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Editor's Notes: Annual Report Each

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Each fall at the joint annual meeting (JAM) of AWSCPA and ASWA the editor of *The Woman CPA* gives an annual report. For those readers who were unable to attend that meeting and who might be interested in the highlights of that report, I am presenting excerpts from my annual report given this past October at the Atlanta JAM.

Four quarterly issues of *The Woman CPA* were published in 1984. The average printing run was 13,850 issues. Deadlines have been moved up so that the issues are in the mail the last week of the month prior to the issue date.

During 1984 the journal included 19 major articles and 6 articles contributed for the departmental columns for a total of 25 articles. Ten of these articles were written or co-authored by members of ASWA and AWSCPA. Twenty-four male authors made contributions as compared with 14 female authors. Many articles are co-authored; hence the number of authors exceeds the number of articles. Of those 38 authors, 34 were from academia, 2 were from public accounting and 2 were from industry.

Broken down by subject the articles fell into the following categories:

- 12 on accounting principles, theory and practice,
- 5 on accounting education and the profession,
- 3 on taxation,
- 1 on auditing,
- 1 on electronic data processing, and
- 1 on governmental accounting, and
- 2 book reviews.

Twelve letters to the editor were received of which ten were published. I would have liked to publish the other

two but was unable to contact their writers to obtain their permission to publish. One letter was highly complimentary regarding a feature article and I did send a copy of it to the authors of that article. The other writer stated that he thought we had a nice balance between technical and nontechnical articles.

New advertisements during 1984 included Rossford Shirt, Executive Woman Catalog and Marcoin Business Services. For the first time, the October issue contained a classified ad section.

And for puzzle fans, the October issue contained an accounting word search puzzle.

The covers are designed by Donna Overberg, a commercial artist. She has designed us some very attractive covers illustrating the featured articles.

Seven requests for reprints were received during the past year. Three reprint requests were for use of the articles in another journal and or newsletter. A consulting firm requested one article for use in a management training program for an accounting firm. Two requests were for the use of material and tables in textbooks to be published.

At the time I gave my report, early October, all manuscripts for the January 1985 issue had been sent in for typesetting. In addition we had a backlog of eleven acceptable manuscripts plus two in the review process. The staff had worked exceptionally hard during 1984 because we were deluged with manuscripts.

The Woman CPA is indexed in *The Accountants Index* and *Management Contents*. It also is available in microfiche from University Microfilms International and in printed form from

UMI Article Clearinghouse, each in Ann Arbor, Michigan.

New appointments made to the staff during 1984 were Jo Ann Dooley as treasurer to replace Mary Hall who retired. Karen Hooks replaced Florence Haggis who resigned as editor of the accounting theory and practice column. Cathi Cusack was added to the editorial board as a reviewer.

Changes are coming in 1985. With this January issue we are proud to announce the addition of four more pages to the journal. A newly-designed cover will appear on the April issue. And we wish to achieve a better balance between technical and nontechnical articles. It is our desire that approximately 50 percent of the content be of a technical nature and that the other half be on topics such as professional development, management and marketing skills, practice development, and the like.

I thank Don DeHaven, associate editor; Lynette Sarther, business manager; and the entire staff for their time, energy, dedication and assistance in putting together the 1984 issues of *The Woman CPA*. Also, thank you goes to Jennifer Meinhardt and Feicke Publishing Company for being extremely helpful to your editor and in assuring that *TWCPA* is published and mailed on a timely basis. Our appreciation also goes to the national boards and members of AWSCPA and ASWA for their cooperation. Ω

Glenda E. Ried