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President's Message: AWSCPA

Gertrude Hindelang

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The President's Message



Gertrude Hindelang, C.P.A.
DETROIT, MICHIGAN

Miss Hindelang has served AWSCPA as first and second vice-president, treasurer, director, award and budget and finance chairman and in many offices, including that of president, of the Detroit Chapter ASWA. She holds a BBA degree from the University of Detroit and secured a Michigan certificate. She is employed as a manager in the Detroit office of Arthur Young & Company and her affiliations include membership in the American Institute and Michigan Association of Certified Public Accountants, National Association of Accountants, and currently is first vice-president of the Zonta Club of Detroit.

Twenty-seven years ago, in Chicago, nine women certified public accountants organized this Society. From this beginning in 1933, our membership reached 485 in 1960.

As the number of women certified public accountants increases and as our Society grows, our objective—to advance the professional interest of women certified public accountants—becomes increasingly important. We can do much to accomplish this objective by participation in the Society's program, by membership in local chapters of the American Society of Women Accountants and by active membership in technical accounting organizations, particularly the American Institute of Certified Public Accountants, the American Accounting Association and the state societies of C.P.A.'s.

Even more impressive than our growth in numbers is the growth in the capacity in which our members may serve. Over the years, our Society and our members have witnessed changes and new developments in accounting theory and practice and in federal and state taxation. The business community has an ever increasing need for the services which certified public accountants perform, services well known to all of us—-independent audits, tax advice, system installations, tax returns and management counseling. The members of our Society are deeply aware of our responsibility to provide the highest quality of service to

business and industry, and to supply them with reports based on sound independent judgment.

The officers serving with me this year are: Winifred E. Owens, first vice president, who will be responsible for public relations; Mary F. Hall, second vice president, education chairman; Grace S. Highfield, who as secretary will be responsible for compiling the yearbook; and Beth M. Thompson, treasurer.

The directors include the immediate past president, Katherine E. Pfeifer, whose responsibility will be policy and procedure; Ruth Kravits, continuing as membership chairman, Margaret E. Lauer, continuing as research chairman; Lucille R. Preston, publicity, and Catherine M. Ryan, publications.

To complete the team, Doris Parks has been appointed award chairman, Mary E. Ruddy, legislation chairman, and Madelyn Stephenson, chairman for budget and finance.

On behalf of the 1960-1961 officers and directors, I wish to express our appreciation of the confidence you have placed in us by electing us to administrate the Society's affairs during this year. We have inherited twenty-seven years of tradition, ideals and achievements. With your encouragement and co-operation, we shall try to add another year of progress to the history of the American Woman's Society of Certified Public Accountants.