



Volume 57

Issue 7

## Membership Meeting

Tuesday - April 20, 2004

Lower Level Conference Room at Independence Place  
4807 Rockside Road - West off I-77  
(Building is in the woods, driveway just beyond St. Lawrence Cemetery)  
Independence, OH 44131

5:30PM dinner, 6:15PM speaker, 7:15 business meeting

\$15.00 members & guests, \$12.00 for students

Menu: honey glazed spiral-cut baked ham, parsley buttered red skin potatoes, fresh fruit salad, rolls & beverage

### Identity Theft

presented by Frank Suponcic, CPA of Skoda, Minotti & Co.  
and Lake County Recorder

Please RSVP to Ilona Daw-Krizman @ (216) 875-6286 or DAW@ferro.com  
by 9:00AM Monday April 19, 2004

*(Cancellations made after 4/19/2004 will be billed for dinner)*

#### President

Sonia "Sunny" Shellito, CPA  
(W) (216) 898 - 0678 (fax)  
(H) (216) 276 - 4120 (voice msg)  
email: SShellito@msn.com

#### Secretary

Nancy F. Kaska  
(H) (216) 676 - 8266  
email: kaska@disnow.com

#### Treasurer

Catherine A, Feola, CPA  
(W) (440) 842 - 8868  
email: dlf@en.com

#### Scholarship/Program

Ilona Daw-Krizman, CPA  
(W) (216) 875 - 6286  
(H) (440) 285 - 3733  
email: daw@ferro.com

#### Bulletin Editor

Denise T. Brock  
(W) (216) 622 - 8310  
(H) (440) 944 - 7256  
email: dbrock@calfee.com

#### Membership

Tricia Teribery  
(W) (330) 908 - 2213  
(H) (216) 524 - 0861  
email: tteribery@jasedlak.com

PRESIDENT'S MESSAGE:

April Fool! It is Spring yet, or is it still winter?

“To be or not to be?” was the common subject this past month, which has often appeared foolish. March's Madness provided some interesting twists and turns, both good and bad. Do we finally file our taxes this weekend? Not! So much appeared beyond our control and left to pure luck and chance.

The economy appeared to improve. Then again, it may not be improving, with America's increasingly complex economy closely tied with the world's activities. The Bureau of Labor Statistics released its updated Occupational Outlook Handbook. (The web site is [www.bls.gov](http://www.bls.gov).) The Handbook states that the employment of accountants and auditors is expected to grow about as fast as the average (10% to 20%) for all occupations through the year 2012. Overall, job opportunities should be favorable, i.e., in approximate balance, compared to job seekers.

Do we have a meeting or not? The late season blizzard cancelled our scheduled meeting for March 16th. February 2003's meeting was similarly canceled due to the worst freezing rain seen in years. Do we have St. Patrick's luck or not? The weather forecasts have been folly.

We thought we finally had a relatively permanent conference room. Then again, we do not. Due to increased security procedures after 9/11, short lunches and weekends, it appears best to keep meeting during the week, in the evenings. To more permanently resolve this situation, the Board decided, with the support of Honey Wess, President of IMA, Cleveland Chapter that effective this autumn, we will move our CPE credit dinner meetings to their schedule and place. IMA, Cleveland Chapter, generally meet on the third Thursday of each month in Independence, at the Holiday Inn. Since the IMA meet no earlier than 6:30 PM, we can conduct our business beforehand, and if necessary, afterwards. ASWA members pay the same rates as IMA members.

We had established a proposed slate of Officers for 2004 – 2005. Once again, not! We will not have a formal Program Chair due to aligning our CPE speaker meetings with IMA's. Furthermore, the Scholarship Chair and Membership Chair positions are also available. The current proposed slate of Officers is:

President: Sonia “Sunny” Shellito, CPA

Treasurer: Catherine Feola, CPA

Secretary: Hilary Hilow

Membership Chair: Open

Scholarship Chair: Open

Bulletin (Newsletter) Editor: Denise Brock

Hopefully, we will see a rainbow after the nourishing rains. Take care during this Passover and Easter season, and stay in touch!

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Akron/Canton chapter of ASWA Student Night - Tuesday, April 20, 2004 at Akron University, Martin Center  
5:30PM social, 6:00 dinner - \$20.00 members, \$25.00 guests, \$10.00 students - Vegetarians need to advise.

Speaker is Chris Burnham, President and Executive Director of Summit County Port Authority

RSVP to Kathy Porter @ [porterk@cssbh.org](mailto:porterk@cssbh.org) by Wednesday, 4/14/04.

THE CPA LETTER - October 2003

### Gallup Poll Shows Profession's Image Recovering Strongly

A poll taken by the Gallup Organization in August 2003 revealed that the accounting profession's image has improved significantly since the prior August. In fact, our profession had the greatest percentage point increase (14%) among the American businesses and industries included in the poll.

In August 2002, the profession had a positive rating of 31% and now has a positive rating of 45% - just two percentage points below the 47% we garnered in the 2001 Gallup poll taken prior to the collapse of Enron and other corporate scandals. Moreover, our negative ratings went down from 31% in 2002 to 14% this year (they were at 8% in 2001.)

Keeping the momentum going will be a new, grassroots effort to reintroduce the profession to the public. The AICPA, together with the state CPA societies, will tap the strength of individual CPAs to help communicate a message of pride and value about the profession. Stay tuned to future issues of The CPA Letter for plans and details on this high-priority initiative.

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Reminder: Register Now for

The Ohio Society of CPAs, Cleveland Chapter

Annual Awards and Successful Candidates Dinner

recognizing scholarship winners, successful CPA candidates,

past presidents, and lifetime members.

Wednesday, May 5, 2004

Marriott Key Center

5:30 p.m. Cocktails

6:30 p.m. Dinner and Awards Program

Additional guests may attend for \$25 per member and \$40 per non-member.  
Complimentary parking available at the Marriott Key Center.

Keynote Speaker:

Douglas Clifton, Editor of The Plain Dealer

Mail your registration to: The Ohio Society of CPAs, Cleveland Chapter,  
29524 Lisaview Drive, Cleveland, Ohio 44140 or call the Cleveland Chapter  
Office at 440.835.9366 to register by phone by Wednesday, April 28, 2004.

**SCHEDULE OF EVENTS:**

- April 30, 2004 IMA Oho Council 30th Annual Professional  
Development Conference - Kent State University  
Conference Bureau (330) 672-3161  
[www.ohioima.org](http://www.ohioima.org)
- May 5, 2004 Cleveland Chapter/Ohio Society of CPAs  
Annual Chapter Dinner Meeting  
Speaker: Douglas Clifton, Editor, Plain Dealer
- May 11, 2004 Akron/Canton ASWA Membership Meeting  
356th North Bomber Squadron, North Canton  
Speaker: Thomas Marchese of Edward Jones & Co.
- May 18, 2004 Cleveland ASWA Membership Meeting  
Speakers: Rita M. Stanton & Gregory L. Stephens  
Location: TBA
- November 10-12, 2004 ASWA's 64th Annual Conference  
The ASWA/AWSCPA Joint Inspired Solutions Conference  
InterContinental Chicago Hotel  
Chicago, Illinois

**American Society of Women Accountants**

Denise T. Brock  
2184 Green Ridge Drive  
Wickliffe, OH 44092-2011

**RETURN REQUESTED**