

Could you be a career CPA?

The professional accounting field has grown immensely in the last 35 years and is still expanding. In the United States, there are more than 10,000 accountants. Despite the strong attraction to the Public Accounting profession in the 3 or 4 decades, college-bound high school graduates know less about public accounting than they do about other professions. Here are some answers to some of the questions often asked about the accounting profession.

Who are CPAs?

CPAs are specially trained professionals who usually have either undergraduate or graduate degrees in business and accounting. They have to pass an exam administered by the state in order to practice. CPA's perform accounting services, for a fee, for the public, large and small businesses, non-profit organizations, partnerships and individuals. A CPA may practice alone (a sole practitioner), in a small local or regional partnership or in one of the very large national and worldwide accounting firms. As experts in accounting, their business is selling opinions on accounting matters to clients. Since these opinions affect other's major investments and business decisions, a CPA's reputation and practice to clients is on the line in every business encounter.

What do CPAs do?

They are involved in three basic areas of accounting practice: auditing, taxes and management information consulting (Business systems). Most CPA's develop substantial skill in and limit their practice to just one of these areas. However, a small number of CPAs operate as general practitioners and perform services in all three.

If you become an auditor, you will devote much of your time to examining financial statements to be put into your client's annual report to shareholders.

If you become a tax accountant, you will assist or advise in the filing of various tax returns (state and federal) and you will be involved in resolving any problems or questions resulting from any revenue agent's examination of your client's returns. information consulting (Business systems) area, you will work extensively with computers, management information reporting and control.

Is being a CPA rewarding?

In many ways it is a challenging profession where you can develop your own skills at your own pace, even a very rapid pace. One can quickly assume sizeable responsibilities and a leadership role. It is a field where the only thing that

determines your progress is you. The profession is financially rewarding. CPA compensation is equal or better than that of the top level accounting personnel in industry.

Earnings progress to more than \$50,000 a year at the partnership level, and well beyond that for accounting firm executives.

What skills does a CPA need?

You must have superior technical ability. Also, you must be "people-oriented" in this profession. In order to be an expert accountant, one must have high quantitative abilities and a genuine interest in numbers. The necessary "people skills" include excellent written and verbal communication ability, the ability to work with and deal effectively

with others, even under stress, and the capacity to present one's views effectively and persuasively.

Where can CPA information be obtained?

You can start with the accounting department at your college or university, or any career counselor in your area. Also, you can write the American Institute of Certified Public Accountants (AICPA), at 1211 Avenue of the Americas, New York, N.Y. 10036. Financial aids is sometimes available for those seeking accounting or business careers. The AICPA provides a number of partial scholarships each year to undergraduate minority students who are enrolled in accounting programs.

Get a degree of experience

Many jobs today require a degree for eligibility or for promotion. Too often the criteria for hiring are credentials rather than knowledge. This is a frequently used technique to limit employing elderly workers, women and minorities.

The G.I. Bill, federal and state student loan programs have made it easy for a student eligible for college to attend, in the past. However, a college education is becoming limited to the affluent now as was the case years ago.

An interesting alternative to the standard 4-year college attendance is being offered by Thomas A. Edison College. Founded in 1972, in Edison, New Jersey, it has awarded associate or bachelor degrees to more than a thousand students for academic study at another college, for knowledge acquired on the job, or for independent study.

Edison College has no faculty, no library, and no campus. It is one of New Jersey's nine state colleges. It is housed in a small building rented from nearby Princeton University. The college was accredited by the Middle States Association of

Schools and Colleges in July. This is the same organization that accredits Princeton University.

The college is named after Thomas Edison, the inventor of the electric light and the phonograph, who never went to college. The college catalogue states that, today, Edison's academic credentials "would probably not be considered for a responsible job at any research firm in the country."

Edison is the only accredited college that offers no academic courses, provides credit for life experience and exists solely for recognizing knowledge.

The college does little advertisement for fear that it will look like a college degree mail order mill.

How long a degree applicant went to school is not material. They will search the college archives. Practical and general knowledge in various fields can be combined for degree evaluation by faculty consultants.

After establishing previous college credits arrangements can be made with Edison academic counselors to take additional courses that may be required for a degree.

The courses can be taken near your home.

Edison basically differs from other external degree programs because it relies more on individual assessment than written examinations. Almost 3/4 of its students are over 30 years of age. The college recognizes that the value of its credentials will be determined by reputations established by its graduates.

After receiving a degree, Edison graduates have been accepted as graduate students at various universities.

This is a marvelous opportunity to use the totality of the Black experience for academic credentials.



Some African groups prized milk as a precious food and reserved it for adult men.



MATTHEW L. BROWN

Minority dealers sought

AKRON, Ohio — Goodyear is looking for qualified minorities interested in operating their own tire and auto service centers.

Using the slogan, "Go into business for yourself — but not by yourself," the company is seeking minorities who have had experience in the retail tire and/or automotive service business, or a strong background in retail sales," said Matthew Brown, Goodyear's manager of dealer development. This includes those already in the retail tire business who want to expand.

Minorities who enter the company's franchised dealership program are supported by Goodyear training, advertising and marketing assistance

every step of the way.

A strong minority tire dealer network produces jobs and keeps profits within the community, Brown said. "We are demonstrating that private enterprise can work successfully for minorities around the country."

"The total automotive retail aftermarket is a multimillion-dollar-a-year business, which makes the Goodyear program a business opportunity minorities should learn about."

Persons interested in the Goodyear minority dealer program should write to Matthew L. Brown, Manager, Dealer Development; The Goodyear Tire & Rubber Company, 1144 E. Market St., Akron, Ohio 44316-0001.

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Add a bright spot to your home or yard with a healthy plant from the Fred Meyer Garden Center. At your Garden Center you'll find a selection of the most popular plants for your indoor and outdoor gardening, plants ideally suited for the climate conditions of the Northwest. Add some life to your life today with lush, green plants.



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You'll find a wide assortment of good looking, fashions for your family that makers you know and trust like Levi's, NIKE, Playtex, A-Smile, Komar, Seattle Blues and more. Make Fred Meyer your family's fashion headquarters today. Remember, you'll find the clothes and shoes your family is looking for, for less.



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Fred Meyer

ONE STOP SHOPPING CENTERS