



Educational Foundation helps create
tomorrow's CPAs

today

By James P. Miller, CPA

Playing an active role in a professional organization such as the WICPA certainly has its benefits. It has been a rewarding experience for me personally as well as the organization. Having previously served on multiple task forces and the WICPA Board of Directors has kept me in touch with the front line of our profession and created a network of advisers available to me on very short notice.

Currently, I serve as the president of the WICPA Educational Foundation Board, which has brought me much closer to what we, as an organization, are doing to promote our profession and increase the awareness of today's youth in pursuing careers in accounting.

I've had the opportunity to speak with high school students and convey to them the enormous opportunities they will have by obtaining an accounting degree. I've always stressed that the demand for accounting professionals is as certain as taxes and the benefits, including the

paycheck, will be more than sufficient to allow them to give back to “what got them there” and other worthy organizations.

When I first became aware of the Foundation, my impression was that its sole purpose was to award scholarships. Believe me; it is so much more than that. The Foundation continues to be proactive and step up to new challenges that are in need of financial support from our profession.

Just recently, we have committed to support the AICPA Doctoral Scholars Program in response to the shortage of faculty across the nation. The Foundation Board has also committed funds for the new initiative to create an advanced placement accounting course at the high school level. This could have a tremendous effect and will certainly supplement our efforts to build awareness in students to pursue careers in accounting.

This year marks the 50th anniversary of the Foundation, a tribute to all the people who have shown their support in the past.

They truly created a foundation to benefit the mission of the accounting profession. Needless to say, we all feel the effects of this tough economy and now, more than ever, need your support to maintain our current initiatives. From the beginning, we’ve had the College Scholarship Program, but here is a list of some of the other programs funded through your support:

- **Accounting Career Awareness Grants Program:** Supports high school business teachers
- **High School Educators Symposium:** Provides high school teachers with tools to enhance the curriculum
- **YES Program:** Minority high school students spend several weeks at a university to learn basics of business
- **Student Ambassador Program:** College students promote the CPA profession to undecided college majors
- **Speed Networking:** Connects business majors with CPAs from diverse backgrounds

- **Life After College:** Provides an interactive resource for students after graduating from college

I would encourage everyone to check out the WICPA Web site, www.wicpa.org, for more information on specific programs and make the giant step up by completing a donation form in show of your support of the Foundation’s efforts. And lastly, I would encourage you to become an active participant of the WICPA in any one of the many programs we have and increase your exposure to such a rewarding profession. This is a network you can count on during the good times and the not so good times. ● ● ● ●

JAMES P. MILLER, CPA is president of the WICPA Educational Foundation and controller at Ladish Company, Inc. in Cudahy. He can be reached at 414-747-2877 jmiller@ladishco.com.



work & play

Looking for a higher quality of life? At Smith & Gesteland we strive to be an exceptional employer and provide a culture and environment where people want to stay. By maintaining a rewarding work environment we encourage a higher level of performance. People stay because they feel appreciated, are challenged and know they are the future leaders of our firm. People in public accounting work hard! That is why we encourage a balance in our lives between what we do for a living and how we live our lives. Come see why we were voted Madison’s #1 accounting firm by Madison business leaders! Visit www.sgcpa.com or e-mail recruiting@sgcpa.com to pursue your new career opportunity!

Smith & Gesteland
Certified Public Accountants & Business Consultants
Not The Same Old Bottom Line