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**"If the ladder is not leaning against the right wall, every step we take just gets us to the wrong place faster."**

- Stephen Covey



The CPA. Never Underestimate The Value.™

## Across The Board

### Happenings from the KSCPA Board of Directors

The Board of Directors met on June 22 in Lexington as part of the Annual Members Meeting. This was the combined meeting of the outgoing Board for 2000-01 and the incoming Board for 2001-02. At the meeting, the Board took the following actions:

- approved membership actions that reflect a Society membership on June 30, 2000 of 4,690, not including 170 student members.

- adopted an annual budget for the Society for FYE June 30, 2002 with revenues and expenditures balanced at \$2,117,000.

- approved nominations to be made to the Governor for two CPA appointments to be made to fill

vacancies on the Kentucky State Board of Accountancy, effective July 1, 2001. (Kentucky law provides that the Society will submit the names of three qualified individuals for each CPA vacancy, and the Governor shall appoint one from the list).

- agreed that the scheduled August 23 meeting of the Board will be a joint meeting with the Leadership Council (LC), with emphasis on a detailed analysis and discussion of the proposal for the creation of a new, global, business credential, known for now as the XYZ. The LC will meet in the morning, and Board members are encouraged to attend. The Board will meet that afternoon, review the results

of the LC meeting, and consider whether or not it is advisable for the Society's Board to take a formal position for or against the proposal.

- directed that a video tape from the May meeting of the AICPA Council, featuring a report on the XYZ and a structured debate on the issue, be reproduced and sent to all members of the LC and the Board before the joint meeting on August 23.

- on behalf of the membership it represents, the Board expressed appreciation to outgoing president Gwen Tilton for her outstanding leadership during the 2000-01 Society year.

## Solving the CPA Staffing Crisis

### The situation.

The most pressing concern facing accounting firms today is finding, hiring and retaining quality staff, according to the "Top Five MAP Issues" poll released annually by the PCPS Managing of Accounting Practice (MAP) Committee. This concern has remained constant since 1996 and is likely to get worse.

Staffing shortages currently exist in all sectors of the profession - from local and national accounting and professional service firms to the private sector and government. Twenty percent fewer students become accounting majors each year and the number of CPA exam applicants as well as the number of high school students interested in the profession is

steadily declining. One study by the Taylor Research and Consulting Group, Inc. found that only 2% of college students currently major in accounting, while a mere 1% of high school students plan on majoring in accounting in the future.

Also affecting the profession are significant changes in the business environment. Technology and a global economy have shifted market demand from traditional financial services to knowledge services. The marketplace now calls for business strategists, financial planners, and computer consultants-prompting students to flock to these career paths rather than accounting. The profession once paid highly enough to counteract such competition, but today, starting

salaries at CPA firms bring \$8,000 to \$10,000 less than other professions.

### Importance to members.

Because the staffing shortage is significant and unlikely to improve, CPAs practicing in all areas of the profession and in firms of all sizes need to identify solutions that may reverse the trend. Many firms are struggling with how to improve hiring and reform practices and are making changes in recruiting and retention, but they are unsure about which solutions would be most effective. How can a firm attract bright employees? What kind of benefits or work environments are new CPAs looking for? Answers to these questions can dictate success or failure in a shrinking labor market.

(continued on page 2)

## Solving the CPA Staffing Crisis *(continued from page 1)*

### **Committee involved.**

The AICPA committee involved in studying the crisis is the PCPS Executive Committee Task Force on Staffing, chaired by Ellen Feaver. The AICPA professional supporting this initiative is Barbara Vigilante ([bvigilante@aicpa.org](mailto:bvigilante@aicpa.org)), Senior Technical Manager of Firm Practice Management and Sheryl Martin ([smartin@aicpa.org](mailto:smartin@aicpa.org)), Director of Firm Practice Management. For more information, visit the PCPS Web site at [www.aicpa.org/pcps](http://www.aicpa.org/pcps).

### **The PCPS Top Talent Survey.**

The PCPS Executive Committee developed a task force to further explore the staffing crisis. Rather than focus on familiar reasons for the problem, the task force took a unique approach: it asked what motivates top professionals to join and stay at a CPA firm. This inquiry led to a survey of "top talent" - those employees identified by their supervisors who are succeeding in and happy with their CPA careers. The reason behind the survey was simple: if researchers could identify what makes CPAs stay on the job, then firms of all sizes could use this information as a guide to employee recruitment, retention and satisfaction.

The survey was sent to PCPS member firms with one or more staff members. Managing partners were asked to give the survey to the persons they identified as the best and the brightest in their firms. The survey garnered responses from 558 employees representing accounting, auditing, tax and consulting specialties from all fifty states and Puerto Rico. The employees averaged six years with their firms and came from the ranks of managers, and senior and staff accountants. Respondents' firms

ranged in size from one to three employees up to those with more than sixteen.

### **Benefits.**

Besides salary and vacation, top talent indicated that the most important benefits that attracted them to and kept them at a firm included medical benefits, retirement savings plans, comp time, bonuses, dependent medical, and incentive pay. Many firms, however, do not offer these benefits. Only 37% of the firms surveyed offer incentive pay, yet top employees ranked this as one of six most attractive benefits. Seventy-one percent of the firms also offer life insurance and are spending more on lunch subsidies, childcare and eldercare, tuition reimbursement and free checking.

### **Job Satisfaction.**

Four out of five top talent respondents felt that they have the intellectual stimulation, autonomy and tools necessary to perform their jobs. Ninety-two percent of the respondents are happy in being part of an accounting firm, but only 69% said they would make the same choice again.

### **Company Culture.**

How important is work environment? Eighty-eight percent of top talent ranked respect for balancing work/life as the primary reason for remaining with a firm. Also in the top five were the type of work (86%), comfortable office atmosphere (84%), opportunities for advancement (83%), and open door/accessible management style (82%).

### **Management Style.**

Management behavior can support talent retention. Respondents emphasized three areas: input, access, and change. Seventy-five percent said

that management encouraged input from non-management and used this feedback to make changes while 88% said that they are comfortable approaching management with questions and concerns. Another 58% said that change occurred at an acceptable pace at their firm. In addition, mentor programs were seen as an important factor in employee retention.

### **Career Track.**

One of the most surprising results of the survey was the attitude of top talent toward partner track. While 75% of the respondents agree that management encourages career growth and possible owner status, only 37% are very interested and 40% somewhat interested in becoming owners.

### **Motivation/Rewards.**

When asked what specific advice they would give management, key employees said companies should hold more staff meetings, listen to employees, look for new ways the firm can succeed, improve the management skills of partners and hire more confident staff.

### **Recommendations.**

Based on the feedback from 558 highly valuable CPA firm employees nationwide, the PCPS Executive Committee recommends the following:

1. Make sure salaries are competitive.
2. Offer comp time, bonuses, dependent medical (even if employees share the cost), and incentive pay.
3. Provide up-to-date tools and technologies to help employees work more efficiently.
4. Conduct roundtable discussions or survey employees on priorities, work/life balance, benefits and satisfaction levels.
5. Hold regular staff meetings.

6. Encourage or start a mentor program.

7. Ask employees for ideas on how the firm can be more efficient, profitable and growth-oriented.

8. Recognize talented employees-verbally or with awards, gifts or non-monetary incentives.

9. Encourage employees to own their work, clients and projects-don't micromanage.

10. Provide a comfortable office environment.

11. Assign work that motivates employees to stretch intellectually, professionally and personally.

## 2001 Regional Meetings

The KSCPA leadership and staff will be traveling across the state during August and September, to bring you the latest information affecting the profession and to get your feedback on emerging issues.

This may be your last chance to learn more about the proposed global designation before it goes to a membership vote in October. We will provide you the resources needed to make an informed decision about the credential.

Your KSCPA staff will update you on legislative issues, recruitment challenges, upcoming CPE programs, and the professional portal, CPA2Biz.

Programs will be offered August 16 in Owensboro, August 17 at Kenlake State Resort Park, August 17 in London, August 30 in Louisville, September 5 in Crestview Hills, and September 6 in Ashland. Visit our website, [www.kycpa.org](http://www.kycpa.org), for complete details and a registration form.

Cost is only \$25 per person and will qualify for one credit hour of CPE.

## Answers to Frequently Asked Membership Renewal Questions

The 2001-02 Kentucky Society of CPAs membership renewal notices were mailed August 1, 2001 and payment is due August 31, 2001. Please do not confuse this renewal notice with your Kentucky State Board permit renewal, which was mailed in May to those holding odd-numbered certificates and was 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. You can also contact Janet by email at [jconway@kycpa.org](mailto:jconway@kycpa.org).

**Q.** What period does my renewal 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 membership fee will be pro-rated on a monthly basis.

**Q.** What is the deadline for payment of my annual membership renewal?

**A.** Renewals are payable by August 31, 2001. Payments after that date are subject to an additional late fee. Any member whose annual renewal remains unpaid after 90 days will be subject to termination by the Board of Directors.

**Q.** Are any concessions made for renewing if I am unemployed?

**A.** If you are a regular (certified)

member who has temporarily left the work force due to unemployment, disability, military duty or domestic responsibilities, and are not seeking full time employment at this time, you may qualify for "inactive status" and pay a lower rate. Eligibility for this status is re-established annually before renewals are processed. 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 billing class is determined by your primary occupation, which you choose.

**Q.** Am I obligated to make a \$20 contribution to the KSCPA's Political Action Committee (PAC)?

**A.** The \$20 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.** How do I change my membership billing classification?

**A.** To change your membership billing classification, choose your new classification from the top of your renewal 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.

**Q.** My member profile was not provided this year. How do I change my information?

**A.** Your member profile update will be mailed to you upon receipt of your renewal payment. This update will also include a membership card listing your KSCPA and AICPA member numbers. Please take a moment to review your profile and special interest information. This

information enables us to send you the information you want.

**Q.** I will be changing employment within the next 30 days. What 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.** Is my Society membership renewal deductible?

**A.** Members are reminded that the Omnibus Budget Reconciliation Act of 1993 eliminated the deductibility of the portion of membership renewal used for lobbying purposes. While Society renewal fees may still be partially deductible as an ordinary and necessary business expense (not as a charitable contribution), members must reduce their 2001-02 renewal payment by 10%, the estimated percentage of renewals 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 25 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 \$40 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 of Life Membership you wish.

**Q.** What is the KSCPA ID number used for?

**A.** This number is your Society member identification number. We print this number on all labels, confirmations, statements, etc. Certain parts of our website, as well as CPA2Biz.com, require an ID# and password. Your member number is your password.

**Q.** Is it possible to renew my membership online?

**A.** Yes. MasterCard and VISA payments are accepted.

### Helpful Tips

- Pay promptly to help reduce the cost of mailing additional notices.
- Notify us of any changes in employment, employment address and telephone, as well as home address and telephone.

- Make Political Action Committee contributions payable to KSCPA PAC.

- If you have any other questions, please do not hesitate to contact us.

In return for your continued membership support, we pledge...

**Dedication...** We will never forget that we are the professional organization in Kentucky that should be and is completely dedicated to the education, advancement and protection of all Kentucky CPAs, regardless of where or for whom you work.

**Quality...** We will continue to be the primary provider of quality continuing education programs, at the lowest possible cost, and at locations across the state, on subjects of interest to all CPAs.

**Representation...** We will continue to devote major resources to the representation of you and all CPAs before state legislative and regulatory bodies in Frankfort.

**Recruitment...** We will increase

(continued on page 4)

# Classifieds

## Guidelines for Classifieds

Rates are 50 cents per word (\$30 minimum), add \$5 for blind box ads. The deadline for placing ads is the 1st of the month and payment by check must accompany the ad. Classified ads also appear on our website,

[www.kycpa.org](http://www.kycpa.org) for no extra charge.

Replies to blind box numbers should be sent to that number, c/o The Kentucky CPA, KSCPA, 1735 Alliant Avenue, Louisville, KY 40299-6326. All replies will be forwarded unopened to the purchaser of the ad.

For more information, contact Candace Green at (502) 266-5272 or email at [cgreen@kycpa.org](mailto:cgreen@kycpa.org)

## Employment Opportunities

**Chief Financial Officer** - An Eastern Appalachian mining company (coal) has a requirement for a Chief Financial Officer on their corporate management staff, reporting to the President and Chief Executive Officer. Successful candidate will have 15 to 20 years of financial experience with strong emphasis in coal, or equivalent experience with a large accounting firm with direct experience dealing with financial controls to include IPO's, SEC, Wall Street, financial institutions, investor groups, and investor relations, debt structure and financing, corporate accounting and total financial systems. Education requirements - degree in accounting, finance, or business with a CPA certification, MBA will be a plus.

Compensation open to competitive market conditions, plus bonus, stock options, potential sign-on-bonus, vehicle, and/or allowance. Strong leader, with excellent communication skills to include presentation skills, computer skills, and a vision for the big picture. Full benefit package to include relocation. For further information, qualified candidates may contact Norm Comett - OMNI Personnel Services at (859) 271-9701, or e-mail appropriate resume to:

[OPersServ@aol.com](mailto:OPersServ@aol.com). All inquiries will be handle confidentially. EOE, M/F/H/V

**Controller** - Noble Metal Processing, a fast growing division of an international metal processor specializing in laser welded sheet metal blanks, is seeking a Controller for its Shelbyville, KY operations. This newly created position will be an integral part of the management team and will report to General Mgr. Responsibilities include all financial and administrative operations, including forecasts, budgets, cost analysis and monthly P&L. Requirements include; a bachelor's degree, 3-5 years manufacturing management experience, experience working with AS400 based manufacturing and accounting systems, and Excel. Please send resume, with salary requirements, to: Noble Metal Processing, 6301 Midland Industrial Drive, Shelbyville, KY 40065. Please fax qualified candidates to Jeanne Scott at 647-2421

**Lexington CPA firm** in need of CPA with 5 or more years experience in public accounting, with excellent opportunity for advancement, competitive salary and benefits. Please send resume along with salary requirements to: RADWAN, BROWN & CO., PSC. P.O. Box 1485, Lexington, KY 40507.

**We are hiring CPAs at all levels.** Excellent opportunities; Banking, Governmental, Healthcare & more. [www.Ekwlp.com](http://www.Ekwlp.com).

**PRACTICE SALES**... Richmond/Berea firm grossing \$450,000+; Johnson City, Tenn firm grossing \$250,000 with tax, accounting and audits. Myrtle Beach area firm grossing \$250,000+. Many others nationwide... Planning to sell soon? Qualified cash buyers waiting! 10 year financing available by PAS. We finance most practices so our sellers can cash out! USA's No. 1 Accounting brokerage network for over 18 years. Confidential, prompt, professional, Call today for our FREE sales information package. Contact Leon Faris, CPA at Professional Accounting Sales... 800/729-9031 or visit our website at: [www.cpasales.com](http://www.cpasales.com).

**The Hopkins County Board of Education** is seeking applications for a Director of Finance. Certified Public Accountant preferred. Qualified applicant must have eight or more years of experience, preferably experience in school business and budgets. Bachelor Degree must be in

accounting/business management or similar field. Applicants must have excellent oral and written communication skills, ability to work closely with upper management, possess strong organizational skills and have experience in Microsoft Word, Excel, Power Point, database applications and MUNIS preferred. Excellent fringe benefits. Interested applicants send letter of interest and resume to James L. Stevens, Superintendent, Hopkins County Schools, 320 S. Seminary St., Madisonville, KY 42431.

**Do you want to increase your income without working more hours?** CPA Accord, a division of Commonwealth Investment Services, specializes in helping CPAs do just that. We will guide you through the licensing process to become a NASD registered investment broker and then support your efforts with an education program and product support. Our reputation is built on accessibility. We are a phone call away to review financial planning strategies, answer questions or coordinate support from our vendors. We respect and encourage your independence in all investment recommendations. We do not attempt to turn you into a stockbroker. You do not have quotas, nor do we push any proprietary products. You select your recommendations from the entire array of investment products according to your client's best interest. For more information, call Jim McKenzie at 888-921-9900.

**RESUMES-RESUMES-INTERNET** - If your resume isn't a WINNER, it's a KILLER. Do it right! Call Career Resumes 1-800-1220 or fax to 1-800-927-4611 for a free critique/price quote. Find over three million job openings posted on the Internet through our site, [www.career-resumes.com](http://www.career-resumes.com).

**Incorporate in Nevada and Wyoming** - Since 1989, Corporate Service Center, Inc. has formed over 6,000 corporations and LLC's. Serving clients in all fifty states and over 40 foreign countries, we've helped small businesses minimize taxes, while protecting assets and financial privacy. Call 1-800-638-2320 or visit [www.CorporateServiceCenter.com](http://www.CorporateServiceCenter.com).

## Miscellaneous

**Office Condominium for Sale or Lease.** Located at the corner of Watterson Trail and Bluegrass Parkway. Minutes from Residential and Commercial Businesses. Perfect locations, ample parking and beautiful office layout. Laid out perfectly for a small accounting practice or any type of business where visibility is important. Please call Marv Selvy at (502) 266-9899 for more information.

**Beautiful three bedroom/three bath condo** in Hilton Heads' Desirable Harbortown for rent the week of October 21, 2001. Walk to restaurants, golf, tennis, or entertainment. Please call Marv Selvy at (502) 266-9899 for more information.

**Wanted to Purchase,** Small Louisville CPA firm from retirement minded CPA. Have current practice and wish to grow through acquisition. Glenn Reed, CPA, Suite #8, 1845 Plantside Dr., Louisville, Ky 40299, 502-491-4324.

**For Rent** - KSCPA Multi-Media Education Center available to members and non-members. Call Carolyn Bowen at (502) 266-5272.

## Membership FAQ

*(continued from page 3)*

our already substantial efforts to attract more top quality students to the CPA profession.

**Image Enhancement...** We will continue to partner with the AICPA in a national campaign to enhance the image of all CPAs.

These are our ongoing missions. For the year ahead, we pledge...

**Resources...** We will provide you the information and support you need to access and utilize the new Internet portal for all CPAs... CPA2Biz.com.

**Innovation...** We will conduct programs across the state so that all members will be able to make an informed vote this fall on the AICPA's proposal for a new, global professional designation.

# CPE

## HIGHLIGHTS

Date(s)	Title	Location	Member	Non-Member
<b>August</b>				
27	The All New Aggressive Tax Planning Ideas for Individuals	KSCPA Education Center, Louisville	245	295
27 A	Annual Update for Accountants and Auditors	Executive Inn, Paducah	260	310
28	Determining How Much Money You Need to Retire, and Tax Ideas and Money Management in Retirement	KSCPA Education Center, Louisville	245	295
28 A	Annual Update for Accountants and Auditors	Holiday Inn, Hopkinsville	260	310
29	Mastering the Fundamentals of Estate Planning	KSCPA Education Center, Louisville	245	295
29 A	Annual Update for Accountants and Auditors	Executive Inn, Owensboro	260	310
30 A	Annual Update for Accountants and Auditors	Four Seasons Country Club, Crestview Hills	260	310
<b>September</b>				
7 A	Fair Value Accounting for Hedge Transactions	KSCPA Education Center, Louisville	260	310
10	Surgents 2001 Annual Tax Planning Guide for S Corp, Partnerships and LLCs	KSCPA Education Center, Louisville	245	295
11	Surgent's 2001 Top Ten Tax Topics	KSCPA Education Center, Louisville	245	295
17-19	AICPA/AHI Staff Training - Beginning In-Charge	KSCPA Education Center, Louisville	575	575
19	How to Reinvent Corporate Management Reporting	KSCPA Education Center, Louisville	245	295
19-20	**Midwest MAP Conference	Cincinnati Marriott at River Center, Covington	395	475
20-21	CPAs in Industry Conference	Executive West-Louisville	265	365
24	Traditional and Roth IRAs, SEPs, SIMPLEs, Distributions, Rollovers, MSAs, and EdIRAs	Executive Inn, Paducah	230	280
24-25 A	AICPA's Annual Accounting and Auditing Workshop	KSCPA Education Center, Louisville	360	460
25	Traditional and Roth IRAs, SEPs, SIMPLEs, Distributions, Rollovers, MSAs, and EdIRAs	Holiday Inn, Hopkinsville	230	280
26	Traditional and Roth IRAs, SEPs, SIMPLEs, Distributions, Rollovers, MSAs, and EdIRAs	Executive Inn, Owensboro	230	280
27	Traditional and Roth IRAs, SEPs, SIMPLEs, Distributions, Rollovers, MSAs, and EdIRAs	Holiday Inn, Prestonsburg	230	280

### CPAs in Industry Conference is scheduled

The Members in Industry Committee is proud to present the 19<sup>th</sup> Annual CPAs in Industry Conference on September 20-21, 2001. The Conference will be held at the Executive West, Louisville. Brochures were mailed this month. Check out this excellent opportunity and register early. Our Early discount of \$25 on paid registrations received 10 days prior to the 20<sup>th</sup> will apply. In addition we are offering a special member group discount fee. If three or more register from your company/firm at the same time the registration per person is only \$250. This special discount is for members and their non-CPA staff.

If you did not receive a brochure, call the Society office and one will be mailed to you.

### Financial Institutions Conference planned for October 22

The members of the Relations with Bankers & Lawyers Committee will present the Financial Institutions Conference on October 22, at the Holiday Inn Hurstbourne. The program is complete and you should receive the brochure soon. The non-member fee will be \$270 and the member discount fee \$220. This conference is also eligible for the early discount of \$25 on paid registrations received 10 days prior to the 22<sup>nd</sup>.

Check the web site [www.kycpa.org](http://www.kycpa.org), this issue of the Kentucky CPA, or the CPE Catalog for complete registration information including fees and registration forms.

**Early Discount:** Paid registrations received 10 days prior to seminar date are eligible for a \$25 discount (does not apply to courses marked with an \*\*). **AICPA member discount:** AICPA members may deduct \$30 per day on seminars indicated with an A. Register online at [www.kycpa.org](http://www.kycpa.org) or use the form below.

#### CPE Registration Form

Mail to Kentucky Society of CPAs, 1735 Alliant Avenue, Louisville, KY 40299-6326  
www.kycpa.org, 502-266-5272, 800-292-1754, fax 502-261-9512

Name \_\_\_\_\_

Employer \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Course Title/Date \_\_\_\_\_

Location \_\_\_\_\_

Special needs / Payment Method  Check Enclosed  MasterCard or Visa / Total Enclosed \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature \_\_\_\_\_

KSCPA Member only  AICPA Member only  KSCPA/AICPA Member  Non CPA staff  Non-Member

Other State Society  New Address



The CPA. Never Underestimate The Value.<sup>SM</sup>

## Jack Surgent returns to the Kentucky Institute on Federal Taxation

The 44<sup>th</sup> annual Kentucky Institute on Federal Taxation will be held November 7-9, 2001, at the Executive West in Louisville.

As a tax strategist, consultant, and business leader, you know the importance of staying on the leading edge. Here is your opportunity to discover ways to save money, avoid IRS troubles, plan for the future, and bring value to your company and clients.

Nationally recognized speakers will converge on Louisville during this two and a half day event to bring you

the latest tax law changes, court rulings, and tax planning tools on the market today.

Back by popular demand is Jack Surgent, Surgent & Associates. Surgent has presented over 1,000 seminars in the past 16 years and has been named the Outstanding Discussion Leader by various professional organizations. His practical approach emphasizes ways in which professionals can satisfy their client's needs and maximize their income.

On November 9, immediately following Jack Surgent's federal tax

update, participants will head to Churchill Downs for lunch and an afternoon of "rewarding" relaxation.

The two and a half day program, offering 20-credit hours of CPE and 16 CLE's, has one great price of \$360. Register before October 12 and pay \$335. If three or more register from your company at the same time, the registration per person is only \$305 each. Conference brochures will be mailed shortly or you can register now at [www.kycpa.org](http://www.kycpa.org).

## Why Should You Register on CPA2Biz?

**Better, Faster, Easier Online Services**  
Everything you have come to expect from [aicpa.org](http://aicpa.org) and [CPAWeb.org](http://CPAWeb.org) is now vastly enhanced on CPA2Biz.

- Find the new site easier to use with information arranged by practice and industry Resource Centers with simplified navigation throughout the site.

- Purchase AICPA and other leading vendor products and services through online e-commerce functionality that features your personal shopping cart.

- Enjoy personalized content that is customized to reflect your areas of interest.

- Access new tools and resources to help you with your practice or business including professional development and career resources.

Once you register, you will gain access to the premium content available within each Resource Center. Benefit from industry-leading guidance from best-selling AICPA publications, in the form of checklists, sample engagement letters, PowerPoint presentations, and more.

CPAWeb Users: For your convenience, please note that you may login to CPA2Biz by clicking on the 'Log In' button in the top utility bar, and entering your existing CPAWeb username and password

New users will be required to include your Society membership number. That number can be located below on your newsletter address label.

Register today!

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THE KENTUCKY CPA

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