

## Accounting Careers Committee

### Meeting Minutes – June 9, 2008 –WICPA Offices, Brookfield

**Present:** Bob Gruber, Neil Keller, Kevin Heil, Michael Friedman, Nikki Reed-Ziehr, Sheila Kirchoff, Todd Rakowski, Renee Johnson and Sandy Chapman (Board Liason)

**Teleconferencing:** Christine Schalow, Carolyn Stittleberg, Al Lopata and Sheree Carlson

**WICPA staff present:** Mary Murray and Leah Grunewald

#### Opening Remarks:

- Mary introduced the new chair and co-chair and welcomed everyone to the meeting.
- Renee, our new chair, also welcomed everyone, especially our new committee members and reminded the group of our goal "to promote, educate and excite students about the CPA's changing role and unlimited career opportunities."
- Renee urged committee members to take an active role in the committee and the WICPA by speaking to students, attending a symposium or helping with articles for the Web site or magazine.

#### Past Business/Updates:

- **High school speaking program:** Mary distributed a list of those members who spoke to high school students in 2007-2008; this list appeared in the July/August issue of *On Balance* magazine. Flyers were sent to high school business teachers informing them about our speaking program, symposiums, Web site, and e-newsletter. Mary reminded members that there are high school speaker materials on the WICPA Web site, as well as additional Financial Literacy Activities and a CD from the FDIC to assist speakers. She encouraged the committee to either speak to students or encourage coworkers to do the same.
- **WBEA conference (Wisconsin Business Educators Association):** This is a state conference for high school business teachers that our committee attends annually. Last year it took place in Eau Claire. This year it will take place on Sept. 25 in Appleton.
- **High School Educators Symposium:** Mary explained that this is sponsored by the WICPA Educational Foundation. All business education/accounting high school teachers in the state are invited by mail. This year it will take place on Nov. 14 in Madison. Thank you to Todd Rakowski and Randy Wichinski for offering to attend. Please contact Mary if anyone else is able to help come to the event and network with teachers at lunch.
- **Career awareness grants:** Teachers attending the Symposium can apply for the grants that are awarded to those teachers promoting accounting as a career and involving interaction with Wisconsin CPAs. The grants are funded by the WICPA Educational Foundation. This year, \$39,380 was awarded to 21 Wisconsin high school teachers. The list of the teachers and how the grants were used appeared in the May/June 2008 issue of *On Balance* magazine. The application process will be reviewed and improved.
- **Accounting for the Future, E-News:** Mary explained that the WICPA sends out an electronic newsletter to high school teachers in the state of Wisconsin

every other month. This provides a variety of information from useful Web site links to interesting articles about accounting as a career. As always, please forward any useful Web site links to Mary or write a short article to appear in the newsletter.

- **Speed networking:** Leah explained that undecided business majors and students of early accounting courses are invited to attend a 2-3 hour speed networking session. During this session, they are served pizza and pop while seated at a table with other attendees and a CPA. Every 7-10 minutes, the CPAs move to another table and visit with the students. This was a success at UW-Whitewater, which was attended by about 240 students. The WICPA is planning to hold one at UW-Green Bay. Please contact Leah if you are able to volunteer for this event or can help with setting one up at another university.
- **College Ambassadors:** Leah explained a new program the WICPA and the Educational Foundation, Inc. started this year. An accounting student, with the commitment of accounting faculty, will work for the WICPA as an ambassador to promote accounting on their campus. The three schools the Foundation have decided to award this position to include UW-Whitewater, Lakeland College and UW-Green Bay.
- **Reality Stores:** Mary noted that there were more than 30 offered in Wisconsin last year and assisted by about 39 WICPA members. Mary encouraged members to contact her if you are interested in helping this year.
- **MAD (Make A Difference – Wisconsin, Inc.):** Mary and Mike explained that this is a nonprofit organization that wants to increase the financial knowledge of young students so they can make wise financial decisions. The program began in high schools in Milwaukee where 11<sup>th</sup> and 12<sup>th</sup> graders attended a brief program addressing topics such as budgeting, saving, credit card usage and identity theft. Please contact Mary if you are interested in helping with a future program.
- **Life After College: Cashing in on Your Career:** The WICPA has created a highly energetic, fun, interactive and informative program that can benefit ALL students. The program was developed to get students thinking about how to wisely save and spend their money after they graduate college. The WICPA visited 10 campuses and reached nearly 700 students from a variety of majors.
- **Young Professionals:** Leah noted that a future edition of *On Balance* magazine will highlight the CPA Recognition Dinner in Madison. Other events that will occur include Jazz in the Park, the Brewer Bash and Packer Frenzy.

#### **New Business:**

- **WBEA:** Conference will take place on Sept. 25 at the Paper Valley Hotel in Appleton. Mary noted that the WICPA will hold a mini symposium from 2:30 – 5:30 p.m. with topics to be determined by a teacher task force. **Symposium for high school business educators** will take place at the Sheraton Hotel in Madison on Nov. 14. Let Mary know if you can help with anything from registration to networking with teachers at lunch.
- **Web site redesign:** Mary noted that a brand new WICPA Web site will be launched this fall. It will be more user-friendly and interactive. Please remember to visit.
- **Possible Task Forces:** Let Mary or Renee know if you have an interest and can help with the following areas the committee would like to expand upon.
  - *Accounting for the Future E-news* (content, stories, tales from the field, links) see

<http://www.wicpa.org/Multimedia/accountingforfuture.htm> for past issues.

- New! High School Accounting Symposium for **Students** (help plan, recruit speakers, attend) (This event has been approved by the Educational Foundation, Inc.)
- Financial Literacy Read-a-Thon (volunteer at your son's, daughter's, niece's, nephew's or neighbors elementary school to read a children's book with a financial literacy theme. A recommended reading list will be provided. If interested, e-mail [mary@wicpa.org](mailto:mary@wicpa.org))

#### **Wrap Up: Reminders to:**

- Visit the WICPA Web site often; note our committee page, <http://www.wicpa.org/Boards/acccar.html>.
- Speak to high school students or recruit others to do so.
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- Volunteers needed:
  - High School Educators Symposium, Nov. 14 at the Sheraton Madison (to network at lunch or volunteer with morning registration)
  - Speed Networking events in the Fall at UW-Whitewater and UWGB
  - Reality Stores: Volunteer to work a station
  - Possible task force: High School Symposium for Students
  - Possible task force: Financial Literacy Read-a-Thon
  - Possible task force: *Accounting for the Future E-News*
  - Possible task force: Develop sample agendas, activities and guidelines for firm visits by students
  - ***Details for task forces mentioned in new business section.***

**Next Meeting will be in September**

**Meeting adjourned**