

Saturday, May 15, 1999

- **Day in the Park**
French Park 11:00 - 2:00
(See map on last page)
- **Awards Banquet**
Embassy Suites
Social Hour starts at 6:00



1998 Day in the Park

Area Coordinator's Corner **By Tad Miller**

It's hard to believe that I've been in the big office for almost a year. But then as I look at the work piling up in my office it looks like I'm a year behind, so it must be right. The good news is that I've had a lot of fun. Two of my favorite events, Day in the Park and the Spring Awards Banquet, are just around the corner. I always look forward to alumni coming back to visit with friends and faculty at Day in the Park. It reminds me of the great relationship we at Cal Poly enjoy with our students and alumni. The Awards Banquet is a chance to recognize some of our deserving students.

The accounting faculty really do appreciate our students. As we work with faculty at other schools we are reminded that few schools have the caliber of students that we enjoy. And nobody has students as nice as ours. Nobody!

As I said, I have had a lot of fun. The faculty haven't revolted; although the recruiters threatened to revolt, I'm told that is normal for recruiters; and most students are probably glad that I'm teaching fewer classes. In my trips to Orange County, Los Angeles, Santa Barbara, San Jose and San Francisco, I am always welcomed with open arms. I'm old enough to know that it is our students everyone likes, not me. But it is fun to pretend.

The Masters in Accounting proposal is moving through the approval process quite nicely. At this time, the undergraduate course proposals have been approved by the College of Business Undergraduate Programs Committee, the Masters proposal has been approved by the Graduate Committee, and both proposals have been approved by the faculty. It has

now moved up the hill where we need to obtain University approval and finally the approval of the CSU Board of Trustees. So far, so good.

The program has required a great deal of extra time and effort from the faculty. Some of us are a little tired, but we are very excited about the new program. We believe that it will place Cal Poly and our students in an even better position. We are also grateful that so many of you have responded to our pleas for help and increased your contributions to the Accounting Program. Our alumni and friends have really shown their support for Cal Poly, in the last year. Here are some highlights:

- We are especially pleased to announce that Arthur Andersen has undertaken a four-year campaign to increase their firm's support and also increase the level of participation by our alumni. Arthur Andersen's campaign will result in the College designating a classroom as the Arthur Andersen LLP classroom. Special thanks to our alumni and friends at Arthur Andersen.
- Ernst & Young continues their strong support and this year's contribution was the largest cash contribution ever received by the Accounting Area.
- The following regional firms have pledged to contribute \$1,000 in each of the next three years to support the proposed Masters Program: Barbich, Longcrier, Hooper & King; CKS Business Services; Glenn, Burdette, Phillips & Bryson; Hayashi & Wayland; Seiler & Co.

These are significant accomplishments and indicate that employers continue to be impressed with our alumni. Keep up the good work. It makes my job a lot easier.

Mary Beth Armstrong continues to present her course, "Professional Ethics Review." To date, over 3,000 California CPAs have taken her course to fulfill California's ethics and regulation requirement. In connection with that course, Mary Beth received the 1998 "Instructor Excellence" award presented by the CalCPA Education Foundation. Dr. Armstrong is serving as chair of the CSCPA Committee on Professional Conduct and of the American Accounting Association's Professionalism and Ethics Committee. During the year, Dr. Armstrong and Dr. Robison co-authored an article titled, "Ethics in Taxation," published in *The Ethics of Tax Evasion*, Robert McGee, ed. In addition, Dr. Armstrong's article, "Ethical Issues Internal to Organizations," with Michael E. Egan, was recently accepted for publication in *Research on Accounting Ethics*.

Janice Carr received the 1998 Ernst & Young LLP Outstanding Accounting Educator Award at last year's Spring Accounting Banquet. At the College-wide Banquet in June, she received the 1997-1998 Emeritus Faculty Award. She is concluding her two-year appointment as chair of the California Society of CPAs' Accounting Education & Careers Committee which has been involved in discussion about the 150-hour requirement. In addition, Dr. Carr has showcased Cal Poly's VITA program as a successful service-learning course for the Colloquium on Accounting Education Change in Scottsdale, last fall and the American Accounting Association's Western Region meeting in April.

Doug Cerf has been busy as coordinator of the Integrated Core Program (ICP). ICP integrates six junior level business core courses into a single 24-unit course over two quarters. Doug also chaired the team that developed the proposals for changes to the undergraduate accounting program and the new M.S. degree. Doug worked with Fred Elmy in PWC's New York office to publish "Accounting for Derivatives: The Case of a Currency Rate Swap Used to Hedge Foreign Exchange Rate Exposure," in *Issues in Accounting Education*.

Zaf Iqbal has returned from a two-year stay at Sultan Qaboos University in Oman. Apparently these students appreciated the Cal Poly way as Zaf received the top instructor rankings in the University during his last semester. *The Accounting Research Journal* has accepted "Accounting and Intellectual Capital: Towards a New Sociotechnical System-based Paradigm" which was written by Zaf, Jim Sena and Rami Shani. The Financial Accounting Standards Board has asked Zaf to serve as an external expert reviewer for the Second International Accounting Standards Committee - U.S. GAAP Comparison Project.

Earl Keller has been selected to serve on a Brooking Institute Task Force to investigate if and how Intangibles relate to value in corporate America. The Task Force is chaired by former Securities and Exchange Commissioner, Steven Wallman, and it will make recommendations regarding public disclosures of information about intangibles. While thinking about Earl, remember all those research issues and cases you loved (or hated) in 461? We estimate that Earl has written over 500 of those mini-cases.

Kathy Lancaster has become an active speaker in both the local chapter of Institute of Management Accountants and Cal Poly's Student Chapter of IMA. On a more academic level, she presented two papers at the American Accounting Association's Western Regional meeting in April: "Becoming a Lead Goose in a Managerial Accounting Class" and "The Effect of Self Efficacy on Performance: Assessing the Possibility of Misappropriation of Assets." She also presented a paper entitled "Valuation Analysis of Environmental Disclosures" at the AAA's National Meeting last August. Kathy has also served as a discussant and moderator at National and Western Region conferences.

Jack Robison has recently published two articles "Capitalizing Interest in Oil and Gas Ventures" (with Richard S. Mark and Ralph Portell) in the *Journal of Taxation* and "Are You Filing Too Many Schedule Cs?" in the Cal Society's *Outlook*. Jack has been elected Vice-President of the Central Coast Chapter of CPAs for 1999-2000.

ALUMNI NEWS

Wayne F. Hall '66, has been appointed Vice Chairman and CFO of Black & Veatch, a global engineering and construction firm headquartered in Kansas City, MO. Wayne recently lead the initiative to convert this 83-year-old firm from a partnership to an employee- owned corporation. Black & Veatch has 90 offices around the world, approximately 9,000 employees, and had revenues of \$2.1 billion in 1998.

Corliss J. Nelson '67, is President of Koch Capital Service (a subsidiary of Koch Industries, Inc.), located in Wichita, KS.

Kathleen A. Fairbanks '82, is co-owner of Fairbanks & Fairbanks, CPAs, located in Santa Maria, CA.

Christopher Newton '84, graduated from the Executive MBA Program at The Anderson School at UCLA (9/98) and was made President and CEO of Work/Life Benefits in June of '98. WLB is a national provider of benefit plan administration and consultation and referral services to employees of many Fortune 500 Companies.

Vita (Singh) Bruno '85, is with Hewlett-Packard in Santa Clara as Marketing Programs Manager. She recently enjoyed the holidays with her two daughters, Allison and Danielle.

Lisa (Horiuchi) Kikumoto '86, is the proud mother of Lauren (3½ yrs) and Lindsey (18 mos). She enjoys the sport of running and frequently runs in 10Ks and relay marathons. In her spare time she is Senior Accounting Manager at Novo Nordisk Biotech, Inc., in Davis, CA.

Suzanne (Wilson) Lautze '86, and her husband, John, just welcomed their third child. Suzanne is busy at home with the new baby, 2-year-old Sydney, and 5-year-old Jake. Temporary home is Hamacao, Puerto Rico, where John is Plant Manager on a two year assignment for Intel. The family normally resides in Portland, Oregon.

Greg DaCunha '91, is now Tax Manager with KPMG in Mountain View, CA. We also understand he is keeping busy with a new home.

Lora (Kim) Goulding '94, married fellow Cal Poly alum, **Rex Goulding '94** (Finance), and they are living in Boston, MA. Lora left public accounting to take a position as Accounting Manager with Houghton Mifflin.

Chris Vohnout '94, passed and received his CPA November '98. He is now Controller for Admore Memory, a manufacturer of computer memory in Irvine, CA.

Christina Parker '95, has been married for 4 years and has one 2-year-old daughter. Christina is a Tax Specialist with Bowing Capital Corporation in Long Beach.

Heidi Bradley '97, writes: "As they say, 'when one door closes, another one opens.' When my Tax Analyst position at Packard Bell NEC was being cut due to a change in ownership, I got my

Since so many of you are the proud parents of our future students, we would like to have pictures of your families to put on our bulletin board in the office. Pictures of the children are great, but the pictures that include the parent(s) give us a peek into the past as well as the future.

Thanks!

foot in the door at Perry-Smith & Co., Sacramento, through an acquaint-tance I made in the American Society of Women Accountants (ASWA)."

**Accounting Awards Banquet
and Day in the Park
Saturday May 15, 1999**

Make your plans now to attend this annual event. Be sure to reserve a place at this year's Awards Banquet and "Day in the Park" by returning the attached reservation form before May 3rd.

Daytime Activities

The annual "Day in the Park" will be held at French Park, which is located off Tank Farm Road (see enclosed map). Come and enjoy BBQ prepared by the Accounting Area faculty. There will be opportunities to play volleyball and tennis, and plenty of time to socialize. Day in the Park will begin at 11 a.m. and last until approximately 2 p.m.

Evening Activities

Embassy Suites, located off Madonna Road, will be the site of this year's Awards Banquet. Social hour will begin at 6:00 p.m., followed by dinner and awards presentation. For hotel reservations please call (805) 549-0800 by Saturday April 24th to assure availability.

Spring 1999 Accounting Awards Banquet Reservation Form

Please reserve space for:

Name (s)	Company Affiliation	Banquet	Park	Vegetarian
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Please enclose \$ 50 for each person who will be attending the banquet. There is no charge for the "Day in the Park". Checks should be made payable to CPAC and returned to the Accounting Area, College of Business, Cal Poly, San Luis Obispo, CA 93407, Phone: (805)756-1384, Fax: (805) 756-6347.

