

Georgia Society of CPAs
College & University Presentation
45 Minutes

Suggested visual aids and materials:

- Copies of the career guide for every student
- GSCPA student membership application for every student
- "Takin' Care of Business" video
- Power Point presentation (chapter will have a copy of the presentation on disk)
- Recent issue of Today's CPA magazine or an article from another publication (i.e. The Wall Street Journal or Business Weekly) that deals with CPAs and business issues

Presentation Outline:

- I. Introduction (1 minute)
- II. Becoming a CPA (3 minutes)
- III. What CPAs do (10 minutes)
- IV. Job market and salaries (3 minutes)
- V. "Takin' Care of Business" video (15 minutes) [OPTIONAL]
- VI. What Georgia employers are looking for (3 minutes)
- VII. GSCPA Student Membership (5 minutes)
- VIII. Question and Answer Session (5 minutes)

Showing the "Takin' Care of Business" video is an optional portion of the presentation. It may not be suitable for all collegiate audiences. In place of the video, a suggested substitute is to discuss a current accounting issue or another topic you feel is relevant.

Presentation Script:

I. Introduction

My name is _____ and I work as a _____ for _____.

I'm a certified public accountant, or CPA, and a member of the Georgia Society of CPAs.

I earned my accounting degree from _____ (fill in the blank).

I'm (we're) here today to tell you a little bit about my (our) career and explain why I (we) chose to become a CPA.

II. Becoming a CPA

CPAs are leaders in business and industry because we have the skills to make sense of a changing and complex world.

CPAs are the trusted professionals who enable people and organizations to shape their future.

I became a CPA because _____ (fill in the blank).

My first job out of college was _____ (talk about previous work experience, current job and why you decided to become a CPA)

As I'm sure many of you know, it takes more than a degree in accounting to become a CPA.

You have to meet the requirements established by the Georgia State Board of Public Accountancy.

Some of these requirements are the completion of 150 semester hours of college credit, passage of the CPA exam and the completion of a four-hour ethics course.

All of the requirements are outlined in the handout that I will distribute at the conclusion of my presentation.

I encourage each of you to pursue your CPA designation.

Not only does it show your commitment to the profession, it is also worth an estimated 10 percent increase in salary.

III. What CPAs do

How many of you have thought about where you want to be a year from now? 5 years from now? 10 years from now?

What kind of lifestyle do you want?

Where do you want to work? In a small office? For an international corporation?

Would you rather live in a big city or a more rural area?

Do you want to travel?

Your CPA designation will let you accomplish any of these things.

Who are CPAs?

- Chief financial officers for international or domestic companies.
- Advisors to small neighborhood businesses.
- Well-respected business consultants and decision-makers
- FBI agents investigating white-collar crime
- Becoming a successful CPA means you're a well-rounded individual. Your skill set must include:
 - Strong communication abilities
 - Problem-solving, analytical and research skills
 - Good time management skills
 - Leadership abilities
 - Excellent people skills
 - Understanding emerging technologies
 - Keen business sense and awareness of current events
 - Good listening skills
 - Creative thinking
 - Confident presenter

- High ethical standards

CPAs work in business and industry, public accounting, government, non-profit organizations and education.

CPAs working in business and industry can tackle projects related to:

- Financial management and reporting
- Internal auditing
- Management auditing
- Non-financial positions
- Tax planning
- CPAs in public accounting work in areas like:
- Assurance services (auditing)
- Environmental accounting
- Forensic accounting
- Expert witnesses
- Information technology services
- International accounting
- Management consulting services
- Personal financial planning
- Tax advisory services

CPAs in government hold positions like:

- Comptroller
- Performance, financial and compliance auditing
- Federal/state law enforcement
- CPAs in non-profit organizations:
- Solve tax problems
- Set up internal control systems
- Budget resources
- Prepare financial data for fundraising efforts
- Make presentations

CPAs in education can be:

- College professors
- Business consultants
- Continuing professional education (CPE) instructors

IV. Job market and salaries

As a CPA, you have a wide range of career opportunities.

CPAs today are more in demand than ever as organizations are using the knowledge and expertise of CPAs to develop short-term and long-term growth strategies.

Market demands are not limited to auditing and accounting. CPAs are sought after for their expertise in consulting, information technology and forensic services.

Other hot specialty areas are assurance services, environmental accounting, international accounting and tax and financial planning.

According to Robert Half, the fastest-growing industries in our region are high-tech, business services and energy.

Starting salaries are expected to increase over 2001 and benefit packages are likely to expand as businesses compete for the top accounting talent.

Add a 10 percent increase in salary for earning your CPA designation.

V. "Takin' Care of Business" video

This brief video shows some of the career choices you can pursue with a degree in accounting.

VI. What Georgia employers are looking for

Georgia businesses are looking for employees who have the following qualities:

- Ability to work on multiple projects
- Relevant work experience
- Flexibility in work habits and processes
- Good communication skills
- Positive attitude
- Technical skills
- Analytical skills
- Attention to detail
- Well-rounded educational background
- Employers want to hire people who can do more than accounting.
- Marketing knowledge, leadership skills and public speaking experience are all important qualities as well.

VII. GSCPA Student Membership

GSCPA is professional organization representing more than 10,000 members in Georgia. You are eligible to join GSCPA as a student member. As a student member of GSCPA, you will receive these benefits:

- Receive GSCPA publications (*EXtreme Connections, Current Accounts*)
- Receive Enewsletters and Eblasts written just for students
- Access to "Students Section" of the GSCPA Web site, www.gscpa.org
- \$250 off Becker Conviser CPA Exam Review courses and materials
- Access to member affinity programs
- List membership on your resume to show your dedication to the profession
- Representation on issues affecting Georgia CPAs and image enhancement of the CPA designation.

GSCPA student membership is open to:

- Part-time and full-time students
- Undergraduate and Graduate students
- Student at 2-year and 4-year colleges and universities
- Student majoring in accounting, finance, or other business-related majors OR those who have already obtained the bachelor's degrees and are currently enrolled in accounting courses at a 2-year or 4-year college or university.
- You remain eligible for student membership after graduation for up to 1 year after graduating or until passing the CPA exam-whichever comes first.

After passing CPA exam, you become eligible for Associate Membership until you are certified. Dues for student members are a one-time \$25 membership fee. Your dues include membership in your local chapter.

There are three easy ways to join GSCPA.

- Call toll free and ask for Member Services - pay by credit card over the phone.
- Complete the membership application I will hand out today and mail or fax it to GSCPA with a check or your credit card number.
- Visit the Student section of the Web site (www.gscpa.org) and apply online with a credit card.

VIII. Question and Answer Session

Before I leave today, I want to give each of you a copy of the career guide and the student membership application. Do you have any questions?