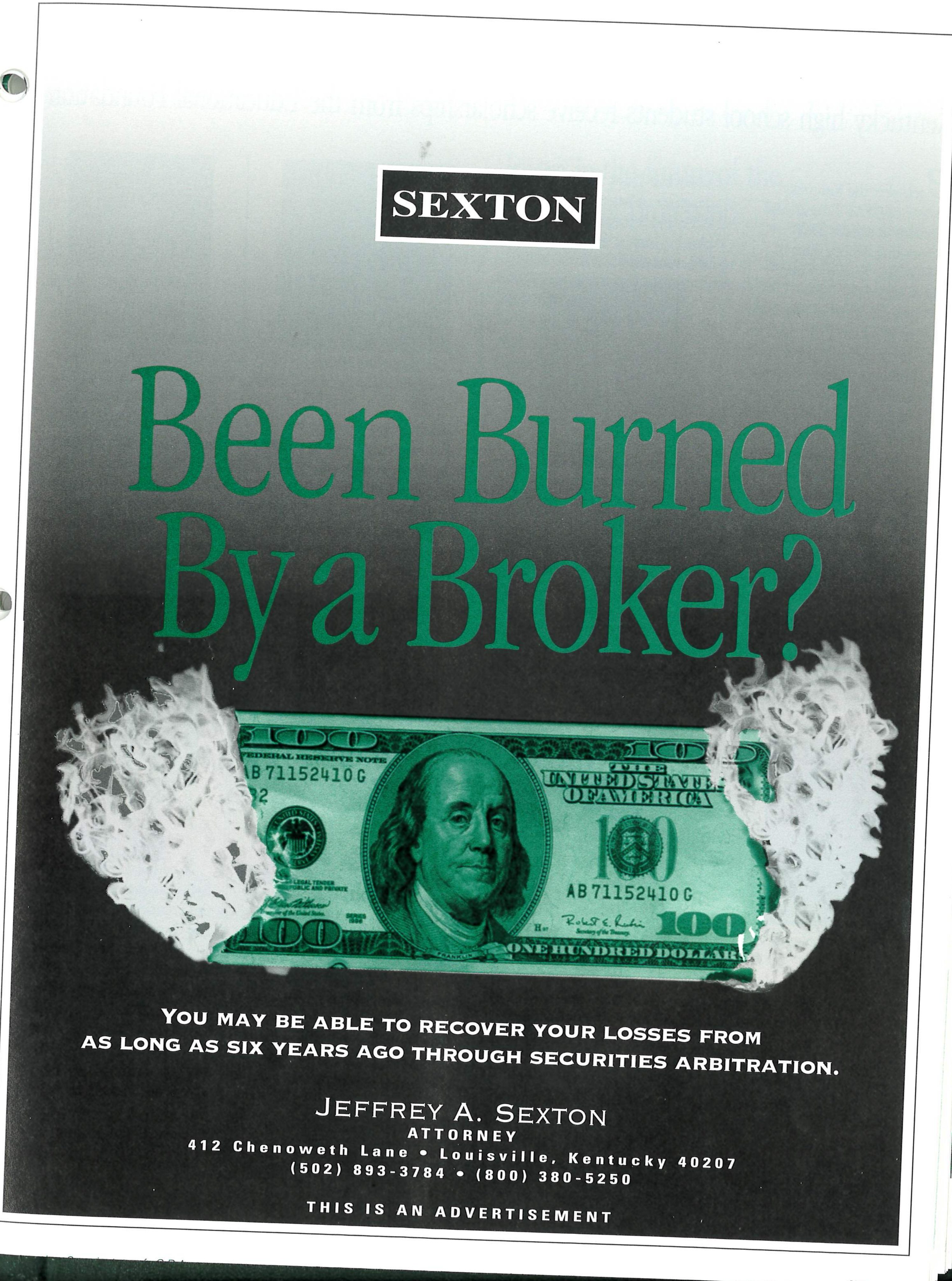
For information on EFTPS or get an enrollment form, call EFTPS Customer Service at (800) 555-4477 or (800) 945-8400. Taxpayers can begin using EFTPS as soon as they receive their payment instruction packet and personal identification number.

Test of early referral to appeals for employee classification cases extended

The IRS has announced an extension of the test of the Early Referral to Appeals for worker classification cases, as originally set forth in Announcement 96-13, for an additional one-year period beginning on May 27, 1997, the date this announcement was published in the Internal Revenue Bulletin.

This program is part of the Internal Revenue Service's strategy designed to improve employment tax administration for all taxpayers, including those who are small business owners. The purpose of early referral for employment tax issues is to resolve them more expeditiously through simultaneous action by the District and by Appeals. Announcement 96-13 describes the method by which a taxpayer requests early referral of one or more unagreed employment tax issues from the District to Appeals. A taxpayer may request early referral of any developed, unagreed employment tax issue, including the application of section 530 of the Revenue Act of 1978, that is under the jurisdiction of the District Director arising from an audit.

A one-year test of the employment tax early referral procedure concluded on March 18, 1997. During the additional one-year test period, Appeals will try employment tax early referral in more cases so that the program can be further evaluated.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Kentucky high school students receive scholarships from the Educational Foundation

Each year the Kentucky Society of CPAs' Educational Foundation awards $500 Accounting Scholarships to outstanding Kentucky high school seniors.

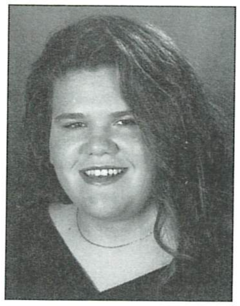
The goal of the scholarships is to recognize Kentucky students planning to work in the accounting field and to also encourage other students to consider accounting as their field of study.

Other than their exceptional academic achievements, winners were judged upon their leadership skills and extra-curricular high school activities. Six members of the Educational Foundation selected this year's winners. They included ***Nancy Davis, Phillip Gregory, Theodore Stiles, Jane Wells, Rickie Williams,*** and ***Jane Wells.***

The following students were selected as the 1997 Senior Accounting Scholarship recipients:

Kathryn Rebecca King
Assumption High School
Louisville

In addition to this scholarship, Kathryn is the recipient of a University of Louisville Commonwealth Scholarship. She is the vice-president of the Future Business Leaders of America, a member of the Beta Club, and the Captain of the 1996 High School National Champion Volleyball Team. Kathryn is the daughter of James O. King, Jr., CPA, and Rebecca King and plans to attend the University of Louisville.



Kristi Michelle Crouch
Bath County High School
Owingsville

In addition to this scholarship, Kristi has received an FBLA Scholarship, Deans Scholarship and a Regional Honors II Scholarship from Morehead State University. She is the daughter of Melvin and Peggy Crouch and plans to attend Morehead State University.

Michelle Lynn King
Bishop Brossart High School
Highland Heights

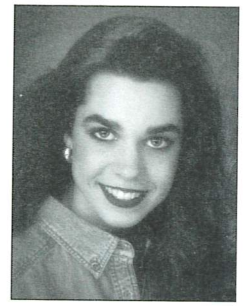
Michelle is the President of the National Honor Society, a member of Who's Who Among American High School Students, and a recipient of a United States Student Council Award. She is the daughter of Marc Daniel King and Sandra Lynn King and plans to attend Northern Kentucky University.

Mellissa Marie Brown
Bracken County High School
Foster

Mellissa is an All-American Scholar and a member of Who's Who Among American High School Students and the National Honor Roll. She is the daughter of Mark and Elaine Inloes and plans to attend Morehead State University.

Amy Maria Bankemper
Campbell County
High School
Southgate

Amy has a GPA of 3.65 and is ranked 12th out of a class of 275. She has been named to the honor roll all four years of high school. Amy placed first in Keyboarding competition and second in the Scrapbook competition. She is the daughter of Paul and Mary Ann Bankemper and plans to attend Northern Kentucky University.



Susan Whitney Calhoon
Green County High School
Greensburg

Susan is the 1997 Green County Junior Miss and was one of the Top Ten Finalists in the Kentucky Junior Miss Pageant. She is the daughter of Bill and Peggy Calhoon and plans to attend Elizabethtown Community College.

Beth Ann Dolores Vice
Larry A. Ryle High School
Union

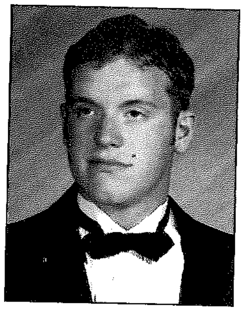
In addition to this scholarship, Beth Ann is the recipient of the Presidential Scholarhip and Outstanding Service Award from Thomas More College, Freshman Excellence Scholarship from Northern Kentucky University, and the Super America Scholarship. She is a member of Who's Who Among American High School Students, is on the All "A" Honor Roll, and placed first in the Regional Future Business Leaders Competition in Accounting II. She is the daughter of Gary Vice and Sandra Vice and plans to attend Thomas More College.

Brandy Raynelle Arnett
Magoffin County High School
Salyersville

Brandy is the Valedictorian, Class Vice-President and the President of Future Business Leaders of America. She is the daughter of Danny R. and Joy Arnett and plans to attend Morehead State University.

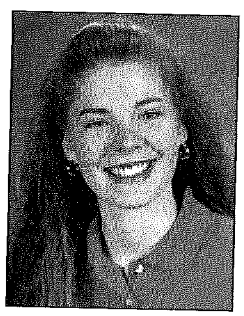
Cynthia Ellen Tennill
Shelby County High School
Shelbyville

In addition to this scholarship, Cynthia is the recipient of a Chancellor Scholarship from the University of Kentucky. She was a 1996 Kentucky Governor's Scholar and a Shelby County Trust Student Star. Her parents are Don and Lydia Turner and Randy and Nan Tennill of Shelbyville. Cynthia plans to attend the University of Kentucky.



Richard Adam Stearman
Green County High School
Greensburg

In addition to this scholarship, Richard is the recipient of a Western Kentucky University Regents Scholarship, a Campbellsville University Academic Scholarship and is a member of Who's Who of High School Students. Richard is the son of Otha Ray and Nancy J. Stearman, CPA of Greensburg. He plans to attend the University of Kentucky and hopes to become a United States senator.



Katherine Adele Clements
Union County High School
Morganfield

She is the 1997 Union County Junior Miss Preliminary Winner - Scholastic, Talent and Fitness. She is a member of the yearbook staff, National Honor Society, National Safety Youth Congress and the 4-H National Congress. Katie is the daughter of the late Jeannie Royster Clements and the granddaughter of Mr. and Mrs. John Royster of Morganfield and plans to attend the University of Kentucky.

Invest in the future of the accounting profession

Since 1972 the Kentucky Society of Certified Public Accountants Educational Foundation has recognized that young people represent the future of the accounting profession. Through a strong scholarship program it seeks to attract and reward talented students with financial support and encouragement as they enter the profession.

Contributions

The Foundation funds its scholarships through the donations of KSCPA members and the companies and firms at which they work. Although contributions of any amount are encouraged, the categories for business and individual contributions are provided below for guidance.

Memorial Gifts and Bequests

The Foundation encourages contributions in memory of deceased members. The trustees will promptly acknowledge each memorial to the bereaved family. The Foundation also accepts bequests from members' estates.

How to Contribute

Your tax deductible contribution to the Educational Foundation of the KSCPA is an investment in the future of your profession. When making your contribution, complete the form below making your check payable to: Educational Foundation of the KSCPA, 1735 Alliant Avenue, Louisville, KY 40299-6326. For additional questions, call (502) 266-5272 or toll-free (800) 292-1754 or visit our web site at www.kycpa.org.

Here is my tax deductible contribution to the Educational Foundation.

Business

❑ Gold	$500 or more
❑ Silver	$250 - $499
❑ Bronze	$100 - $249

Individual

❑ Summa Cum Laude	$75
❑ Magna Cum Laude	$50
❑ Cum Laude	$25

Name ______________________________

Firm/Company ______________________________

Address ______________________________

City/State/Zip ______________________________

In memory of (if applicable) ______________________________

Return with your check to: Educational Foundation of the KSCPA, 1735 Alliant Avenue, Louisville, KY 40299-6326

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Your toll free Fax-on-Demand phone number is: (800) 459-2727

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803 KY Revenue Cabinet Telephone Directory
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805 Summary of Accredited Business Valuator Program Criteria (2 pages)
806 Intangible Tax Update
807 IRS Questions & Answers (5 pages)
808 Ky Revenue Questions & Answers (11 pages)

How to use Fax-on-Demand

- Call toll free (800) 4KY-CPAS (Louisville users may dial 329-5790) from any touch-tone phone. The service is available 24 hours a day, seven days a week.
- Follow the voice prompt. You will be asked to punch in the three digit number of the document or documents you want.
- You will be asked to enter the telephone number of the fax machine (including the area code) where you want the documents to be sent.
- Then you will be asked to enter a number (either your phone number or extension number) to identify you on the cover page.
- Hang up. Your documents will be sent to you immediately.

Add these titles to your reference library

The AICPA has published the following three new Management Consulting Services practice aids for your library reference. To obtain these publications, please call the AICPA Order Department at 1-800-862-4272 or fax your order to 1-800-362-5066.

Consulting Services Practice Aid 96-3 Communicating in Litigation Services: Reports
(Product # 055000)
$22.50 AICPA members /
$29.50 non AICPA members

This nonauthoritative publication provides guidance on the content, format, and style of written reports by expert witnesses. Topics covered include common elements of written expert reports, maintaining the confidentiality of documents, the impact of the Federal Rules of Civil Procedure, attorney work-product privilege, and report distribution. Three sample expert witness reports are also included.

Consulting Practice Aid 96-4 Providing Cash Management Consulting Services
(Product # 055002)
$24.50 AICPA members /
$31.50 non AICPA members

This new practice aid provides guidance to practitioners for evaluating a client's current cash management practices and formulating revised policies and strategies. It covers important topics such as gathering and analyzing client cash management information, payment and collection systems, wire transfers, investing, financing and engagement marketing. The practice aid also contains a case study, sample checklists, and an illustrative engagement letter and final report.

Consulting Services Practice Aid 97-1 Fraud Investigations in Litigation and Dispute Resolution Services
(Product # 055001)
$22.50 AICPA members /
$29.50 non AICPA members

This latest MCS practice aid discusses the CPA's responsibilities, opportunities, and assignments in fraud related matters in the context of a management consulting litigation services engagement. It includes information about types of fraud investigations, applicable professional standards, law enforcement officials, and communicating findings. The practice aid also contains a list of selected indicia of fraud, descriptions of fraud schemes, legal references, and illustrative engagement letter scope paragraphs.

Each of these practice aids is available for your use in the KSCPA library. If you have any questions about Management Consulting Services (MCS) or would like to learn more about the MCS Committee at the KSCPA, please call Caroline Van Eman at (502) 266-5272.

How do you get your name in print? If you've changed jobs, or received an award, or made a speech, or been quoted in the newspaper, let us know about it. Just drop a line to "People," The Bottom Line, KSCPA, 1735 Alliant Avenue, Louisville, KY 40299-6326. Email: kycpa@kycpa.org.

Members in motion

Ted Funk, VonLehman & Company Inc., Ft. Mitchell, has just been awarded the designation of Certified Valuation Analyst by the National Association of Certified Valuation Analysts… ***David J. Kirby***, Kelly-Levey & Associates, Florence, has a new business address: 7900 Tanners Gate Lanes, Suite 330, Florence, KY 41042… ***Alan Dries***, partner, Dries & Buckner, PSC, Louisville, has been accredited as a Certified Valuation Analyst by the National Association of Certified Valuation Analysts… ***Keith M. Wilson***, assistant controller of Peyton's, a division of The Kroger Co., has just become a certified instructor on Implementing Activity Based Costing/Management - The Model Approach by the Sapling Corporation… ***Mark Robison*** recently accepted a position as Director of Commonwealth Financial Management, a division of Commonwealth Health Corporation in Bowling Green. He was formally with St. Mary's Health System in Knoxville, TN… ***Stephen Traughber*** has joined Strothman & Company PSC as a tax manager. Traughber was with Eskew & Gresham PSC and coopers & Lybrand LLP… Baird, Kurtz & Dobson announces the promotion of ***Jerry T. Henderson*** to manager and ***Donald Leon Henderson*** to senior accountant… McCauley, Nicolas & Company, LLC announces the promotions of ***Hope Oliver*** and ***Karen Hermann*** from Intern to Staff Level I in the New Albany office, and ***Diane Schroeder*** from Intern to Staff Level I in the Louisville office.

At the Podium

James E. Friess, Claiborne Farm, Paris, presented a Principles of Management course at the University of Kentucky entitled "How Businesses Try to Compete or Achieve Competitive Advantage.

Firms and Firm Changes

Neal D. Spencer, Baird, Kurtz & Dobson, Bowling Green, has been named partner.

Visit us on the World Wide Web: www.kycpa.org

Answers to frequently asked dues questions

Your 1997-98 Kentucky Society of CPAs membership dues statements will be mailed the first week of July, 1997. Please do not confuse this dues notice with your Kentucky State Board permit renewal, which was mailed to those holding odd numbered certificates. The State Board renewals were mailed in May and are due July 1.

Please remember that prompt payment will save the Society a costly second mailing and reaffirm that the Society leadership is continuing on a correct course of action that members strongly support.

The following are some commonly asked questions and answers regarding payment procedures and membership classifications. If you have any other questions, please call Janet Conway at the Society office, 502-266-5272 or toll free in Kentucky 800-292-1754.

Q. What period does my dues payment cover?

A. The Society's fiscal year is July 1 through June 30. New applicants for membership are processed monthly. If you are a new member, your dues will be automatically pro-rated on a monthly basis.

Q. What is the deadline for paying annual dues?

A. Dues are payable by ***August 1, 1997***. Any member whose annual dues remain unpaid after 90 days will be subject to termination by the Board of Directors.

Q. Are there any concessions made for paying dues if I am unemployed?

A. If you are a regular member who has temporarily left the work force for military duty, unemployment, disability or domestic responsibilities, and are not seeking full time employment at this time, you may qualify for "inactive status" and pay a lower dues rate. Eligibility for this status is re-established annually at the time of the dues billing. Please call the office for approval.

Q. If I work in private industry, but do a few tax returns on the side, does that put me in the public practice category?

A. No. Your dues category is determined by your *primary* occupation, which you choose.

Q. Am I obligated to make a $15 contribution to the KSCPA's Political Action Committee (PAC)?

A. The $15 contribution to the KSCPA Political Action Committee is only a suggested amount; you may contribute as much or as little as you wish. Contributions are entirely voluntary.

Q. Am I obligated to pay the $15 member assessment?

A. Yes, On June 13, 1995, the Kentucky Society Board of Directors approved this temporary assessment in order to restore the Society's reserve funds to an acceptable level and to fund our participation in a national image enhancement program. The Board of Directors authorized an assessment for up to five years on a $25-20-15-15-15 basis.

Q. How do I change my membership dues classification?

A. To change your membership dues classification, choose your new classification from the back of your dues statement, cross out the old one, and send in the correct amount for the classification you have chosen. Be sure to provide us with the new information about your employer, etc.

Q. I will be changing employment within the next 30 days. What dues do I pay?

A. You should pay the amount for your new employment category. Be sure to note when you will change and the new business name and address, etc.

Q. **Are my Society dues deductible?**

A. Members are reminded that the Omnibus Budget Reconciliation Act of 1993 eliminated the deductibility of the portion of membership dues used for lobbying purposes [IRC Sec.162(e)]. While Society dues may still be partially deductible as an ordinary and necessary business expense (not as a charitable contribution), members must reduce their 1997-98 dues payment by 10 percent, the estimated percentage of dues the Society allocated to its lobbying activities on behalf of its members, to calculate the allowable deduction.

Q. **I am retired. Is there a special membership category for me?**

A. Yes. You may be eligible for Life Membership, if you have reached the age of 65 years or upon substantial retirement from your full-time occupation and have been a member of the Society for 15 years or more. We have two classifications of Life Membership. If you would like to receive all the mailings the Society issues, the annual fee is $30 per year. However, if you would like to maintain your membership and not receive mailings, there is no annual fee. You must request Life Membership in writing and state that you meet the requirements listed above, and which level you wish.

Q. **Am I obligated to make a contribution to the Educational Foundation of the KSCPA?**

A. Contributions to the Educational Foundation are entirely voluntary. You may contribute as much or as little as you wish. These contributions support the scholarship fund that recognizes that young people represent the future of the accounting profession. Through a strong scholarship program we seek to attract and reward talented students with financial support and encouragement as they enter the profession. This contribution is tax deductible and an investment in the future of your profession. Please make separate checks payable to *Educational Foundation of the KSCPA.*

Helpful tips

- *Pay promptly to help keep down costs of mailing additional notices.*
- *Notify us of any changes in employment, employment address and telephone, as well as home address and telephone.*
- *Please be sure to fill in any blanks on the front of your statement, such as fax number and e-mail address.*
- *For special circumstances, call us to arrange a payment plan.*
- *Make Political Action Committee contributions payable to KSCPA PAC.*
- *Make Educational Foundation contributions payable to Educational Foundation of the KSCPA.*

LAKE BARKLEY waterfront house. 2,000 square feet, two bedroom + loft sleeping area, boat dock, four secluded acres, yet close to facilities. $1,900 in season, $1,500 out of season. (502) 442-2958.

HILTON HEAD ISLAND, three bedroom, three bath, fully furnished villa on Fazio Golf Course. Swimming pool and tennis courts. Five minute bike ride from the beach. Great food and shopping. Rent direct from the owners for big savings. Call (502) 245-2950.

ASSOCIATE MEMBER OF KSCPA desires association with small public accounting or sole practitioner within metro-Louisville area. I bring skills in several disciplines to the association. Reply to J. McCarthy, The Bottom Line, Box 97-6.

RESUMES-RESUMES-INTERNET - If your resume isn't a winner, it's a killer. Do it right, call Career Resumes (800) 800-1220 or fax your resume to (800) 927-4611 for a free critique/price quote. Place your resume on the internet. Viewed by over 8,000 companies.

LOCAL CPA FIRM that has been in Louisville 35 plus years is seeking to purchase sole practitioner with any combination of auditing, tax, consulting or bookkeeping practice. Would consider any type of buy out agreement to meet the needs of the seller. Reply to Hammer, Clark & Medina, PSC, Thomas R. Clark, 1827 Brownsboro Road, Louisville, KY 40206 or call (502) 896-8788.

LOUISVILLE EAST END CPA firm looking for other CPAs to share office expenses. Includes one private office, use of clerical/receptionist personnel, general office supplies, various accounting software, copier and fax use, and use of reference library. Excellent location. Contact Gary Sullivan, CPA at (502) 339-8311.

LOCAL WELL-ESTABLISHED accounting firm desires to purchase practice and/or accounts of retiring practitioner. Specific accounts would be write-up, compilation and tax. Owner financing would be desired. Reply in confidence to The Bottom Line, Box 97-4.

SOMERSET-LAKE CUMBERLAND AREA, the rapidly growing firm of Evans, Hall & Clark, certified public accountants and business consultants, is seeking qualified applicants in auditing, tax preparation, and accounting services. We are expanding all areas of our practice and have immediate openings for professional accountants and accounting service personnel. Require an accounting or similar degree and at least two years of experience, preferably with a CPA firm. All replies will be maintained in confidence. Send to Evans, Hall & Clark, Post Office Box 1309, Somerset, Kentucky 42502.

DEMING, MALONE, LIVESAY & OSTROFF, the largest local CPA firm in the Louisville area, offers fiduciary services to a diverse client base. We prepare death and fiduciary income tax returns in addition to consulting and planning services. Because of our recognized expertise in this area, we offer an immediate opportunity, either full or part time, and a competitive compensation package. If you are an experienced CPA, attorney or other professional in this area, send your resume in confidence to: Recruiting Manager, DMLO, 9300 Shelbyville Road, Louisville, KY 40222.

JEFFERSON COMMUNITY COLLEGE, Southwest Campus is seeking an individual to teach Principles of Accounting on alternate Saturdays during the Fall semester. This individual must have a Master's degree including 18 graduate hours in Accounting. If interested, please contact April Chieffi at (502) 935-9840, extension 3323. Jefferson Community College is an equal opportunity employer.

LARGE LOCAL accounting firm seeking CPA with minimum of seven years accounting and auditing experience in public practice to perform technical reviews of financial statements and working papers to function as manager on auditing engagements, and to assist the firm in quality assurance matters. Salary commensurate with experience. Reply in confidence to The Bottom Line, Box 97-3.

DEMING, MALONE, LIVESAY AND OSTROFF is looking for an individual to do in-house software training, user support and special projects. The ideal candidate would have a background in public accounting with previous experience in software training. Please mail resumes to Ken Ilari, DMLO, 9300 Shelbyville Rd. #1100, Louisville, KY 40222 or send via fax to (502) 326-2451 or email at kilari@dmlo.com.

BOWLING GREEN office of regional CPA firm seeks health care consultant with 6-8 years of industry of accounting experience to oversee growing practice that includes reimbursement, cost report, managed care, audit and clinical service. Send resume and salary requirements to Neal Spencer, Baird, Kurtz & Dobson, 911 College Street, P.O. Box 1196, Bowling Green, KY 42102-1196.

LARGE LOCAL certified public accounting firm located in Lexington, Kentucky is seeking individual with an excess of 3 years experience in public accounting. This is a genuine opportunity for advancement with a progressive, growing certified public accounting firm. Send resume to Radwan, Brown & Company, PSC, P.O. Box 1485, Lexington, KY 40508.

STROTHMAN & COMPANY PSC seeks experienced CPAs at the senior to manager level. This is an excellent opportunity for personal growth and professional advancement. Individual must have a cooperative spirit, compassion for people, healthy ambition and positive track record. Send resume to Strothman & Company, PSC, 1600 Waterfront Plaza, Louisville, KY 40202.

WANTED: EXPERIENCED ACCOUNTANTS. Growing, prominent regional accounting firm continually seeks outstanding public accounting professionals with a minimum of two years experience in audit and/or tax. Desire full-time professionals as well as those seeking part-time or flexible work schedules. If you desire challenge, variety and unlimited potential for advancement in the field of public accounting, send resume to: Amy McCurdy, Eskew & Gresham, PSC, 2500 Meidinger Tower, Louisville, KY 40202 (502) 584-2500, (502) 585-1647 FAX.

NORTHERN KENTUCKY CPA FIRM is expanding and needs qualified professionals with audit and tax experience to assist in its growth. If you are interested in this opportunity in Northern Kentucky, please send your resume to Rankin, Rankin & Co., 1717 Dixie Highway, Suite 600, Ft. Wright, KY 41011.

The University of Kentucky Income Tax Workshop Program is hiring CPAs experienced in income tax law. Working as a team, instructors teach a series of two-day tax seminars. Travel required in late October till mid-December. Application deadline: August 15, 1997. Contact: Rita Parsons, University of Kentucky, Department of Agricultural Economics, 321 Agri. Engr. Bldg., Lexington, KY 40546-0276, phone (606) 257-7292.

LEXINGTON CPA FIRM seeking CPA (five years experience) with strong small business and tax background with good client development and computer skills. Also an interest in future equity position. Reply in confidence to The Bottom Line, Box 97-8.

Guidelines for Classifieds

Rates are 50 cents per word ($30 minimum), add $5 for blind box ads. The deadline for placing a classified ad is the 10th of the month prior to the issue month and payment by check must accompany ad. Replies to blind box numbers should be sent to that number, care of The Bottom Line, KSCPA, 1735 Alliant Avenue, Louisville, KY 40299-6326. All replies will be forwarded unopened to the purchaser of the ad. For more information, contact Dianna Ott at (800) 292-1754.

The way we were

10 years ago ... 1987

The Board took several votes concerning requirement of continuing education credits as a condition of membership in the AICPA:

- on the proposal to require 120 hours for every 3 years with a minimum of 20 hours each year, for those in public practice only, the Board voted 14-0 in favor
- on the proposal for members not in public practice, the CPE requirement would be 60 hours for the first 3-year cycle, and 90 hours for each 3-year cycle thereafter, the Board voted 4 for and 9 against.

From the Minutes of May 7, 1987.

15 years ago ... 1982

Donald J. Zeman, managing partner of Peat, Marwick, Mitchell & Co., Louisville was elected to serve the Society as the 58th president.

From the Bottom Line, June/July 1982.

25 years ago ... 1972

Blue Cross-Blue Shield Rate Reductions ... The new rates for Single policies are $9.60 and for a Family policy is $26.10 and are guaranteed for 12 months. Both rates were a decrease from the previous year.

From the Kentucky Accountant, June 1972

The Annual Convention is always a "Rock and Roll" time!

The other side of the Annual Convention.

KSCPA
Kentucky Society of Certified Public Accountants
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Louisville, Kentucky 40299-6236

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