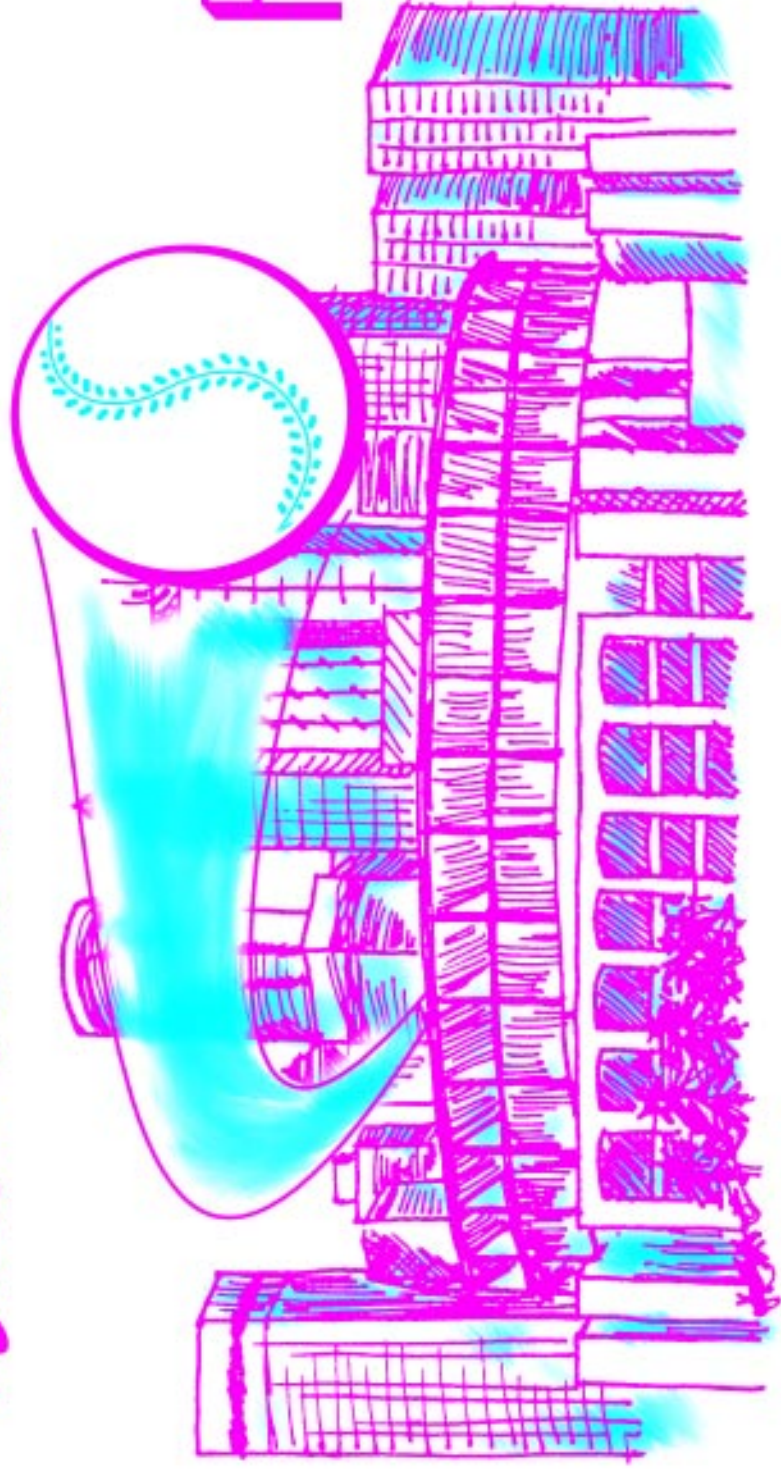


# *A Brave New World*

June 13-15, 2001  
Atlanta Georgia



**AUSCPA**



# National Conference

As a responsible professional, you can't afford to allow an entirely new world to be thrown between your knowledge and the latest developments in accounting. The American Woman's Society of CPAs 2001 Annual Meeting & Conference in Atlanta is an important new frontier in "A Brave New World for Women in Accounting" depicting the practices of the past and accounting in the 21st Century. AWSCPA has planned the adventure to provide extraordinary educational sessions and unmatched networking opportunities in one of the nation's premier business and recreation destinations. As a participant, you have an opportunity to learn about the developments at the cutting edge of the profession, no matter what your area of specialization.

For those who are value-conscious, this conference is right for you! The full registration fee includes the Opening Reception on the grounds of the world famous Centennial Park on Wednesday evening; Thursday and Friday sessions, lunches, refreshment breaks and conference handouts; the Thursday reception and dinner at the breathtaking Fox Theatre; and the Friday evening reception with Atlanta's Southern charm at Pittypat's Porch. Add to this the opportunity to network with financial professionals from across the country, across industries, across specialties and we're sure that you will agree - this is a value and an investment without comparison.

For those who like to travel, plan your summer vacation around the conference. Atlanta, the site of such "must sees" as the World of Coca Cola, the Underground, CNN Center, Six Flags Over Georgia, Zoo Atlanta and more, has many sight-seeing opportunities.

Benefits for your employer are many. As an attendee, you have an opportunity to learn what's on the professional forefront no matter what your area of specialization. Not only will you return to work with these enhanced skills, but you will also be able to share this new information with others at your firm. Additionally, your employer can benefit from the networking opportunities that allow you to make contact and exchange information with colleagues from many different industries around the country. Offer to write a follow-up report summarizing some of what you learned during the conference, and it becomes a win-win situation for any company.

**So join us for an  
outstanding program!**

Marilyn Huset, President  
Marianne Heard, President-Elect,  
Conference Co-Chair  
Mary Riley, Conference Co-Chair



**June 13, 2001**

10:30 - 2:30 p.m.  
3:00 - 4:00 p.m.

Optional Tour  
CONCURRENT EXCHANGES  
(AE) Affiliate Exchange  
(MALE) Members-At-Large Exchange  
Economic Update  
Reception in Centennial Park

4:10 - 5:50 p.m.  
6:30 - 8:00 p.m.

**June 14, 2001**

8:00 - 9:40 a.m.  
9:50 - 11:30 a.m.  
11:30 - 12:50 p.m.  
1:00 - 2:40 p.m.

How Can CPAs be Smarter Marketers?  
Becoming the Possible Woman  
Luncheon and Humor in the Workplace  
CONCURRENT SESSIONS

2:40 - 3:00 p.m.  
3:00 - 3:50 p.m.

(A) Women's Issues in Financial Planning  
(B) Leadership Issues for Women  
Refreshment Break  
CONCURRENT SESSIONS  
(C) SEC Update  
(D) Compilation and Review Update

4:00 - 4:50 p.m.

CONCURRENT SESSIONS  
(E) Tax Update  
(F) Work/Life and Women's Initiative  
Executive Committee Update  
Annual Awards Dinner at the Fox Theatre

5:30 - 9:30 p.m.

*\* Buses depart from the hotel lobby.*

**June 15, 2001**

8:00 - 9:40 a.m.  
9:50 - 11:30 a.m.  
11:30 - 12:50 p.m.  
1:00 - 2:40 p.m.

Litigation Issues for CPAs  
Creating Wealth  
Business Luncheon  
CONCURRENT SESSIONS

2:40 - 3:10 p.m.  
3:10 - 5:00 p.m.

(G) Elder Care  
(H) Creating Your Business Dreams  
Refreshment Break  
CONCURRENT SESSIONS  
(I) Beyond Budgeting Model  
(J) Perceptions of Gender Equity in  
the Accounting Profession  
-and-  
Essential Skills for Managing  
Change

6:00 - 7:30 p.m.

Reception at Pittypat's Porch

**June 16, 2001**

8:00 - 5:00 p.m.

Optional Tours

# National Conference

**Wednesday, June 13, 2001**

**10:30 a.m. – 2:30 p.m.**

## **Optional Coca-Cola and Underground Tour**

Enjoy the story of Coca-Cola told through fascinating exhibits, an eye-popping collection of memorabilia, classic radio and television ads, a fanciful representation of the bottling process and a futuristic soda fountain at the famous World of Coca-Cola. From there, tour participants will journey to Atlanta's Underground with time to shop and grab some lunch. Underground Atlanta is located at the historic railroad Zero Mile Post on Alabama Street and is Atlanta's "original" city center. Underground features specialty retailers, an international food court, cart vendors and 20 restaurants and nightclubs. Meet in the lobby of the Embassy Suites Hotel-Centennial Park. Participants will travel to the World of Coca-Cola by MARTA. The tour will last approximately 4.0 hours.

**3:00 p.m. – 4:00 p.m.**

## **Affiliate Exchange**

Participate in the exchange of ideas and inspirations designed especially for AWSCPA affiliate leaders and members. Explore ideas with other affiliates in the areas most important to you and your group . . . everything from member retention and planning successful seminars to increasing local board participation and raising local scholarship money. This session is geared for affiliate leaders and members.

**3:00 p.m. – 4:00 p.m.**

## **Members-At-Large Exchange**

Participate in the exchange of ideas and inspirations designed especially for AWSCPA at-large members. Explore ideas with other professionals in the areas most important to you . . . everything from membership benefits to local and regional networking. This session is geared for AWSCPA members not in affiliate areas.

**4:10 p.m. - 5:50 p.m.**

## **Economic Update**

*Tom Cunningham, Federal Reserve*

Tom Cunningham, Vice President and Associate Director of Research for the Federal Reserve Bank of Atlanta, will discuss the outlook for the nation and the southeast region and how the two interact. The presentation's focus will be on how the various sectors of the economy relate to each other and how deviations from the expected path of one segment of the economy will subsequently impact the overall and regional outlook. (*Management - 2 CPE Hours*)

**6:30 p.m. – 8:00 p.m.**

## **Reception in Centennial Olympic Park**

The opening reception will take place in Centennial Olympic Park, adjacent to the conference hotel in the heart of downtown Atlanta. A 21-acre legacy from the 1996 Centennial Olympic Games, the park is open daily. Participants are encouraged to visit the Fountain of Rings, the world's largest fountain utilizing the Olympic symbol of five interconnecting rings with 25 water jets. There are four 20 minute shows daily including a 6:30 p.m. and 9:00 p.m. show. Enjoy wonderful appetizers and cocktails as you enjoy the surroundings and get to know conference attendees from around the country. Summer dress is recommended.

## Thursday, June 14, 2001

Please note the opening session will include coffee and danish. A full cooked to order breakfast is included with your hotel accommodations and available in the hotel restaurant.

**8:00 a.m. – 9:40 a.m.**

### **Welcome/Opening Remarks**

#### **How Can CPAs be Smarter Marketers?**

*Jean Marie Caragher, Capstone Marketing, Inc.*

"I don't have time," or "I have all the business I need," or "There isn't enough staff to handle the work we already have" are all common responses of CPAs when asked why they don't market more. Attend this session and hear about 20 terrific ideas to help you become a smarter marketer. Jean will challenge you to use your marketing time more efficiently and to be a marketing catalyst within your firm. It will be impossible for you to leave without taking away a few terrific ideas to implement immediately! You will also take advantage of Jean's 15 years of accounting marketing experience with a lively Q&A session. *(Management-2 CPE Hours)*

**9:50 a.m. - 11:30 a.m.**

### **Becoming the Possible Woman**

*Linda Wind, Possible Woman Enterprises*

Becoming the Possible Woman is the process of exploring the feminine wisdom, spirit, and potential within. It is about realizing who we are as women, and what we may yet become. It means claiming our own potential fully; and defining our strengths, talents and desires. The Possible Woman is a new model being created as we go along; it is about leadership, nurturance, compassion and intuition. It is also inclusion, synergy and making a difference. It is about working in full partnership with our male counterparts to create a better world. Linda encourages the audience to find answers to the questions, "Who are you?" and "What could you be?" as she shares her own life story. *(Personal Development-2 CPE Hours)*

**11:30 a.m. – 12:50 p.m.**

### **Luncheon Speaker**

#### **Humor in the Workplace by Jeff Justice**

Laugh and learn with a nationally-known humorist Jeff Justice, who mixes quick, clean humor and magical entertainment while sharing a highly-targeted message of how to use your sense of humor to relieve stress, defuse anger and better relationships. Jeff, who has been featured on CNN and CNBC, specializes in entertaining corporations, charities and associations with his practical, stress-reducing humor techniques presented in an exciting, fast-paced format. He has presented multiple programs for such companies as BellSouth, Coca-Cola, IBM and the Southern Company as well as presenting for the National Association of Realtors, the International Association for Financial Planners and the Coca Cola Bottlers Association. *(Management-1 CPE Hour)*

**1:00 p.m. – 2:40 p.m.**

### **CONCURRENT SESSIONS**

#### **Women's Issues in Financial Planning (A)**

*Pat Koehn, Financial Strategies, Inc.*

In recognizing the value of a comprehensive approach to planning, Pat assists her clients in developing, targeting and reaching their financial goals, with recognition of inflation, portfolio management, advantageous tax strategies, the importance of rate of return, and the elements of estate conservation. She feels CPAs can best serve clients when they understand and feel comfortable with their financial alternatives and the concepts relating to them. Feedback from Pat's clients confirm how education of the financial process helps them to feel more confident making financial decisions, eliminates the fear, and assists them to conquer procrastination. *(Consulting Services-2 CPE Hours)*

## **Leadership Issues: Are You Moving Forward or Standing Still? (B)**

*Robin Hensley, Personal Construction LLC*

Make the next 12 months your most successful ever. Renew and revise those annual goals and make them a reality. This powerful goal-setting workshop will be the start of your best year yet, year after year! "Look at your past. Your past has determined where you are at this moment. What you do today will determine where you are tomorrow. Are you moving forward or standing still?" - Tom Hopkins. This workshop will guide and inspire you to set your top ten personal and business goals, create a strategic plan and then determine a plan of action that is a combination of goal-setting and planning to achieve them. This is a hands on workshop with the results being a new plan for you. The way to move towards our dreams is to set a number of goals along the way. The challenge is that many people never get started because they think of their dreams as being "too big" or "impossible to achieve." *(Personal Development-2 CPE Hours)*

**2:40 p.m. - 3:00 p.m.**

**Refreshment Break**

**3:00 p.m. – 3:50 p.m.**

**CONCURRENT SESSIONS**

### **SEC Update (C)**

*Tim Keadle, Porter Keadle Moore, LLP*

Find out about the most recent changes in the world of accounting from an audit partner with Porter Keadle Moore. In the rapidly changing business and economic environment, it's critical to be aware of what the SEC and FASB have on their plates. Tim worked for six years with an international accounting firm before joining PKM. His expertise lies in auditing and financial reporting for banks and manufacturers, including extensive experience in SEC registrants. He also serves as a resource to law firms specializing in SEC reporting issues.

*(Accounting & Auditing-1 CPE Hour)*

### **Compilation and Review Update: What's Changed and What Hasn't? (D)**

*James McGowan, American Express Tax & Business Services*

Newly-effective SSARS No. 8 makes fundamental changes to the way in which accountants view the compilation engagement. SSARS No. 8 creates new options when performing compilation engagements in which the financial statements are not expected to be used by a third party, and allows the accountant to use her professional judgement in dealing with the client. Peer Review can be stress-free when you know what the new standards for review require. Independence standards for reviews and compilations have some new twists. *(Accounting & Auditing-1 CPE Hour)*

**4:00 p.m. – 4:50 p.m.**

**CONCURRENT SESSIONS**

### **Tax Update (E)**

Whether you are a tax expert or have your own tax accountant, you need to know what's new and what's proposed in the ever-changing world of taxation. This session will fill you in on changes from both corporate and individual perspectives.

*(Taxation-1 CPE Hour)*

### **AICPA Work/Life and Women's Initiative Executive Committee Update (F)**

*Rita Meouchy, KPMG LLP*

Come hear committee member, Rita Meouchy tell you about what the AICPA is doing to address issues facing women in accounting and about the latest committee survey results. *(Management-1 CPE Hour)*

**5:30 p.m. – 9:30 p.m. Annual Awards Dinner**

Buses will depart at 5:30 p.m. from the hotel lobby for an evening at the renowned Fox Theatre. Originally, the Yaarab Temple Shrine Mosque, Atlanta's Fox Theatre was designed in the late 1920's as headquarters for the 5,000 member Shriner's Organization. It was a beautifully outlandish, opulent, grandiose monument to the heady excesses of the pre-crash 1920's, a mosque-like structure complete with minarets, onion domes, and an interior decor which was even more lavish than its facade. The Fox opened as the Great Depression began. After 125 weeks of talking pictures and elaborate stage entertainment, it declared bankruptcy. Revived after temporary city ownership, it scraped by during the 1930's. Under strong management, The Fox prospered as one of Atlanta's finest movie houses from the 1940's through the 1960's. The time of the movie palace finally ran out around 1973. Television, suburban flight and a changing movie industry took patrons elsewhere. With almost 4,000 seats, The Fox could complete a move-run in less than a week, forcing the theatre to show second-run movies to dwindling audiences. In 1976, documents were submitted qualifying The Fox to be designated a National Historic Landmark, saving it from demolition to make way for Southern Bell's headquarters. To date more than \$20 million has been spent in the restoration project of The Fox which has generated an operating surplus every year for more than 25 years. It may be the only independent, nonprofit civic auditorium in the country which can sustain its own operations financially. At present 325 nights a year are booked in the auditorium.

AWSCPA conference participants will be able to step back in time to the opulent splendor of the Egyptian Pharaohs, or into the mystique of a Middle Eastern palace. The Egyptian Ballroom and the Grand Salon are lavishly decorated with sweeping columns and ornamentation creating the perfect setting for this exciting evening.

**Friday, June 15, 2001**

*Please note the opening session will include coffee and danish. A full cooked to order breakfast is included with your hotel accommodations and available in the hotel restaurant.*

**8:00 a.m. – 9:40 a.m. Litigation Issues for CPAs**

*David D. Aughtry, Chamberlain Hrdlicka*

It's about finding a way to win tough cases. Good things happen when you are committed and spend yourself to the limits of your endurance. Somewhere along the way, a spark of inspiration - the key to winning that particular case - flashes from above. If it doesn't, you need to work harder. Sweat and inspiration are critical to us because we rarely see easy cases. Those cases that make it to us almost always involve some big problem that someone else has diagnosed as incurable. It may be the agent. It may be the client has been blindsided by some unknown fact, or case, or hostile ex-employee. Finding a creative solution is the challenge. Strategy does not win every case but it improves every case, improves the prospects to a favorable result, and wins a lot of cases that would otherwise be lost. David will address litigation issues involving CPAs and explain how CPAs can help build a defense and win cases. *(Management-2 CPE Hours)*

**9:50 a.m. – 11:30 a.m. Creating Wealth**

*Tom Stanley, Author*

Dr. Tom Stanley and Dr. William Danko have spent more than 20 years interviewing members of an elite club, America's wealthy. Their research and findings are

explained in their best-selling book, *The Millionaire Next Door*, using seven simple rules. The first rule is, always live well below your means. The last rule is, choose your occupation wisely. The other five rules will be discussed in this thought-provoking fascinating presentation by Dr. Stanley. You'll find Tom's message to be commonsensical, but, as he points out, their prescription often flies in the face of what we think wealthy people should do. There are no pop stars or athletes in his book, but plenty of wallboard manufacturers - particularly ones who take cheap, infrequent vacations. Tom will mercilessly show how wealth takes sacrifice, discipline, and hard work, qualities that are positively discouraged by our high-consumption society. "You aren't what you drive." (*Management-2 CPE Hours*)

### **11:30 a.m. – 12:50 p.m. Luncheon – Annual Business Meeting**

This is your opportunity to hear from the officers of the AWSCPA Board of Directors as they report on the status and future direction of the Society. The Educational Foundation for Women in Accounting will also be presenting an update.

### **1:00 p.m. – 2:40 p.m. CONCURRENT SESSIONS**

#### **Elder Care: Picking Up the Pieces of the Glass Ceiling (G)**

*Lynn S. Conner, CPA, Moore & Cubbedge, LLP*

In this session, we will look at the unique sociological and psychological passages of a generation of professional women. Over the past 30 years, the entrance of women into the business world has left a vacancy in the family and community once filled by mature women. Women as the pioneers of the balanced workforce have changed the way accountants live and work. Now, the accounting profession is once again moving toward the frontier as it responds to the aging of the population. The CPA as Caregiver is a new role many professionals are embracing for themselves and for the firms they represent. (*Consulting Services-2 CPE Hours*)

#### **Creating Your Business Dreams (H)**

*Caroline Mendez, Evolve, Inc.*

Caroline is revered by entrepreneurs as a "vizion catalyst" for their personal and business growth. An entrepreneur at the age of 8, she took her vision of producing a one-woman play all the way to the neighborhood bank. Today, her company leads entrepreneurs through the same vizioning process that has provided both the liberation and the discipline behind Mendez's own business success. Caroline developed Vizioning as a business planning approach that was grounded in business process while going far beyond traditional business tools. Vizioning, as a discipline, blends the techniques of coaching, collaboration, and consulting to grow a business from concept to commerce . . . "a laser-like approach that gets to the heart of a company and its owner," as one client describes. Fundamental to the process is recognizing the power of vision, namely, getting back what you put forth. (*Personal Development-2 CPE Hours*)

### **2:40 p.m. - 3:10 p.m. Refreshment Break**

### **3:10 p.m. – 5:00 p.m. CONCURRENT SESSIONS**

#### **Beyond Budgeting: Managing in a Changing Economy (I)**

*Deborah Turner, Ph.D., CPA, Georgia Institute of Technology*

The business environment has changed dramatically over the last 25 years. Unfortunately, many businesses continue to plan (budget) for their futures using mechanisms that have not changed in all that time. This presentation builds on the pioneering work of the founders of the Beyond Budgeting Round Table, Jeremy Hope and Robin Fraser, to consider the place of improved methods of planning for

an organization's success. Traditional budgeting methods will be examined to identify their weaknesses, and new approaches that allow quicker reactions to demanding economic conditions will be explored. *(Management-2 CPE Hours)*

### **Perceptions of Gender Equity in the Accounting Profession (J)**

*Dr. Kimberly Frank, University of Nevada Las Vegas*

Richard Brody and Kimberly Frank of the University of Nevada Las Vegas, co-authored the paper, *Perceptions of Gender Equity in the Accounting Profession* which took home AWSCPA's 2000 Research Excellence Award. Dr. Frank will introduce the study, explain the research design, examine the results and discuss the implications of this study. *(Management-1 CPE Hour)*

### **Essential Skills for Managing Change**

*Educational Foundation for Women in Accounting*

The newest Leadership Training Series Workshop discusses the need to acknowledge what is ending, before starting a new beginning during personal and organizational change. Through group exercises and the discussion of cases, this workshop helps participants understand external change and navigate through internal transition. This workshop is part of the Leadership Training Series available from EFWA. *(Management-1 CPE Hour)*

**6:00 p.m. – 7:30 p.m.**

### **Reception at Pittypat's Porch**

Since it opened in 1967, Pittypat's Porch has been a must eat establishment in Atlanta. Celebrities, politicians, tourists and locals stop by Pittypat's for the renowned hospitality and Southern cuisine. With an updated menu and renovated interior, Pittypat's promises to be a delicious experience in contemporary Southern dining with traditional recipes. The best part will be the peach cobbler which is known as the best in the South. Enjoy wonderful appetizers and cocktails as you enjoy the atmosphere and say good-bye to conference attendees or make plans for a memorable weekend in Atlanta. Pittypat's Porch is a short walk from the Embassy Suites Hotel.

## **Saturday, June 16, 2001**

- For those staying in Atlanta for the weekend, American Sightseeing Atlanta offers a variety of half day and all day tours of some of Atlanta's best attractions including Cyclorama, the Martin Luther King, Jr. Memorial, the Atlanta History Center Museum, CNN, the Margaret Mitchell House, Stone Mountain Park and combinations of the above. Prices for tours vary and reservations are required. Reservations can be made at the Embassy Suites Hotel's concierge desk, on-line at [www.americansightseeingatl.com](http://www.americansightseeingatl.com) or by calling 404.233.9140 (or 800.572.3050 outside of Atlanta). Buses depart from the Omni Hotel. For more information see a member of the AWSCPA staff at the AWSCPA Registration Area.

## **Baskets! Baskets! Baskets!**

Join the fun of the Educational Foundation for Women in Accounting's (EFWA) silent auction. Dozens of baskets overflowing with unique regional items and specialty gifts. Whether you plan to give them as gifts to family and friends or simply want to treat yourself, these baskets are sure to make someone happy! The baskets for the silent auction will be on display in the AWSCPA registration area during the conference.

# Atlanta

Each year, metropolitan Atlanta hosts more than 18 million visitors from destinations of worldwide. Of those, more than 27 percent visit Atlanta for the sole purpose of sightseeing. A large percentage of Atlanta's 3.2 million annual convention delegates also tour the city's major attractions before or after their meetings. Filled with a wealth of attractions and activities, metropolitan Atlanta

offers something for every visitor. Some

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**AWSCPA participants will see why those who live in Atlanta are so proud that the city's tradition of Southern hospitality is alive and well.**

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of Atlanta's well-known favorites include the Atlanta Cyclorama, CNN Studio Tours, Stone Mountain Park, the Martin Luther King Jr. Historic Site, Six Flags Over Georgia and Zoo Atlanta.

Metropolitan Atlanta museums highlight the arts, Civil War period, Atlanta and Georgia history, science and technology and African-American history. Recreational activities include train excursions, water and amusement parks, golfing, tennis, auto racing and more. Sports fans can cheer on the 1999 National League East Division Champion Atlanta Braves, the Atlanta Falcons NFL football team, the Atlanta Hawks NBA basketball team or the Atlanta Thrashers NHL hockey team. Art lovers may study an impressionist painting or a contemporary sculpture at the High Museum of Art, enjoy the graceful Atlanta Ballet, the oldest continuously operating ballet company in the nation; tap their toes to the music of an Andrew Lloyd Weber production and other Broadway musicals; or enjoy the Grammy award-winning Atlanta Symphony Orchestra.

## Wednesday Optional Tour

For those arriving a little early, the AWSCPA is offering an optional tour on Wednesday morning from 10:30 a.m. to 2:30 p.m. The tour will begin with a ride on the city's famous MARTA to the World of Coca-Cola, a famous museum with fascinating exhibits, an eye-popping collection of memorabilia, classic radio and television ads, a fanciful representation of

the bottling process and a futuristic

soda fountain. Participants will then proceed to the Atlanta Underground to enjoy shopping and grab some lunch. To register, see the enclosed registration form. The tour price includes transportation and admission to the museum.

## Attractions

Atlanta boasts attractions such as the Appalachian Wildwater/USA Raft trip, the Atlanta Brewing Company, the Atlanta Motor Speedway, Chateau Elan Winery & Resort, CNN Center and Studio Tour, ESPN Zone Atlanta, Georgia Dome, Kangaroo Conservation Center, Margaret Mitchell House & Museum, Philips Arena, The Rock Ranch, Six Flags Over Georgia, Stone Mountain Park, The Foam Factory, Thunder Road USA/Georgia Racing Hall of Fame, Virtual World Simulations and White Water Theme Park.

For more information on any of these attractions, visit [www.atlanta.com](http://www.atlanta.com).

If you would like to arrange for a specific tour package, contact American Sightseeing Atlanta at 800.572.3050 or visit them on the web at [www.americansightseeingatl.com](http://www.americansightseeingatl.com).

# Conference Details

Following are some of the small details you'll want to keep handy as you prepare for the conference. Should additional questions arise, contact the Society's National Office at 800.AWSCPA1; fax 937.222.5794; e-mail at [info@awscpa.org](mailto:info@awscpa.org) or visit the web site at [www.awscpa.org](http://www.awscpa.org)



## Registration fees

All full registration fees cover all sessions, conference materials, refreshment breaks, the Wednesday evening reception in Centennial Park, coffee and muffins in the mornings (note that a full breakfast each morning is included in the hotel room charge), two luncheons, Thursday's reception and dinner at the Fox Theatre and Friday evening's reception at Pittypat's Porch. Hotel accommodations and other meals are not included. Information about hotel reservations and arranging transportation appears elsewhere in this brochure.

Daily registrations are available. All one-day registrations include the sessions, meals, refreshment breaks, social activities and handout materials scheduled during the day chosen.

Students are encouraged to attend at a discounted rate. Student registrations include the same as the above described registration packages.

All participants are welcome to participate in the tour on Wednesday. There is an additional nominal fee. Additional tickets are available at pre-determined fees for the Wednesday evening reception in Centennial Park, Thursday's reception and dinner at the Fox Theatre and Friday's reception at Pittypat's Porch.

## Cancellations

A \$50 administrative fee will be deducted from all cancellation requests received in writing on or before May 31, 2001. No refunds will be made after this date.

## Recommended dress

Atlanta is blessed with four distinct seasons allowing visitors to experience different climates and the versatility of several different styles of clothing throughout the year. The summer is relatively short, but can be extremely warm.

Conference attire is business casual for the entire conference including evening events. The reception in Centennial Park is summer casual with shorts recommended.

Remember to bring a sweater or light jacket to the sessions as hotel meeting room temperatures tend to vary.

## Transportation

Atlanta, the "Gateway to the South," has always been known as a transportation hub. Founded as a railroad terminus, the city has grown to be a leader in air travel. The Atlanta airport is a major travel point for national and international destinations. In addition to the Atlanta airport, rail and automobile travel also underwent numerous improvements in preparation for the 1996 Centennial Olympic Games. From the runway to the railway, to the freeway, Atlanta is a model of accessibility, which has been the key to the city's growth as a center of business and conventions.

## Ground transportation

From Atlanta's Hartsfield International Airport, car, taxi, train, bus or van are optional methods of ground

transportation. By car, journey time is approximately 15 minutes. Parking is available at \$17.00 per night at the hotel with unlimited in and out privileges. Taxi ranks are located outside each terminal arriving area on the lower level. Fares run between \$18 and \$20 each way. There is an airport shuttle service that departs regularly from the ground transportation center at the airport. Fares are \$12 one way or \$24 roundtrip. Tickets can be purchased from the airport ground transportation center or the hotel.

## Registration hours

Attendees may register at the AWSCPA registration desk beginning on Wednesday, June 13 at 2:00 p.m. The registration desk will be open at 7:00 a.m. each day for registration information or questions.

## Hotel

All scheduled educational events will take place at Embassy Suites Hotel Centennial Olympic Park, 267 Marietta Street, Atlanta, GA 303013. You can reach the hotel at 404.223.2300. Should you need to send packages to the hotel, include your name, arrival date and the words "guest" on the mailing label.

All hotel reservations should be made through AWSCPA. Reservations by telephone, fax, email or online will be accepted (see enclosed form). The group's room block will be released on May 13, 2001. All reservations received after this date will be reserved on a space and cost availability basis. AWSCPA's preferred room rate is \$139.00 per night for single or double occupancy plus applicable state and local taxes (currently at 14%).

The Embassy Suites Hotel is an exciting destination in one of the world's most exciting cities. Comfort, service and convenience are the words that will describe your experience while visiting. From the 321 all suites guestrooms and friendly, knowledge-

able staff to the outdoor heated pool and fitness facility and complimentary full cooked to order breakfast and evening cocktails, you'll discover this property is everything you want in a hotel and more.

The hotel boasts an all suite environment with coffeemakers, hairdryers, irons, ironing boards, remote-control televisions with complimentary premium cable channels, oversized desks, telephones with data ports, voice mail, microwave ovens, refrigerators, valet service, business center facilities and more. The hotel has a full-service restaurant, Ruth's Chris Steakhouse, and is within walking distance of the Georgia World Congress Center, Centennial Olympic Park, CNN Center and Philips Arena, the Georgia Dome, Tabernacle and Merchandise Marts and the World of Coca Cola.

## CPE approved

The American Woman's Society of CPAs is a registered sponsor on the National Registry of CPE Sponsors (#106824). Upon course and evaluation completion, participants attending the 2001 Annual Conference, desiring CPE credit will earn 18 hours.

Registered with the National Association of State Boards of Accountancy as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses. Complaints regarding sponsors may be addressed to NASBA, 150 Fourth Avenue, N., #700, Nashville, TN 37219, 615.880.4200. This conference does not require advance preparation or prerequisites.



Attention non-members

# Multiply Your Resources

Join the American Woman's Society of CPAs now and take advantage of the dozens of benefits and discounted fees for the conference.



Since its creation over seven decades ago, the American Woman's Society of Certified Public Accountants has been the voice of women in the accounting profession.

AWSCPA is the only organization devoted exclusively to the support and professional development of women CPAs. The Society is also a leader in addressing these concerns:

- Gender equity
- The glass ceiling
- Work and family issues

AWSCPA's goals are simple yet challenging: to help our members achieve their full potential and to ensure gender equity within the profession.

To accomplish these goals, AWSCPA offers in-depth support to five important areas: advocacy, networking, leadership training, education and public awareness.

The American Woman's Society of CPAs exists to assist in your professional development. No other professional group offers you such an abundance of opportunities to lead, network, learn and be recognized.

AWSCPA is the leading national voice working toward leveling the playing field for women CPAs. Add your voice to the most articulate and effective organization for women in the accounting profession.

AWSCPA offers three membership categories: individual membership - open to all individuals who have passed the Uniform CPA exam and/or have received certification; professional friend subscrip-

tion - open to all individuals currently in the accounting field who intend to fulfill the requirements to become a CPA; and student friend subscription - open to all individuals actively pursuing degrees in accounting programs.

## AWSCPA Benefits

- Membership Directory - complete member listing published on-line and updated monthly.
- Peer Support Network - members volunteering to share their experiences and expertise with other members.
- Speaker's Bureau - a roster of members available as speakers with the expertise to meet any program need.
- National News, the quarterly newsletter of the AWSCPA.
- Affiliates with networking, CPE programs and social activities available in various locales throughout the country.
- Issues Papers covering topics of concern to members and the profession.
- Annual Leadership Conference - offering CPE credit while featuring two tracks, one to develop your leadership skills and one for technical expertise.
- Scholarships to Accounting Students - both graduate and undergraduate.
- A National Voice - on issues concerning women CPAs through an extensive media program, AICPA committee recommendations and more.

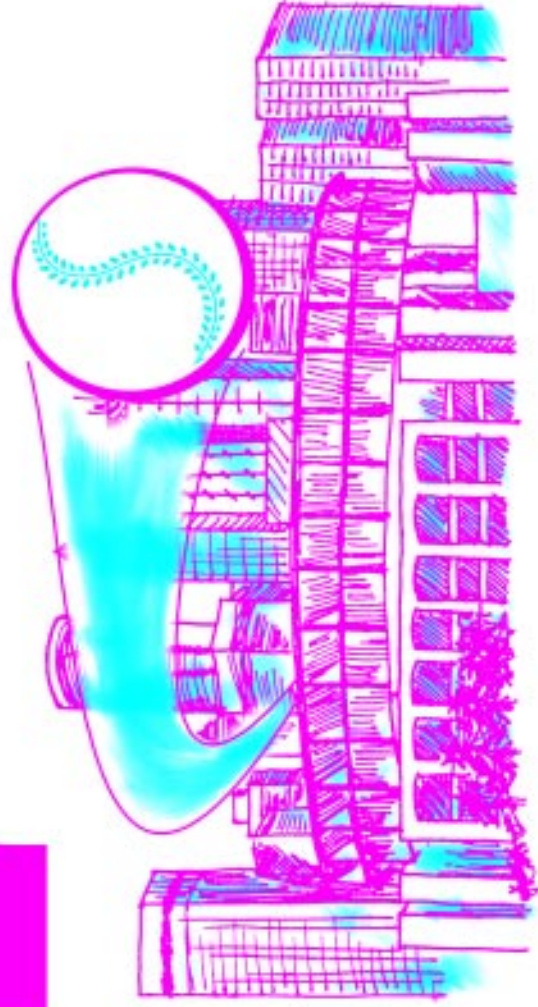
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