

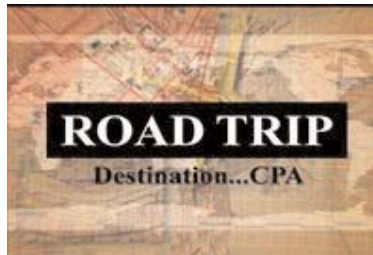
the CPA ZONE

Winter 2008

The CPA Zone is a bulletin produced by the CSCPA. It is a "quick-read" intended to keep high school educators in the loop with the profession of Certified Public Accounting. Feel free to reproduce The CPA Zone and share it with colleagues and students.

"Road Trip - Destination...CPA" Takes Viewers to Boston and Beyond

Courtesy of the Massachusetts Society of CPAs (MSCPA), the Connecticut Society of CPAs (CSCPA), is pleased to make a new DVD production entitled, "Road Trip - Destination...CPA," available free of charge to Connecticut educators. The DVD, which was published by the Massachusetts Society of CPAs, was created to assist in recruiting students into the accounting profession and has already received rave reviews when it was shown recently to several Massachusetts high school and college audiences.



skills critical for success, and offer advice to aspiring accountants. Specifically, the DVD also features young CPAs and interviews with finance executives with the New England Patriots and 2007 World Series Champion Boston Red Sox.

The DVD is available for pre-viewing on YouTube™ at: www.youtube.com/mscpaonline and may be obtained through the CSCPA by sending your request and mailing address to CSCPA Student Relations Specialist Jill Brightman at jillb@cscpa.org or calling 1-800-232-2232, ext. 239.

The nine-minute film highlights seven CPAs working in public accounting, forensic consulting, and the sports industry. The young professionals discuss the many different career paths available to a CPA, job perks,

Source: Massachusetts Society of CPAs, www.msccaonline.org

Accounting Firms Among Best Places to Launch a Career

Accounting firms dominate *BusinessWeek's* second annual ranking of the "Best Places to Launch a Career."

Deloitte & Touche is No. 1, followed by PricewaterhouseCoopers and Ernst & Young. The last of the Big Four, KPMG, moved up four spots to No. 11.

Accountants used to be spoofed as bean counters -- dutiful, middle-aged, gray-suited men with considerable analytical expertise but little charisma. This year accountants became sexy, *BusinessWeek* said in a statement.

Why did the accounting firms do so well? Enormous demand. Across industries, there is a mad scramble to recruit the best and brightest of a new generation, the much-maligned, heavily scrutinized Gen Y. Nowhere is the pressure more intense than in the Big

Four. The Sarbanes-Oxley Act has so greatly increased the need for their services that the firms are facing an epic talent shortage.

BusinessWeek's "Best Places to Launch a Career" ranking is based on three extensive surveys: of career services directors at U.S. colleges, the employers they identify as the best for new graduates, and college students themselves.

Source: © 2007 SmartPros Ltd. All rights reserved.

Looking for a speaker to discuss the CPA career path with your class? Contact CSCPA Student Relations Specialist Jill Brightman at jillb@cscpa.org or 1-800-232-2232, ext. 239 for more details.

FAST FACT: According to NACE (National Association of Colleges and Employers), average starting salary offers to 2007 accounting college graduates rose 3 percent over last year for an average starting salary of \$46,292!



The Connecticut Society of Certified Public Accountants, Inc.
845 Brook Street, Bldg. #2, Rocky Hill, CT 06067
www.cscpa.org

Have you seen the new CSCPA on-line Student Center?
 Visit www.cscpa.org/students

A LOOK BACK ON FALL 2007....

CPA Careers Conferences entertain 500+ in October...

The CSCPA held two CPA Careers Conferences this fall. Both conferences featured campus tours, prizes, sessions with accounting professionals, and a performance by Connecticut's own CPA rock band, the Accounting Crows. Thanks to all of the schools (listed below) that participated, and to Central CT State University and University of Bridgeport for hosting the conferences this year!

*Academy of Information
 Technology & Engineering
 Bassick High School
 Bloomfield High School
 Bridgeport Central High School
 Brien McMahon High School
 Bristol Central High School
 Bristol Eastern High School
 Cheshire High School
 Coginchaug Regional High School
 Crosby High School
 East Hartford High School
 Enfield High School
 Enrico Fermi High School*

*Frank Scott Bunnell High School
 Glastonbury High School
 Greenwich High School
 Hamden High School
 Harding High School
 Housatonic Valley Reg. High School
 Lyman Hall High School
 Lyme-Old Lyme High School
 Maloney High School
 Metropolitan Learning Center
 Middletown High School
 Nathan Hale-Ray High School
 Naugatuck High School
 New Britain High School*

*New Milford High School
 Nonnewaug High School
 Norwalk High School
 RHAM High School
 Sheehan High School
 Shelton High School
 Somers High School
 Terryville High School
 Trumbull High School
 Vinal Tech High School
 Wamogo Regional High School
 Westbrook High School
 Wethersfield High School
 Woodstock Academy*



Students take their seats at the Student Center at CCSU (above) while the Accounting Crows offer up some tunes and stories to get the morning started (right).



Wayne Schulz, CPA, (left) who spoke at both conferences, takes some student questions at the University of Bridgeport (below) during his session about opportunities in technology and accounting.



More pictures can be found at: www.cscpa.org/photos

C.A.F.E....CSI Style!

The Connecticut Accounting Forum for Educators, known as C.A.F.E., was held on Friday, November 2nd at Saint Joseph College in West Hartford. This year's program titled, *CSI: Accounting*, focused on business ethics, fraud, and the continually growing niche practice of forensic accounting.



Participants discuss a shareholder case study during the Session I ethics presentation.



Forensic accountants Steve Pedneault & Jeff Rossi share their experiences, advice, and fascinating stories!



Professors Jim Donegan & Dick Proctor talk about WCSU's fraud examination course and associated curriculum offerings for accounting majors.

Questions, comments, suggestions? Contact Jill Brightman, Student Relations Specialist at the CSCPA, at 1-800-232-2232, ext. 239 or email jillb@cscpa.org.