

## *CPAs as expert witnesses*



Wisconsin Institute of  
Certified Public Accountants

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### Educators discuss 150 hours

*New requirement a challenge for colleges* p.5

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### *The X-tra files*

*Avoiding headaches with records management* p.8

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### Brief Accounts

*Children, cookies and CPAs* p.14

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## TABLE OF CONTENTS

*Cover Story*

CPAs as expert witnesses - 2

*Features*

Educators discuss 150 hours - 5

The X-tra files - 8

Competition among utilities generates debate - 11

Electronic filing - 12

*Departments*

Brief Accounts - 14

CPE Update - 15

Member Profile - 18

Members in the News - 19

New Members - 20

Letters to the Editor - 21

Resumés - 22

WICPA Calendar - 24

Chapter News - 24

Classified Ads - 25

*On The Cover*

*CPAs as expert witnesses*

Rick Bero, CPA (left), is no stranger to courtrooms. Often hired as an expert witness, Bero must explain financial information to juries and judges like the Honorable Richard Sankovitz, Milwaukee County Circuit Court. *Photo by Peter J. Zuzga*



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# Committees benefit you

Executive director's message

## and your profession

LeRoy C. Schmidt



**HAPPY NEW YEAR!** I trust you had a wonderful holiday season and that 1997 will bring health and prosperity.

One of the last activities of 1996 was the mailing of committee preference forms to all members. If you haven't already volunteered to serve on a WICPA state or chapter committee, I strongly encourage you to do so as soon as possible. We need your completed forms by Jan. 6.

Serving on a committee is a good way to maximize the value of your membership while helping to shape the future of your profession. If you have any questions about committee activities, please call me or the current committee chairperson as published in the Program for Action.

*"Serving on a committee is a good way to maximize the value of your membership while helping to shape the future of your profession."*

As you're thinking about committee service, I would like to ask you to consider serving on an AICPA committee as well. The benefits of doing so are great, and it is extremely important for Wisconsin to have adequate representation on AICPA committees.

On a final note, you have no doubt noticed that the new year has brought a new look to *The Wisconsin CPA*. I hope you like it and that you will let me know how we can make this publication an even greater benefit to you.

### *Board highlights*

Here are the highlights of the Nov. 13, 1996 Board of Directors meeting, at which board members:

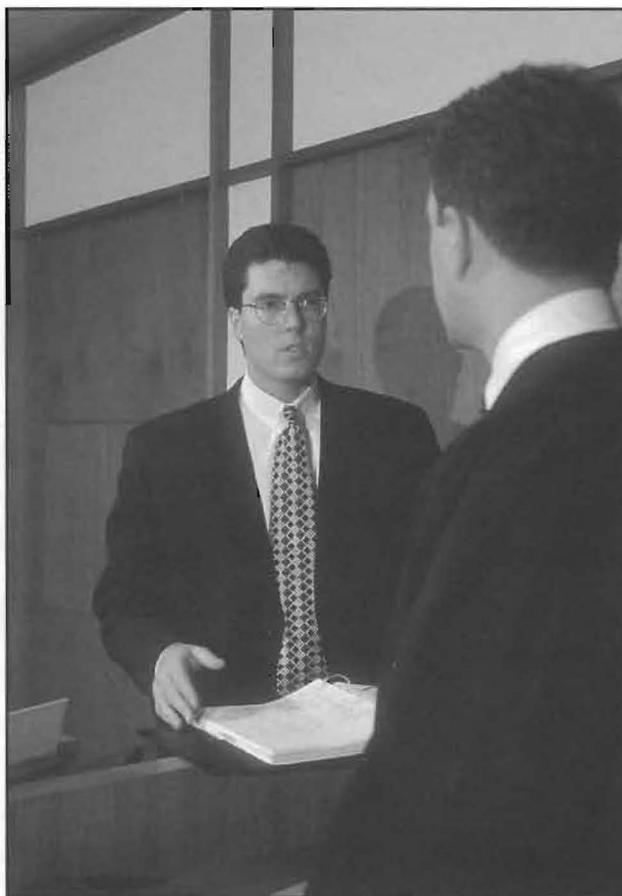
- Received nominations to the 1997-98 WICPA Board of Directors.
- Discussed the cycle of obtaining and retaining future members.
- Identified and discussed strategic issues for the future of the WICPA.
- Directed Board President William Taylor to appoint a task force to review CPE as delivered to WICPA members in the future.

# CPAs as

C o v e r S t o r y

## Expert witnesses

*Bero finds expert testimony to be a challenging combination of tedious technical research and eloquent communication skills.*



Peter Zurzga

**By Kay Nolan,**  
*Communications  
Coordinator*

**M**ost individuals and businesses consider litigation unpleasant business. Emotions run high and so do the monetary stakes.

Yet some certified public accountants willingly get in the middle of litigation. The CPA profession's reputation for financial expertise com-

bined with high integrity leads many litigants and their attorneys to hire CPAs as expert witnesses in court.

To do expert testimony well, however, requires more than technical knowledge and stalwart ethics, say two Wisconsin CPAs. It also requires an extraordinary amount of grace under fire - the ability to remain calm and professional amid emotional litigants, frantic attorneys, and unpredictable cross-examinations. In addition, the workload is enormous - and intense. Attorneys often wait until the last minute before contacting accountants. Court dates play havoc with your regular client schedule. Judges and juries need everything explained in lay terms. You can't take sides. And if you overlook the smallest aspect of the case, it can backfire.

**Richard Bero, CPA,** finds the work fascinating.

"It's enjoyable to testify because your role is really as a teacher," said Bero, managing director of business dispute services for Corporate

Financial Advisors, LLC, an affiliate of Virchow, Krause & Company, LLP. "You're proud of the work product you've created. You're teaching the jury, judge or arbitrator."

Bero said he is typically hired by an attorney representing a business that is involved in a dispute with another business. He's testified in cases involving breach of contract, defective products, and patent infringement. For example, Bero recently testified for a Wisconsin heavy-duty truck manufacturer. It was sued for breach of contract after a supplier was unable to provide truck components at an agreed-upon price, and the company decided to manufacture the components itself. The truck manufacturer maintains it suffered monetary damages by having to manufacture the components in-house, and by diverting plant space and personnel away from other areas of the business.



Eugene Cole

For Bero, the task is not to take sides, but to prepare documentation of the company's losses and to explain the financial aspects of the case in a way the judge and jury can understand.

Cole has learned that a calm, pleasant manner is crucial on the witness stand.

"Attorneys will put weight into the expert's demeanor," he said. "You have to be assertive but not

## ON CROSS-EXAMINATION

### BERO

*"It makes accountants uncomfortable in general when their work is questioned, when someone says, 'Why did you do this, Mr. Bero?' I make a great effort to anticipate questions or issues the other side may bring up."*

### COLE

*"Responses should be brief and to the point. Argumentative and/or defensive demeanor should be avoided."*

"Teacher is a key word," agrees **Eugene Cole, CPA**, who heads a public accounting firm in Wausau. Cole devotes about 25% of his career to litigation consulting and business valuation services and would like to do more. "The key is to communicate effectively without overwhelming the judge or jury or confusing them," he said. "There may be a lot of detail involved in proving damages in a commercial litigation case. The most effective witness will translate that detail into visual presentations that illustrate it in simple terms. I stay away from jargon that is unique to our profession. They understand trends or better-or-worse relationships better than GAAP standards."

arrogant or above those whom you are attempting to convince."

Attention to detail is paramount.

Cole recalled a case in which a CPA failed to consider all factors affecting the case and saw his testimony dismissed along with the lawsuit. It involved a retail business owner who was injured and who claimed he was no longer able to physically manufacture products for sale. He claimed his shop lost business and profits in subsequent years and hired an accountant to testify that sales were lost based on historical trends.

"But the accountant didn't prove that business would have increased, nor did he substantiate lost profits

attributable to the physical injury," Cole explained. "Had he researched this particular industry, he would have found that growth flattened out across the board in those years. He

ON  
*objectivity*

BERO

*"My job is to be fair and objective. I'm not an advocate. The most important thing is maintaining my objectivity. Some attorneys realize that better than others."*

COLE

*"If the judge and attorneys think you're a hired gun, you're not going to get hired again. The worst thing I can do is appear to be taking a position."*

didn't support his conclusions with independent data." Cole, who testified for the other side, also noted that the owner was still able to work at selling his products and could still supervise others in manufacturing them.

Cole's expert testimony proved more credible and the case was thrown out.

In addition to business litigation, Cole has been asked to determine values of family businesses in divorce cases and for estate and tax purposes.

Bero said the need for tact and a professional manner begins long before the court date, when he first begins to gather information from those who hired him.

"It's never a pleasant process for those involved," he said. "Part of my job I take very seriously is helping the company's personnel feel comfortable with my role.

Litigation makes people nervous. They're concerned that they may have to testify."

Expert witnesses must assure companies that they will keep financial and business information confidential.

Whether or not the side that has hired them wins the litigation, Bero and Cole said they feel pride in helping judges and juries do their jobs better. And even if their

side is ordered to pay damages, a CPA's testimony may help to reduce those damages.

"I do enjoy it," said Cole, who is chairman of the WICPA's Litigation Services Committee. The committee is planning a conference in fall. Among the topics will be a demonstration of effective vs. less effective expert testimony, using a mock trial format. All interested CPAs will be invited. ■

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# Educators discuss

Feature

## 150 hours

By Kay Nolan, *Communications Coordinator*

**R**esist too many helpings of accounting courses. Instead, broaden academic menus to satisfy employers' appetites for CPAs with both technical and non-technical business skills, Wisconsin's educators were urged recently.

More than 65 accounting professors and department chairs gathered Oct. 29 to discuss ways to implement the new 150-hour education requirement at a workshop sponsored by the WICPA's Relations With Educators Committee.

The requirement takes effect Dec. 31, 2000. After that date, accountants must have completed 150 semester hours of college instruction in order to sit for the Uniform CPA Exam in Wisconsin.

WICPA Board President **Bill Taylor**, who teaches upper-level accounting at the University of Wisconsin-Milwaukee, told the group that he hopes students will be encouraged to take graduate-level courses in subjects other than advanced accounting and auditing.



*Dan Deines describes KSU's revised accounting program to Linda Reiss, director of career directed programs at Silver Lake College in Manitowoc.*

"It frustrates me that we might fill up the course requirement with accounting courses," said Taylor. "Courses that focus on communication and critical thinking are vitally important."

Keynote speaker **Dan Deines** of Kansas State University, agreed.

As a result of the new law, KSU's accounting curriculum now includes 11 hours of written and oral communication, three more hours of law and three more general education courses, in addition to nine more hours of accounting.

"The services of CPAs are no longer one little area," said Deines. "Our students need broad, professional knowledge. Yet, there's a built-in assumption that this will turn to junk - touchy-feely courses."

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Deines challenged educators to use the 150-hour requirement as a basis for revamping their teaching and recruiting methods to attract and keep more top-notch students.

"If all you want to do is add more courses and lecture their brains out, you've missed the revolution in accounting education," he said. "I see 150 hours as the greatest opportunity accounting educators have to make a change."

At KSU, instructors are encouraged to integrate written and communication skills into classes to supplement lectures. Classes stress teamwork.

"We have to make a distinction between training accountants and educating accountants," said Deines. "You never used to see teams. But as teams, they (the students) are asking me the questions I would have been posing to them."

He encouraged Wisconsin colleges to develop dynamic course content to attract and keep the bright students - and then go out and recruit them. "The best students aren't thinking about accounting," he said. "Without recruiting, they'll come to you only by accident," he said. ❖

## COLLEGES GET READY FOR 150-HOUR REQUIREMENT

As representatives from Wisconsin's colleges and universities compared notes at the Relations With Educators Committee's 150-Hour Workshop, it was clear that there is more than one school of thought on how to meet the 150-hour requirement.

Here are some preliminary plans, bearing in mind that the Wisconsin Accounting Examining Board has not yet decided how much control it will exert over curricula:

The **University of Wisconsin-Madison** has developed an internship program supplemented by a three-week intensive case and research course. Students seeking 150 credit hours will graduate with either an MBA or master of accountancy degree. New courses in operational and computer auditing and business consulting will be added.

**Marquette University** will offer a master of science degree in accounting, comprised of 10 courses. Six must be accounting; the rest are business courses. With permission, two courses may be non-business graduate level courses.

**UW-La Crosse** students can fulfill their 150 hours in an MBA program, or they can choose to earn a certificate in professional development, which includes accounting ethics, internships, communications, and international business classes.

**St. Norbert College** will offer a 150-hour undergraduate program. Of the 22 additional hours (128 hours are needed for a bachelor's degree), four are in accounting and auditing; the rest are in international business, business personnel and electives.

**Mount Mary College** will offer 150 hours in undergraduate work (only 128 hours are needed for a bachelor's degree in accounting).

Additional credits can include accounting, business, communication, international business and management courses.

**Lakeland College** already requires 136 credits for graduation. Students will be able to complete the additional 14 credits within the four-year program, through summer or "winter-im" classes, and/or through enrollment in their MBA program.

**UW-Whitewater** will offer a master of professional accountancy degree with a strong business focus. Twelve of the added 30 credits are tax and accounting; the rest are in business, although several courses may be non-business graduate level.

**UW-Eau Claire** students can fulfill the 150 hours in combination with an MBA program or as a BBA with an additional accounting certificate in one of five specialty areas: auditing/systems, financial/auditing, governmental/not-for-profit, managerial/operations, or tax.

**UW-Oshkosh** will offer a 150-hour certificate in accounting which, at the student's option, may incorporate an MBA. The certificate program requires business law, business speaking, and advanced auditing and systems, but permits the student to choose the remaining hours from a broad selection of courses.

**UW-Milwaukee** will offer a master of professional accounting degree, which will allow students to further develop their communication and critical thinking skills. Specific course work will emphasize the use of technology, international business aspects and provide for an additional area of specialization. Other existing graduate programs in taxation and management information systems will also fulfill the requirement.



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# The X-tra files

C P A s i n I n d u s t r y

## Avoid legal, auditing headaches with records management



Photos courtesy CRMC

*Before records management*

By Anna M. Clegg,  
*Certified Records Manager*

**D**espite predictions that “paperless offices” are just around the corner, most organizations still store 95 percent of their records on paper. Paperwork continues to rise at an annual rate of eight percent, producing about 100 billion new documents every year.

The concept of “records management” is sometimes misunderstood and in many companies may not receive the attention it should. All businesses, however, must decide

which records can be disposed of, and face the challenge of where and how to store records that must be saved. A formal plan that helps employees create, use, store, and destroy records may help to reduce office inefficiencies while also improving employee productivity.

When we only need to keep records active for a short time, and their use in the office is minimal, it is a good business practice to get the records out of expensive office space and into a lower-cost storage environment, or “records center.”

But too often, organizations relegate this records center to a basement, attic, storage shed, corner of a warehouse, or other “black hole.” The space is dark and dirty, with piles of cartons stacked dangerously high on concrete floors or wooden skids. In one company, the average time to find a carton of records was two to three hours. Sometimes the search took two to three days. At times the records never could be found. There was no organized method for storing cartons. Everything was on skids in aisles five skids deep.

An easier, better way was found. Steel shelving was built 10 feet high

that could hold cartons two high and two deep. Each of these sections was given an address - just like the street address of a house. Each carton's number and address was entered into a computer along with the record title and description of the carton's contents. Now, whenever a carton is needed, the clerk only has to key in the title or carton number and the system will tell him where to find it. He can find records in minutes and no longer dreads the task.

Perhaps the most essential facet of organizing company records, however, is a record retention schedule. A good schedule incorporates:

- How long records are maintained in the office and when to transfer them to the records center.
- Whether they are stored on paper, microfilm, optical disk or other medium.
- An indication of their vital or historical value.

*The most essential facet of organizing company records is a record retention schedule.*

Before recommending record retention periods, the legal, fiscal, administrative and historical value of the records must be assessed. This task is difficult and time-consuming. Legal and fiscal values can be researched in state statutes, federal codes and publications that are created by the regulatory agency or agencies in your industry. No complete publication exists, however, that lists how long to keep records - this varies greatly by type of industry, past history of audits or litigation, and the wishes of senior management. Governmental entities may have very specific retention periods for certain records. Corporations may need to obtain approval from financial advisers, legal counsel and boards of directors.

Sometimes the administrative value of records, that is, their importance in meeting the needs of day-to-day business, may exceed their legal or fiscal value. Furthermore, the historical or archival value must be taken in account. For example, a design drawing of a company's first packaging or advertisement from 1950 has no legal, fiscal, or administrative value, but it may have great historical value.



*After records management*

Some organizations feel that records should be kept forever, "just in case." But keeping records longer than required can also pose problems. Donald Skupsky, in his book *Recordkeeping Requirements*, cites a case involving the Manville Corporation and how keeping records after they legally could have been destroyed contributed to the many asbestos-related lawsuits against them.

With a formal record retention schedule in place, should an audit or litigation arise after documents have been destroyed, the question of intentional destruction of records will not be raised as an issue because it

was done within the regular course of business. It is important to note that upon the slightest indication of an audit or litigation, records cannot be destroyed, no matter what is stated on the record retention schedule.

Some firms transfer paper files onto microfilm or optical disk. It's important to make sure the system is cost-effective and appropriate for your type of business, however.

For example, a college was micro-filming student records on campus. A study showed that an outside service could do the job faster for at least 3 cents less per document. When this was multiplied by several thousand documents per year, the annual cost savings to the college was significant.

This lack of awareness is common in the private sector as well. A microfiche camera was placed in a Wisconsin manufacturing company by its corporate owner in Atlanta. The company had no experience with the use of micrographics, but was told to microfilm financial records. It didn't realize until after employees had completed filming that they had not indexed the records adequately, and finding the documents was next to impossible. To this day, the com-

## INTRODUCING THE CPAS IN INDUSTRY SECTION



**By Ralph Kauten**

*Chair, CPAs in Industry Committee*

As a CPA in industry, I am constantly looking for new ideas that will improve the financial position and performance of my company, my staff and myself. The drive for continuous improvement is relentless. In these endeavors, I have always found it beneficial to hear the stories of the experienced and get good professional advice.

Each month, a specially marked section of this publication will be devoted to our members working in industry. The CPAs in Industry Committee is working to make sure

important resource information is available for this section.

As your colleague, I personally invite you to submit materials for publication. Perhaps you have had an experience which you wish to share with other CPAs. Perhaps you read an article published here that you disagree with, and you would care to write a letter to the editor to provide a counter statement.

Please get involved. Let's work together to improve the way Wisconsin companies conduct their business.

Special thanks to the WICPA for providing us with this forum.

pany is very negative about the use of any kind of micrographics.

When companies are running out of filing space, however, the use of micrographics and optical disk can be very helpful when analyzed for effectiveness and properly implemented.

No matter the size of your organization, a comprehensive program to help manage its records will assure legal and regulatory compliance, increase productivity, reduce costs

and protect vital records. For those who value the peace of mind that comes with orderliness, such a program may bring a good night's sleep.

*Anna M. Clegg is president of CRMC, a Plymouth, Wis., consulting firm that specializes in helping organizations manage their records and work processes more efficiently, and helps them comply with appropriate record-keeping laws and regulations. ■*

# Competition among

F e a t u r e

# utilities generates debate

By Marilyn J. Huset, CPA

Giving customers the right to choose their electrical provider may end the public's discomfort with perceived utility "monopolies," but would customers be as happy with the service they would get?

These and other questions made for a lively panel discussion on competition among utilities at the WICPA Public Utilities Committee's Annual Update on Oct. 30. A record 93 people attended the daylong event in Madison. The program included updates from the Wisconsin Public Service Commission (WPSC) staff and Commissioner Dan Eastman, James Murray of First Chicago Capital Markets speaking on debt investor concerns about utility deregulation, and separate sessions devoted to the three utility segments: telephone, municipals, and gas/electric.

Greg Bollom of Madison Gas & Electric, Dave Helbach of Wisconsin Power and Light and Dave Benforado of the Municipal Electric Utilities of Wisconsin, represented the electrical utility industry during

the panel discussion. All three entities are working with the WPSC on its 32-step plan to establish full competition in the electric utility industry by the third quarter of the year 2000. While all agreed on the importance of giving all customers equal access to reliable electric power, they also expressed different perspectives.

Bollom felt it important that reliability of customer service be preserved. He noted that today, customers can call one company for a service problem; in the future, segmentation of the industry may make it hard to know "who ya gonna call?"

Helbach believes that all customers should be able to choose their electric provider, and favors an open transmission system. Benforado



expressed concern that segmentation of the industry will add line items to complicate customers' bills

in the future. He also questioned whether the system could handle open transmissions.

The panel also addressed competition within the telephone industry. Ray Riordan of the Wisconsin State Telecommunications Association noted that the telephone industry has faced similar issues to those now

faced by the electric industry. Riordan spoke about current issues, including the Telecommunications Act of 1996, and wondered whether universal service (i.e., giving customers in all areas access to modern telecommunications service) will continue to be supported as it is now.

He also expressed concern over a lack of assurance of equal regulation of all competitors in telecommunications, and a potential need for telecommunications companies to cut costs, and therefore, potentially cut services.

The Public Utilities Committee has tentatively scheduled next year's Annual Update for Oct. 29. ■

# Electronic Filing—

F e a t u r e

## Count on it

The Internal Revenue Service says three facts of life are now certain: death, taxes, and the change to electronic filing.

Gerri Ness, electronic filing coordinator for the Milwaukee office of the IRS, says electronic filing is advantageous to both the tax preparer and the taxpayer

(client), but tax preparers have been slow to join the ranks.

“About 80 percent of the returns the IRS receives are done on computer, but only about 12 to 14 percent of these are filed elec-

tronically,” Ness said. “About 98 percent of them could be filed electronically but are not.”

Ness speculated that some preparers may be unaware of the benefits involved. Others may be waiting until all tax forms, including the less common ones, are accepted electronically.

“Practitioners are waiting for the taxpayer to demand electronic filing, rather than being proactive about it,” Ness said. “But if tax preparers don’t

start filing electronically, they will lose business because people will see the advantages and will file for themselves.”

Barry Widera, electronic filing coordinator for the Wisconsin Department of Revenue, agrees. “Tax preparers need to stop seeing it as an add-on service and start seeing it as a standard way of doing business,” said Widera. “In another five to seven years, the IRS and Wisconsin DOR will likely charge for paper returns.”

The pair listed these advantages to taxpayers (clients):

- Acknowledgement from the IRS that the return was received and in proper order. When paper returns are filed, the taxpayer only hears about it if something is wrong, i.e., received after the deadline, they forgot to sign it, etc.
- Faster refund. Delays usually occur before the data is even in the computer, when there are bins and bins of tax returns stacked up in the office awaiting data entry. There is no backlog for data entry with electronic filing, and the money is usually direct-deposited



By Marcia Tillett  
*Director of Public  
Relations and  
Communication*

to the taxpayer's bank account within about three to five days from the state and nine to 13 days from the U.S. government.

- Less risk of error. Paper returns eventually must be entered electronically. When the IRS or DOR has to re-key the data, there is always the risk of typographical error.
- Environmental concerns. Elimination of paper saves trees and space in landfills. At a minimum, three paper copies of each Wisconsin tax return can be eliminated with electronic filing.

## Shattered myths

Widera and Ness said the following common misconceptions may be contributing to some accountants' reluctance to file tax returns:

- **Myth:** Electronic filing is dangerous. Somebody could gain access to the information or steal it so it never arrives at the IRS or DOR.  
**Reality:** It's possible, but highly unlikely. The perpetrator would have to have the equipment, the know-how, and a motive. Actually, electronic filing safeguards the public because it eliminates the risk of checks being stolen out of the mailbox - which does happen!

- **Myth:** You are more likely to be audited when you file electronically.

**Reality:** There's no way the government can tell which way the return was filed once all the data has been entered, and audits are selected after all data is keyed in. All returns have an equal chance of being selected for audit.

- **Myth:** It's more expensive - an "add-on service" for tax preparers.

**Reality:** According to Barry

Widera: "That's like comparing a mortgage payment to a rent payment and seeing the same dollar amount, but not figuring in the tax savings." In the long run, tax preparers save on printing and photocopying, storage space and postage. "If 1,500 returns are filed in a season and it costs 50 cents each to mail them, that's a \$750 savings right there," said Widera. ■



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# BRIEF

## Accounts

### MORE THAN JUST NUMBERS

*"We recommend you do not sell Broccoli Cookies, Mr. Brown, as no one will buy them." - Fifth-grade student from Frances Starms Elementary School, Milwaukee*

CPAs from five Milwaukee firms were impressed by the business plan presentations of fifth-grade students from five schools in the Milwaukee Public Schools system, at the recent conclusion of More Than Just Numbers, a pilot program implemented by the WICPA this fall. The students visited the firms and then role-played as CPAs, researching the various aspects of opening a cookie store for their clients (the real CPAs) and putting together a business plan. Several weeks after the initial visit, the students presented the plans to their clients in the classroom.

Conducting the program in the MPS district was a recommendation of the Minority Issues Task Force, chaired in 1994-95 by Bill Taylor, this year's president. The task force felt the program could be effective in the ultimate goal to increase the ethnic diversity of the field by introducing more minority youths to accounting as a future career option. WICPA Director of Public Relations and

Communication, Marcia Tillett, worked with representatives of the MPS School to Work Business/Community Committee to make More Than Just Numbers into an outcome-based program. The program will be evaluated and refined, and will be offered statewide next year.



*Amy Collard, CPA, of*

*Muehl, Steffes & Krueger, S.C., talks with students from 78th Street Elementary School in Milwaukee.*

### NEW AICPA CENTER TO FOCUS ON INDUSTRY

Recognizing that more than 150,000 of its members are CPAs working in business and industry, the AICPA has announced plans to create a Center for Excellence in Financial Management early this year.

The center will focus on programs, products and services, internal resources and external partnerships for CPAs in industry. Working relationships with universities are planned to foster research, seminars and courses. Research partnerships are planned with organizations such as the Consortium for Advanced Manufacturing-International and the

Society of Management Accountants of Canada.

Information on business and industry will be made available through the AICPA library, AICPA Online and its hyperlinks, the Accountants Forum on CompuServe, on-line chats and conferences, and the AICPA technical hotline.

### NORTHWEST CHAPTER LEADS FOOD DRIVE

CPAs in the Northwest Chapter were not happy with the way certain numbers were adding up in their community - more than 300 families each month were depending on the Salvation Army's food pantry in Eau Claire. The pantry goes through more than 100,000 pounds of food each year. So local CPAs conducted a food drive from Nov. 11-16, and persuaded area citizens to donate more than 300 pounds of food. The drive was heavily promoted on radio, and members of the National Guard helped collect items at Copp's Food Center. The firms also collected food at their offices.

In addition, food donors could enter a drawing for prizes, including \$200 worth of tax services from six area CPA firms: Stienessen, Schlegel & Co., LLC; McMahon, Schleifer & Wood, LLC; Clifton Gunderson, LLC; W.J. Bauman Associates, Ltd.; Wiplfi Ullrich Bertelson, and Virchow, Krause & Co., LLP.

# CPE

U P D A T E

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Wisconsin Institute of  
Certified Public Accountants

## CONTINUING PROFESSIONAL EDUCATION



*Questions and comments  
regarding continuing  
professional education  
should be directed to the  
following staff members.*

**Seminar Coordinator:**  
Keith Chrisler

**Conference & Meeting  
Planner:**  
Sally Russell

**CPE Assistants:**  
Sharon Friedman  
Tammi Waszak

## CPE SUCCESS IN '96 PROMPTS THANK YOU

The end of another WICPA seminar year is almost here. I would like to say thank you to all the people who took CPE courses offered by the WICPA and the members who made themselves available to teach many of our classes. A special word of appreciation for the members of the CPE committee who have devoted a large piece of their valuable time to select courses for the coming year. This year was a very good year and we hope to do an even better job of meeting the CPE needs of our members during the 1997-98 seminar season. Also a big thank you to our CPE assistants

Tammi Waszak and Sharon Friedman for their help in coordinating the daily seminar events.

Please feel free to communicate to the CPE Department your needs and concerns regarding CPE courses, locations and time of year that the courses are being offered. Our goal is to give members the specific courses they need and want.

Thanks again for a great year, and we look forward to working with the WICPA membership, vendors and speakers in the year to come.

*Keith Chrisler  
Seminar Coordinator*

## FOR CPE THAT HITS THE MARK....

## SEND IN THOSE SPECIAL INTEREST FORMS

The WICPA is once again working at updating your special interest codes in our membership data base. Therefore, we are asking you to complete the interest code form on the next page and fax or mail it us.

Please note the blank space for you to indicate what your professional specialty is. This information will help us to identify your current area(s) of expertise. Knowing this will assist us in offering courses that fit

your professional needs as well as those associated with your interests.

As an incentive for all members to return their forms promptly, we will award a certificate for a free CPE seminar (up to eight credit hours) for a member in each of the three chapters with the best response. The response rate will be measured as a percentage of total membership. The presidents of the three winning chapters will receive the certificates for a drawing among their members.

# CPE

## U P D A T E

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### Special Interest Form

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Name: \_\_\_\_\_

Professional Specialty: \_\_\_\_\_

Phone: \_\_\_\_\_

Chapter: \_\_\_\_\_

*Mail to:*

**WICPA**

**P.O. Box 1010**

**Brookfield, WI 53008-1010**

*or Fax to:*

**414/785-0838**

| Acronym                     | Description                 | Acronym                     | Description                       |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------------|
| <input type="checkbox"/> AA | ABC/ABM Practices           | <input type="checkbox"/> IN | Insurance                         |
| <input type="checkbox"/> AC | Accounting                  | <input type="checkbox"/> IV | Investments                       |
| <input type="checkbox"/> AG | Agribusiness                | <input type="checkbox"/> JV | Joint Ventures Derivatives        |
| <input type="checkbox"/> AM | Asset Management            | <input type="checkbox"/> LI | Legislative Issues                |
| <input type="checkbox"/> AT | Automotive                  | <input type="checkbox"/> LL | LLCs/LLPs Topics                  |
| <input type="checkbox"/> AU | Auditing/Public Accounting  | <input type="checkbox"/> LO | LIFO                              |
| <input type="checkbox"/> BD | Broker/Dealer               | <input type="checkbox"/> LS | Litigation Support                |
| <input type="checkbox"/> BF | Budgeting/Forecasting       | <input type="checkbox"/> MT | Maintenance (Plan & Scheduling)   |
| <input type="checkbox"/> BI | Bankruptcy/Insolvency       | <input type="checkbox"/> MA | Mergers/Acquisitions              |
| <input type="checkbox"/> BK | Banking/Credit Unions/ SQL  | <input type="checkbox"/> MC | Management Consulting             |
| <input type="checkbox"/> BS | Business Start-Ups          | <input type="checkbox"/> MF | Mutual Fund Industry              |
| <input type="checkbox"/> BV | Business Valuation          | <input type="checkbox"/> MG | Management                        |
| <input type="checkbox"/> CA | Cost Accounting             | <input type="checkbox"/> MK | Marketing Issues                  |
| <input type="checkbox"/> CC | Credit/Collections          | <input type="checkbox"/> MN | Manufacturing                     |
| <input type="checkbox"/> CD | Computer/Information        | <input type="checkbox"/> MP | Management of Accounting Practice |
| <input type="checkbox"/> CM | Cash Management             | <input type="checkbox"/> NP | Nonprofit/Association             |
| <input type="checkbox"/> CN | Construction                | <input type="checkbox"/> PD | Personal Development              |
| <input type="checkbox"/> CO | Controllership              | <input type="checkbox"/> PN | Pension/Employee Benefits         |
| <input type="checkbox"/> CP | Corporate Accounting        | <input type="checkbox"/> PS | Public Service Commission         |
| <input type="checkbox"/> CS | Consulting Services         | <input type="checkbox"/> QC | Quality Control                   |
| <input type="checkbox"/> DF | Debt Financing              | <input type="checkbox"/> RA | Regulatory Accounting             |
| <input type="checkbox"/> DI | Distribution Issues         | <input type="checkbox"/> RE | Real Estate                       |
| <input type="checkbox"/> DW | Divorce Issues in Wisconsin | <input type="checkbox"/> RI | Retail Issues                     |
| <input type="checkbox"/> EA | Educational Accounting      | <input type="checkbox"/> RM | Risk Management                   |
| <input type="checkbox"/> EG | Estate and Gift Tax         | <input type="checkbox"/> RR | Reporting                         |
| <input type="checkbox"/> EI | Export/Import Issues        | <input type="checkbox"/> SA | Software Accounting Issues        |
| <input type="checkbox"/> EP | Expense Management          | <input type="checkbox"/> SP | Strategic/Business Planning       |
| <input type="checkbox"/> ES | ESOP                        | <input type="checkbox"/> TC | Taxation - Corporate              |
| <input type="checkbox"/> EX | Extractive-Mining/Oil/Gas   | <input type="checkbox"/> TE | Taxation - Trusts/Estates         |
| <input type="checkbox"/> FA | Financial Analysis          | <input type="checkbox"/> TF | Taxation - Fiduciary              |
| <input type="checkbox"/> FB | Financial Planning-Business | <input type="checkbox"/> TI | Taxation - Individual             |
| <input type="checkbox"/> FC | Franchising                 | <input type="checkbox"/> TN | Taxation - International          |
| <input type="checkbox"/> FH | FHA/HUD Issues              | <input type="checkbox"/> TS | Taxation - Sales                  |
| <input type="checkbox"/> FI | Financial Planning-Personal | <input type="checkbox"/> TT | Technology Topics                 |
| <input type="checkbox"/> FO | Forensic Accounting         | <input type="checkbox"/> UA | Utility Accounting                |
| <input type="checkbox"/> FR | Financial Reporting         | <input type="checkbox"/> OT | Other - (Please Explain)          |
| <input type="checkbox"/> FT | Fraud Topics                |                             |                                   |
| <input type="checkbox"/> GF | Government-Federal          |                             |                                   |
| <input type="checkbox"/> GG | GAAP/GAAS Updates           |                             |                                   |
| <input type="checkbox"/> GS | Government-State & Local    |                             |                                   |
| <input type="checkbox"/> HC | Health Care/Hospitals       |                             |                                   |
| <input type="checkbox"/> HI | Hospitality/ Industry       |                             |                                   |
| <input type="checkbox"/> HR | Human Resources             |                             |                                   |
| <input type="checkbox"/> IA | Internal Auditing           |                             |                                   |
| <input type="checkbox"/> IB | International Business      |                             |                                   |
| <input type="checkbox"/> IC | Inventory Control           |                             |                                   |

#### Special Codes

|                             |                                 |
|-----------------------------|---------------------------------|
| <input type="checkbox"/> EM | E-mail - Internet Capabilities  |
| <input type="checkbox"/> SS | Self-Study Programs Information |
| <input type="checkbox"/> IH | In House Programs Information   |
| <input type="checkbox"/> CR | CD-ROM Capabilities             |

## CPE SEEKS DISCUSSION LEADERS FOR 1997-98 SEMINAR SEASON

*If you are interested in being a discussion leader during the 1997-98 season, please check the courses listed below that directly relate to your background. Fax 414/785-0838 or mail your response to the WICPA along with your current resume. The WICPA will contact applicants after qualifications have been verified. Thank you for your interest!*

### Accounting & Auditing

- ACR Case Studies on Advanced Compilation and Review Topics
- AGC The AICPA's Guide to Consolidations, Business Combinations and Combined Financial Statements
- ASB Audit Efficiency in Small Business Engagements
- CRCS Compilation & Review of Financial Statements: Addressing Current Practice Problems in Effective, Practical Ways
- CFSA Consideration Of Fraud in a Financial Statement Audit: The Auditor's Responsibilities Under New SAS X
- HANPO How to Audit a Nonprofit Organization
- HGASB How to Use PPC's Guide to Audits of Small Business
- RPCR Advanced Update for Compilation and Review Engagements
- WPT Workpaper Preparation Techniques for Government and Nonprofit Organizations

### Consulting Services

- HDPC How to Develop a Profitable Consulting Service
- TAB4 What Every CPA Should Know About Bankruptcy and Debt Collection

### Taxation

- 401K The Complete Guide to 401(k) and Profit Sharing Plans
- ATSC Aggressive Tax Planning for PSCs, S Corporations, and C Corporations
- GSNP Getting Started With Nonprofit Organization Tax Issues
- LTC4 Long Term Care Financing Strategies and Elder Financial Planning
- MSTI Multi-state Tax Issues of S Corporations and Shareholders
- NOAG Using the AICPA Not-for-Profit Organization Audit and Accounting Guide
- PEP Practical Estate Planning: Tools and Techniques
- TTTS Top Tax Tips for Senior Clients

1. Have you been a discussion leader for the WICPA in the past?

If yes, please list course(s). \_\_\_\_\_

2. If you have been a discussion leader for another organization or group, please list:

Name \_\_\_\_\_

Phone \_\_\_\_\_

Contact \_\_\_\_\_

3. List particular qualifications or expertise you would like us to consider in our evaluation of your skills.

4. If this would be your first discussion leader engagement with the WICPA, please list one reference.

5. Your Name \_\_\_\_\_

Firm/Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

# CPA tells a teepee tale

M e m b e r P r o f i l e

by Amy Gaeth, *Public Relations Specialist*

Every September, at the height of the vernal equinox, Alan Keltner, CPA, and his son pack their camping gear and head for the lush Kettle Moraine Forest for some rest and relaxation. But instead of toting a tent and sleeping bags, they haul warm buffalo hides and a majestic teepee to their destination.

Keltner began using a teepee about five years ago after taking a winter camping trip with friends. It was five degrees above zero. They spent the day collecting wood and building a raging fire. "We thought we were so brave," Keltner recalled. "It was at that moment that I thought about how people survived the cold some 200 years ago. How did they stay warm?"

When he returned from the trip, he researched the Plains Indians and studied the architecture of the teepee and the physics it employed to retain heat. He also learned how different tribes painted their teepees and about the spiritual significance of their designs. The more he read, the more



interested he became. Before long, he thought it would be neat to have a teepee. "I started thinking this would be an interesting thing to do with my kids," Keltner said. "We could share some memories and learn about Native American culture in the process."

He bought a canvas teepee from a company in West Virginia, one of only 10 companies in the United States to sell them. He enjoyed teaching his son, Greg, and daughter, Elizabeth, everything he had learned



about the teepee: its symbolism, and how it was made and decorated.

Today, Keltner and his son share an interest in the culture. They take two camping trips each year to the Kettle Moraine Forest, where they experience some Indian customs.

"We have a lot of fun," Keltner said. "We enjoy chopping wood, building fires, and setting up the teepee.

"It takes about an hour and a half to set it up, so we have a chance to spend some quality time together," Keltner added.

After seeing how his son has enjoyed learning about Indian culture, Keltner decided to take it to the schools. He visits kindergarten students in Milwaukee public schools to show them the teepee, and explain how it's made and what it means.

"I only have a few hobbies or passions in life, and one of them is to study Native American culture," Keltner said. "It's fun to learn about it and share what I've learned with those who cross my path." ❁

# MEMBERS IN

M e m b e r N o t e s

## THE NEWS



*Ann Pascavis*



*Paul Senger*

**Tim Brown, CPA**, business assurance manager for Coopers & Lybrand, LLP, Milwaukee, was featured in a story on the WICPA's More Than Just Numbers program which aired Nov. 20 on WITI-TV Channel 6.

**Dorothy Conduah, CPA**, has been named junior staff accountant at Suby, Von Haden & Associates, S.C., Madison.

**Michael P. Dow, CPA**, president of KL Financial Advisors, Inc., Milwaukee, was quoted in a Nov. 24 article in the *Milwaukee Journal Sentinel* titled "Tax law changes necessitate closer attention to IRAs."

**Terry A. Gaouette, CPA**, has been named vice president of finance for the Milwaukee Public Museum.

**James Holmes, CPA**, tax manager for Vrakas, Blum & Co., S.C., Brookfield, and **Patricia Wojtycki, CPA**, partner with Piasecki, Strutz & Wojtycki, LLC, West Allis, were quoted in two recent articles in *Community Newspapers* titled "Record keeping vital to money management" and "Tax break allowed for investment expenses."

**James Kubinski, CPA**, managing partner of Coopers & Lybrand, LLP, Milwaukee, was quoted in a recent

article in *Corporate Report Wisconsin* titled "Get out in front - Most important factor in future growth of an organization is the caliber of its leaders."

**Thomas J. Milliken, CPA**, has been named principal/shareholder of Suby, Von Haden & Associates, S.C., Madison.

**Paul M. Senger, CPA**, has been promoted to tax manager and **Ann M. Pascavis, CPA**, to audit supervisor at Conley McDonald, LLP, Brookfield.

**Larry J. Soukup, CPA**, partner and tax director for Virchow, Krause & Co. LLP, Waukesha; **Julie R. Nichols, CPA**, tax manager for Muehl Steffes & Krueger, S.C., Milwaukee; **James Brandenburg, CPA**, tax partner, Kolb, Lauwasser & Co., S.C., West Allis; and **Thomas Tobin, CPA**, shareholder, Tobin & Genrich, S.C., Milwaukee; were quoted in a Nov. 23 article in *The Business Journal* titled "A taxing situation — States send tax auditors far afield."

**Jerry J. Weygandt, CPA**, professor of accounting at the University of Wisconsin-Madison, has been elected to the board of trustees of the Financial Accounting Foundation. He also was quoted in a recent article in *Accounting Today* titled "New FAF trustees worry about FASB independence."

# NEW MEMBERS

W e l c o m e

## NORTH CENTRAL

### Associate

Christa Smidt, *Wipfli Ullrich Bertelson, Wausau*

Sue Ellen Wille, *Cavanaugh-Ligman LLP, Stevens Point*

### Fellow

Scott Bonikowske, *Tillman & Lardinois, S.C., Stevens Point*

## NORTHEAST

### Associate

Allan Buchinger, *A-C Compressor Corporation, Appleton*

Patricia Montour, *K & K Material Handling, Inc., Green Bay*

### Fellow

Michael Kobiellak, *Kobiellak & Associates, Green Bay*

James Vogel, *Schenck & Associates, Fond du Lac*

Dale Youngquist, *Schenck & Associates, Appleton*

## NORTHWEST

### Associate

Christina Seidling, *Anderson Bowen & Co., Eau Claire*

## SOUTHEAST

### Associate

Pamela Sue Bartnik, *Deloitte & Touche LLP, Milwaukee*

Heather Bonnell, *Strong Capital Management, Inc., Milwaukee*

Maria Christiansen, *Ernst & Young LLP, Milwaukee*

Ramzi Doany, *S.D. Services, Ltd., Milwaukee*

John Kaiser, *Kendall Packaging Corporation, Milwaukee*

Gina Koscinski, *Donald Tushaus & Company, Milwaukee*

Maureen Moynihan, *M & I Corporation, Milwaukee*

Marcia Revolinski, *R. D. Linder & Associates, Milwaukee*

Gerald L. Schwarz Jr., *Arthur Andersen LLP, Milwaukee*

Patrick Stroebel, *Ernst & Young LLP, Milwaukee*

Bonnie Wells, *Arthur Andersen LLP, Milwaukee*

DeAnne Williams, *Tulip Corporation, Milwaukee*

### Fellow

Kurt Boehlein, *New Berlin Redi-Mix Inc., New Berlin*

James W. Carlson, *McMahon-Veltus, Racine*

Penny Caulk, *Deiningers, Czarnecki & Co. LLP, Kenosha*

Paul Charney, *Ernst & Young LLP, Milwaukee*

Trudy Daline, *The Niedermann Co.S.C., Milwaukee*

Rosemary Makens Danielson, *Wauwatosa*

Daniel Knoerr, *Vogel Consulting Group, S.C., Brookfield*

Debra Kuhlow, *Virchow, Krause & Company, LLP, Waukesha*

Melissa Lauer, *ABC Supply, Beloit*

Frederick Markwell, *Clifton Gunderson L.L.C.*

Tracy Pearson, *Mueller & Sebens, S.C., Brookfield*

Michael J. Smith, *Aronson, Schroeder & Co., S.C., Milwaukee*

Angela Witmer, *Industrial Electric Wire & Cable, Inc., New Berlin*

## SOUTHERN

### Associate

Michelle Armstrong, *McGladrey & Pullen, LLP, Madison*

### Fellow

Suzanne Jahn, *WHEDA, Madison*

Patrick Lyons, *Janesville Sand & Gravel Co., Janesville*

Matthew Macdonald, *Kiesling Associates, LLP, Madison*

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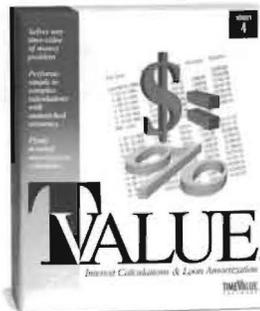
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# LETTERS TO

M e m b e r V i e w s

# THE EDITOR

## Support ads by improving exam

*To the editor:*

The WICPA and the AICPA are spending millions of dollars on an advertising campaign intended to convince the public that CPAs see beyond the numbers.

Meanwhile, the WICPA is concentrating on the number of hours spent on continuing education rather than on more relevant alternatives such as knowledge acquired through work experience and testing out of continuing education requirements.

Meanwhile, the WICPA has spent thousands of dollars to lobby for passage of a bill to increase the number of college credits required to become a CPA rather than improving the CPA exam to measure the additional knowledge said to be needed.

If actions speak louder than words, does the advertising campaign have any chance of success?

**Kenneth E. Nelson, CPA**  
*Milwaukee*

## Women accountants appreciate coverage in WICPA newsletter

*To the editor:*

I enjoyed talking with you the other day and really appreciate your including the news of AWSCPA - Madison's officers in the WICPA's publication.

As I mentioned, I enjoy reading it and particularly like the member news. I've also enjoyed the CPA Centennial Series on the history of CPAs. Coincidentally, just after talking with you, I received the most recent issue with the article on women in the accounting profession. It was an interesting article which showed the great progress that we have made! I especially appreciate the mention of the founding of the AWSCPA. It remains an active organization with goals similar to that of its founders and I find that it complements my membership in the WICPA very well.

**Marilyn J. Huset, CPA**  
*President, AWSCPA*  
*Madison affiliate*

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# RESUMÉS

*The following resumés have been submitted to the WICPA Resumé File. If a particular resumé interests you, please write, fax, or call Holly White at the WICPA office, P.O. Box 1010, Brookfield, WI 53008 - 1010, 414-785-0445 or 800-772-6939 (WI/MN), fax 414-785-0838. Please identify the resumé by its code number. If interested in submitting a resumé, please contact the WICPA for a profile sheet.*

**R100** CPA/MBA with 10+ yrs. experience in 1120 preparation, multi-state tax, tax accounting, fixed assets. Seek tax staff position in industry.

## CAREER OPPORTUNITIES

The WICPA receives frequent inquiries from employers that have career opportunities for accountants. The WICPA Resumé Referral Service is available to interested members. We will maintain submitted resumés on file for six months, and will pass them along to interested employers. (After six months, members can choose to update their resumés or drop them from the listing.) Resumés will also be published, using a confidential identity code, in our magazine.

Resumé forms are available from the WICPA office. If you have questions, call Holly White, WICPA resumé coordinator, at 414/785-0445 or 800/772-6939.

**R101** I am currently a corporate treasurer looking for a move up to CFO. I have saved my current employer over \$1.5 million in the last 7 yrs.

**R102** BS acctg./CPA 13 yrs. of progressive acctg. experience includes 5+ yrs. as controller for multiple entity organization and 6 yrs. in public acctg. Have federal and multi-state tax experience. Seek controller/ acctg. mgr./senior acctg. position in southeastern WI area.

**R103** Sr. fin. exec. with extensive experience in acctg., finance, budgeting, treasury, bank relations, strategic business planning, PC & MIS technology & operations management. Seeks CFO or pres. position.

**R104** 7 yrs. financial acctg. experience; key skills are knowledge of general acctg. cycle, budgets & forecasting, acctg. system installation & development, and managing multiple tasks. My passion is to audit & analyze processes, to streamline & improve them to ultimately save the company money.

**R105** CPA with master's in business from UW-Madison & 6 yrs. acctg. firm experience, providing acctg., tax, & consulting services to closely-held businesses. Seeking similar position.

**R106** 18 yrs. of hands-on experience in retail, wholesale, services, & manufacturing. Seek

controller/CFO position with medium-sized business. Specialist in acctg. department turnarounds.

**R107** CPA with 23 yrs. experience, last 17 yrs. in manufacturing environment including merger & acquisition activity, looking for a financial management position that allows making an impact on profitability.

**R108** BBA in acctg., MBA from Marquette, CPA since '87. 15years at Harley Davidson in acctg. & mgr. roles. Seeking pos. as controller, acctg. mgr., or similar.

**R109** A financial services professional w/exp. in acctg., finance, mgmt. and banking. Prefer a pos. in the service industry. Grad. UWM acctg.

**R110** Controller w/broad accomplishments in adm. & op. phases of bus. mgmt., mgr. acctg., planning & cost control.

**R111** Financial exec. w/10+ yrs. exp. directing fin./adm. operations. Goal-oriented, team player w/excellent planning, implementation, policy dev. & cost reduction skills. CPA seeking CFO or similar pos.

**R264** BBA/CPA/MBA 11yrs. exp. - 4 yrs. non-profit, 7 yrs. mfg., 15 yrs. super. exp. Extensive PC & mainframe exp., systems conversions, multi-division environment. Looking for accounting mgr./asst. controller position.

**R265** CPA w/Big 6 public & private independent exp. desires new challenge in CFO/VP-Fin. pos. Would consider consulting position for the right firm. Background includes exp. in mult. areas of bus. from start-up phase through mature phase.

**R269** CPA/BBA/MBA UW-Madison 8 yrs. exp. in controller, CFO, audit mgr. roles. 3 yrs. Big 6 hands-on experience in mfg. acctg., tax, costing, gen., analysis., MIS, lender relations. Proven ability to effectively serve op. management in varying org. structures. Seek controller position.

**R270** High level of responsibility consulting to physicians/dentists, desire financial planning/analyst position w/well-regarded, forward-looking firm w/opportunity for ownership in near future

**R272** B.S. - Accountancy, University of Illinois 1991. Employed at sm. CPA firm in Rockford, IL 1/92-4/96. Exp. includes governmental and not-for-profit auditing along w/considerable tax emphasis. Prefer Madison or Milwaukee.

**R273** BBA 1972 Notre Dame, cum laude, CPA/CFO w/proven track record of progressive responsibilities in Big 6 public accounting, retail & manufacturing environments. Seek CFO position.

**R274** MBA/CPA w/12 yrs. progressive exp. Strong manage-

ment, analytical & communication skills. Demonstrated performance in financial reporting, forecasting, acctg. & supervision in financial services industry. Seek controller/acctg. manager pos.

**R276** CPA/BS/BBA 12 yrs. public and private acctg. Exp. in cash projections, fund acctg., distribution, auditing and tax. Seeking senior/supervisory/mgt. pos.

**R277** Extensive & diverse exp. in public acctg, manufacturing, retail & service organizations. Prefer CFO, controller, or senior management position.

**R278** Acctg. executive w/extensive acctg., auditing & managerial experience in the financial industry. Seeks challenging financial position &/or career change.

**R279** CFO/Controller - 22 yrs. of progressive exp. in bank acctg., regulatory reporting, bank operations & financial analysis. Exp. manager & team leader in merges & system conversions.

**R280** CPA & tax preparation professional exp. in individual gift & private foundation returns. Retirement planning studies; financial advisory exp. Dependable, well-organized team player.

**R281** Experienced WI attorney with impressive academic credentials (master's degree in taxation & BBA in accounting) seeks challenging, permanent pos. as a legal, tax & business advisor. Exceptional

communications, problem solving & organizational skills.

**R282** Lawyer & CPA with 14 yrs. exp. at large public acctg. firm. Areas of expertise - estate planning, S corporations & trusts, including consulting & compliance.

**R283** Responsible for all acctg. & MIS functions of \$20 million company. Strong background in computers & information systems. Supervision of six employees. Seeking controller position with distribution or manufacturing company. CPA certification.

**R284** Experienced controller for a small manufacturing company seeking new opportunities with a larger firm. BBA from UW-Whitewater. Eleven years of work experience.

**R285** MBA/CPA/CMA Experienced staff auditor with 12 years municipal accounting experience. Prefer NE Wisconsin opportunity with small to medium sized company.

**R286** 16 yrs. experience in domestic & international finance, information reporting, technology integration, taxes, public stock offerings, cost analysis, foreign currencies, & acquisitions. Seeks finance/treasurer position.

**R287** CPA/BBA 10 yrs. progressive experience, most recently as controller, 6+ yrs. manufacturing. Strong communication, management, analytical skills. Experience in cost, AP/GL/AR, payroll, budgets. Seeks controller position.

# WICPA CALENDAR

## JANUARY

- 3 - Planning Committee Meeting; WICPA-Brookfield; 9:00 am - 2:00 pm
- 8 - CPAs in Industry conference subcommittee meeting; WICPA-Brookfield; 3:00 pm - 5:00 pm
- 8 - Peer Review Task Force ; WICPA-Brookfield; 9:00 am - noon
- 9 - Annual Tax Conference Committee meeting; WICPA-Brookfield; 9:30 am - 11:30 am
- 9 - Public Service Committee meeting; WICPA-Brookfield; Noon - 2:00 pm
- 11 - Board of Directors meeting; Holiday Inn-Stevens Point; 9:00 am - 3:30 pm
- 13 - Federal Taxation Committee meeting; WICPA-Brookfield; Noon - 4:00 pm
- 22 - Wisconsin Taxation Committee meeting; WICPA-Brookfield; Noon - 4:00 pm

- 24 - Finance Committee meeting; WICPA-Brookfield; 10:30 am

## FEBRUARY

- 5 - Peer Review Task Force meeting; Location and time TBA
- 7 - Leadership Committee meeting; Wis. Dells; 10:00 am - 2:00 pm
- 19 - CPAs in Industry Committee meeting; WICPA-Brookfield conference call; 3:00 pm - 5:00 pm

# CHAPTER NEWS

## Northeast

Chapter members attended a seminar on the Internet Dec. 9 at the Radisson Inn in Green Bay. The Annual Tax Clinic will be held Jan. 6 at St. Norbert College, DePere.

## Northwest

The Northwest Chapter and the Wisconsin Department of Revenue co-hosted a sales tax seminar Dec. 16 at the Holiday Inn Convention Center, Eau Claire.

## Southern

Four chapter members taught sessions on income tax rules and regulations for sole proprietorships at the *Small Business Tax Expo* Nov. 16 at the University of Wisconsin-Madison. The annual joint tax update with the

Institute of Management Accountants was held Dec. 10 at the Sheraton Inn in Madison. Orientation/training for VITA volunteers will be held from 6 to 8 p.m. Jan. 29 at Grainger Hall, UW-Madison. For details, call Del Anderson, 608/833-1200. Jan. 15 meeting program is *Investment Night* with a panel of stockbrokers; Mar. 18 meeting will be *Industry Night*.

## Southeast

Chapter members donated their time once again to the ARTREACH Festival of Trees, which moved downtown to the Marcus Center for the Performing Arts this year. Others donated food to Accountants Relieving Children's Hunger for the Hunger Task Force of Milwaukee, Inc. Jan. 10 meeting is *CPE for*

*Inactive CPAs*. Waukesha Discussion Group will meet Jan. 16 at the WICPA, Brookfield. *Corporate Finance Seminar* is Feb. 18 at Italian Community Center in Milwaukee.

## West Central

About 80 people from the West Central chapter and the local IMA attended the annual Andy Biebl Tax Update on Nov. 12 at the Riverport Inn in Winona, Minn. The chapter will host a series of one-hour lunch meetings Jan. 7, 30, and Feb. 25 on estate planning, investments, and insurance, respectively. A half-day *Sales Tax* seminar will be presented Feb. 11 by Jack DeYoung from the Wisconsin Department of Revenue in Madison. For details, contact Tom Walch, 608/784-7737.

## TAX TIP #8

Professionals, including attorneys and accountants, who have not filed tax returns have been targeted for criminal prosecution by the IRS.

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### ZETLEY & COHN, S.C.

ATTORNEYS AT LAW

324 E. Wisconsin Avenue  
Suite 1400  
Milwaukee, WI 53202



Wisconsin Institute of  
Certified Public Accountants

235 N. Executive Drive, Ste. 200  
P.O. Box 1010  
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