

Goals set for upcoming year

by Gail A. Broady, CPA

What an exciting Annual Members Meeting. I truly enjoyed meeting members from across Kentucky, watching the committees work, and seeing the chapters plan for the upcoming year. The meeting confirmed CPAs are resourceful people and provide a tremendous amount of talent to the organizations in which they participate. A special thank you to the Board of Directors, the committees, the chapter executive committees, and members for making the Annual Members Meeting a success.

Congratulations to *Kelly King* on a successful year as president. His leadership guided the completion of the new KSCPA building, established a dialogue with the newly elected State

Auditor, steered us through a legislative session, initiated the first Health Care Conference, and kept the KSCPA moving forward in many other areas.

At the annual planning retreat, the Society executive committee, committee chairpersons, and chapter presidents identified the three top priorities for the upcoming year and began work on the 1996-97 Action Plan. This will be a year for the Society to focus on the following top priorities:

- Communicate opportunities,
- Promote the CPA image, and
- Actively participate in the legislative process.

Communicate Opportunities

The Society will strive to communicate opportunities in various areas to assist its members in becoming more successful. Due to the importance of technology, a separate committee has been established to communicate technology opportunities. The health care committee will be working to address the unique needs of members working in or serving clients in the health care industry. In addition to providing quality CPE on a variety of topics, the Educational Foundation offers the following conferences: industry, educators, health care, governmental accounting and auditing, estate and financial planning, federal tax, Kentucky state tax, and practice management.

Promote the CPA Image

An image enhancement campaign to be coordinated with the AICPA is planned for the fall. The results of last year's campaign which included statewide radio advertising and national television and print media exceeded expectations. Independently conducted survey results indicated a significant improvement in targeted audience's perception of the ability of CPAs to provide services in addition to the traditional tax and accounting services. The Society seeks opportunities throughout the state for CPAs to be highlighted in news articles. Members can participate in the CPA referral service.

For members visiting schools for career day presentations, speaking to honors classes, or participating in promoting the profession to students, the KSCPA office has tremendous resource materials including the latest in technology with CD-ROM presentations.

Actively Participate in the Legislative Process

The key person legislative contact program is the envy of many states across the nation. A special thank you to all members who take the time to know the legislators. The actions of the legislature and governmental agencies affect the work we perform every day. It is critical the profession continue to enhance its ability to be proactive. Please support the candidate of your choice and take the opportunity to



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inform them of important issues. Throughout the year, the Society participates in dialogues with the State Board of Accountancy, State Auditor's office, the Revenue Cabinet, the Department of Education, and other boards and agencies.

This article highlights only a few of the KSCPA programs and projects. A complete report of the committee and chapter activities could easily fill this issue of *The Bottom Line*. Many members are working on your behalf to help the Society meet its objectives.

I am honored to serve as president and look forward to working with you during the upcoming year.

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