

Accounting Programs Leadership Group

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APLG ANNUAL MEETING

Radison Twin Towers Hotel
Orlando, Florida
January 31 - February 2, 1999

Be sure to mark your calendars now. [The program](#) is included in this newsletter.

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President's Message

Russell M. Barefield



As president of APLG, I enter this year with many questions about the future of our teaching profession. I value access to my fellow administrators and I see our committee structure and our annual meeting as a great aid to sorting through the issues I see before us as administrators. I hope you feel the same and I look forward to seeing you in Orlando January 31 through February 2 for our annual meeting.

Before identifying some of the questions on my mind, I want to take a moment to thank David Campbell for all his help. Now Past-President David Campbell left the APLG in excellent health. Our cash balance is in good shape and his year was a year of accomplishment. I thank him for his good stewardship and I thank him for all his help as I came into office.

Thinking back over the last 30 years, I cannot remember a time when I had greater concerns about the quality of life of a professional accountant. Seeing our students as our primary "customers," I feel a need to address this issue. Having chosen an academic career, I can clearly say I see a difference between my quality of life and my economic well-being. I also believe there could be a difference between a professional's quality of life and the economic well-being of our professional organizations. Some of my questions arise because I see strategic planning conducted by the CPA firms and other

professional organizations where the primary objective is to insure the economic health of those organizations. I do not question their strategic planning nor do I question their emphasis on wealth issues. I do question whether we are doing enough to represent the interests of our students, our ex-students and the public interest. The young people who come through our programs are individuals, not organizations. Should this distinction cause us to question some of the initiatives that come from our professional organizations? I do not know, but I would like to hear from others on the issue.

Other issues cause me similar concerns. They range from modest issues, like changes in the CPA Examination, to more fundamental issues concerning licensing and the profession's role in serving the public interest. There are great pressures to change the testing methodology and I suspect there will be efforts to broaden the topic coverage of the Exam. In addition, it becomes more difficult to see the core reasons for licensing CPAs as the CPA firms redefine themselves as professional services firms. I wonder if we do not have an independent role as a representative of the public interest either speaking on the quality of life issues mentioned in the preceding paragraph or on the role of our profession in protecting the public. As we change our name to emphasize leadership, I am certain that we should increase our visibility and become more involved in the debates surrounding the change in our profession.

I see our organization as facilitating discussion and debate among ourselves and with interested parties in our profession. We have always had productive relationships with the profession with our Practice Involvement Committee being an excellent example. We need to build on these relationships and place increased emphasis on understanding our own role as educators.

I want to invite you to attend our annual meeting. The meeting will be in Orlando starting on Sunday, January 31, 1999. Linda Marquis and her planning committee have designed a program to facilitate an exchange of views. We will have representatives of the profession discussing the profession's plans, we will have representatives from GMAC discussing the GMAT exam and we will have a variety of sessions updating us on fundraising, accreditation and other issues of special interest to administrators. I hope to see you in Orlando.

Russell M. Barefield
President, APLG

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Spring/Summer Newsletter Deadline

The deadline for material to be included in the Spring/Summer issue of the Newsletter is Friday, March 19, 1999. Please send all information to the editor at the address below for delivery no later than that date to ensure the timeliness of the Fall/Winter issue.

David P. Donnelly
Department of Accounting
College of Business
109 Calvin Hall
Kansas State University
Manhattan, KS 66506
Phone: (785) 532-5713
Fax: (785) 532-5959
Email: dvdon@ksu.edu

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Call for Nominations

The Nominations Committee of the APLG is actively seeking nominations from the membership for the various offices listed below for the 1999–2000 year. This is the opportunity to offer to serve as an officer yourself or to nominate one of your colleagues for a position.

While there is always work involved with these officer positions, there are also many benefits from being an integral part of the decision processes of this organization.

Please send nominations for the 1999–2000 slate of officers to:

David R. Campbell
Department of Accounting
Weatherhead School of Management
Case Western Reserve University
Cleveland, OH 44106-7235
Phone: (216) 368-5479
Fax: (216) 368-4776
Email: drc3@po.cwru.edu

The positions for which nominations are solicited include:

- President-Elect
- Vice President for Accreditation

- Treasurer
- Secretary
- At-Large Board Members (3):
 - Two (2) academic members
 - One (1) professional member
- Regional Vice Presidents-Elect:
 - Northeast
 - Mid-Atlantic
 - Southeast
 - Ohio
 - Midwest
 - Southwest
 - Western

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Call for Committee Members

APLG Committees for 1999–2000 are currently being formed. If you have interest in serving on a committee, please contact:

Keith Stanga, APLG President-Elect
Department of Accounting and Business Law
College of Business Administration
University of Tennessee
Knoxville, TN 37996-0560
Phone: (423) 974-1758

The committees and their objectives are as follows:

Accreditation Committee

To consider accreditation matters as they affect the APLG membership. Make recommendations to the Board of Governors regarding accounting accreditation matters, and make recommendations to the Accreditation Vice President to take to the AACSB when authorized to do so by the President on behalf of the APLG. Act as liaison between the APLG and the AACSB in accreditation matters of accounting programs.

Administrative Support Committee

To identify concepts, processes, techniques, practices, and procedures that

are considered benchmarks or standards of practice, and are of value to administrators of accounting programs. Communicate these to the membership of APLG.

Annual Seminar Committee

To develop and coordinate all aspects of the Annual Seminar, including the new chairpersons' program. A primary objective is to have a seminar that addresses issues unique to academic accounting administrators and does not overlap the content of other meetings attended by these individuals.

Newsletter Committee

To edit and oversee the production and distribution of a fall and spring newsletter for the APLG membership.

New Chairpersons' Forum Committee

To plan and conduct the new chairpersons' program held in conjunction with the Annual Seminar.

Accreditation Support Committee

To maintain and enhance a tool kit that will help accounting department chairs prepare for successful accreditation visits, and build continuous improvement processes into their programs. It is expected that one or more successful self-study reports will be included in the kit as models. The committee should also examine web sites such as the AACSB's that should be linked to the existing APLG tool box site.

Nominations Committee

To assist the Board of Governors in determining the leadership of the APLG.

Practice Involvement Committee

To develop and implement recommendations designed to extend and enhance the involvement of accountants from public practice, industry and government in the activities of the APLG.

Strategic Planning Committee

To review the APLG strategic plan and by-laws and bring recommendations for revisions to the Board of Governors and/or the membership.

Leadership Handbook Committee

To update the new chairs' handbook, looking at additions to the existing document that will reorient the focus of the handbook toward academic leadership (e.g., suggested readings or web site locations that may be of interest to accounting program leaders).

Faculty Development Committee

To develop and recommend a strategy for faculty development activities to the APLG Board that will be proactive in nature and complement the strategy

of the AAA and other organizations who have traditionally supported faculty development activities.

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Minutes of Board of Governors' Meeting

August 16, 1998

Attending: Frances Ayres, Allen Boston, Russ Barefield, Dave Campbell, Ron Clark, Jim Heintz, Ken Merchant, Larry Rittenberg, Cliff Skousen, Keith Stanga, Sam Vitosky.

The Board meeting began at 11:15 a.m. on Sunday, August 16, 1998 at the New Orleans Hilton, with President Russ Barefield presiding.

News Items

Russ Barefield reported that:

- The name change, from AAPG to APLG, was approved by the AAA Executive Committee on August 15.
- The APLG annual meeting and new chair's meeting will be held January 31–February 2 in Orlando, Florida.
- All the APLG committees for 1998–99 have been appointed.

Treasurer's Report

Jim Heintz presented the Treasurer's Report. Jim reported that the cash balance for the fiscal year ended June 30, 1998 was \$52,201.25. This balance far exceeded the budgeted ending balance of \$29,098. The difference between budget and actual was caused both by higher revenues, particularly from annual meeting registrations and lower expenses, at the Annual Meeting, at regional meetings, and by committees.

Jim reported that the annual meeting is budgeted at break-even. The dues cover all the other Group activities, including the newsletter and committee activities. One concern for next year was the recent increase in postage being charged to all non-profit organizations.

The current cash balance is high, and the budget for 1998–99 calls for only a small loss (around \$5,000). A budget of \$5,000 was reinstated for collection of the salary survey in case it was needed. Monies were allocated to the Practice Involvement and Faculty Development Committees.

GMAC's Participation in APLG

Russ Barefield explained that it was desirable to expand GMAC's participation in AAA and APLG. GMAC administers the GMAT exam, and masters of accounting programs are one of this organization's major customers. GMAC should be asked to promote accounting programs in their literature and web pages and, otherwise, to contribute to accounting academia. Furthering these contacts should be one of the roles of APLG's Practitioner Involvement Committee.

Benchmarking

Russ Barefield reported on a possible new AAA initiative to collect benchmarking data. He suggested that if AAA moves forward, APLG should perhaps be involved in the development and administration of the survey instruments.

Other Items

Russ Barefield suggested that it is not too early to plan for the year 2000 APLG annual meeting to be held in, probably, Las Vegas. Assistance will be provided by Dee Strahan, the AAA meeting coordinator.

Larry Rittenberg suggested that the APLG strategic plan be made available to all new board members. It was agreed that this is something that should be done.

Sam Vitosky raised the issue of how to get more institutional involvement in Beta Alpha Psi. It was decided to discuss this issue at the next Board of Governors' Meeting.

The meeting was adjourned at 2:00 p.m. The next meeting of the APLG Board of Governors will be held Sunday, November 15, 1998, in Chicago.

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Accounting Programs Leadership Group 1999 Seminar Program

January 31-February 1, 1999
Orlando, Florida

Sunday, January 31, 1999

7:00 am–5:00 pm:
Registration

8:00 am–12:00 noon:

New Chairpersons Seminar

This Seminar is designed for accounting Chairs/Directors in their first several years of administration, although the topics covered are of interest to any Chair/Director (7:00 a.m. Continental Breakfast and noon Buffet Lunch).

APLG Workshops

1:30 pm–3:00 pm

Benchmarking in Higher Education

Moderator: Tracey Sutherland, AAA Director of Faculty Development

Speaker: Jeffrey W. Alstete, Administration Improvement Services

What is benchmarking and how is it being used in colleges and universities today? Learn how benchmarking was developed in the business world and

how it has been adapted by the higher education community as an important part of outcomes assessment and continuous improvement processes.

Jeffrey W. Alstete is a benchmarking consultant and author of *Benchmarking in Higher Education: Adapting Best Practices to Improve Quality* (1995). In a hands-on learning exercise, workshop participants will explore the process of identifying critical success factors in their programs, analyzing performance, comparing best practices with other participants, and learning how improvements can be made in their home institution.

3:30 pm–5:00 pm

How Benchmarking Can Improve Accounting Education

Become part of the first AAA benchmarking project and learn how best practices can be identified in accounting education! The AAA is conducting a pilot competitive benchmarking study that will begin in the Spring 1999 term. It is the AAA's plan to offer a comprehensive set of benchmarking tools for use in accounting programs, with the first tool to become available in the Fall of 1999.

Workshop participants will discuss the development and administration of the pilot survey instrument, suggestions for improvements to the AAA project, selection of programs for comparison, and prospective use of the pilot benchmarking survey results for improving accounting education at their institutions and in accounting education in general.

Speakers: Tracey Sutherland, AAA Director of Faculty Development
Jeffrey W. Alstete, Administration Improvement Services

5:30 pm–7:00 pm

Welcome Reception for all Attendees

Monday, February 1, 1999

7:00 am

Registration

7:00 am–8:00 am

Continental Breakfast

8:15 am–8:30 am

Welcome by Russell M. Barefield

8:30 am–9:45 am **Visions Of The Future: Results From The AICPA**

Speaker: Olivia Kirtley, Chairman, AICPA

9:45 am–10:15 am

Break

10:15 am–11:15 am

Academic Response To Visions

Speakers: William R. Kinney, Jr., University of Texas
Joseph Magliolo III, Southern Methodist University
Gary John Previts, Case Western Reserve University

11:15 am –12:15 pm

GMAT: What We Need To Know

Speaker: Frederic McHale, Vice President of Assessments and Research,
Graduate Management Admission Council

12:30 pm–2:00 pm

Lunch and Business Meeting

2:15 pm–3:45 pm Three Concurrent Sessions

Session 1: Career Paths For Chairpersons

Panelists: Michael A. Diamond, University of Southern California
Rick Elam, Middle Tennessee State University
Jerry E. Trapnell, Clemson University
Jan Williams, University of Tennessee

Session 2: Fundraising From A Chair's Perspective

Panelists: Stephen T. Limberg, University of Texas at Austin
Vicki Meredith, Indiana University Southeast
Helen Gernon, University of Oregon

Session 3: Accounting Accreditation: Changes In The Wind

Speaker: Clifford R. Skousen, Utah State University

3:45 pm–4:15 pm

Break

4:15 pm–5:30 pm

Repeat Of Sessions 1, 2 and 3

6:00 pm–7:00 pm

Reception For All Attendees

Tuesday, February 2, 1999

7:00 am–8:00 am

Continental Breakfast

8:00 am–9:30 am

Distance Learning: Opportunities And Pitfalls

Panelists: Michael Carrell, Northern Kentucky University

Don H. Chamberlain, Murray State University

Steve Thompson, Florida Gulf Coast University

Douglas Zeigenfuss, Old Dominion University

9:30 am–10:00 am

Break

10:00 am–11:00 am

Three Concurrent Sessions

Session 4: Curriculum Issues: Specializations/Integrations And Where Do We Go From Here?

Panelists: Earl R. Wilson, University of Missouri

Philip M. J. Reckers, Arizona State University

Alan Lord, Bowling Green State University

Session 5: Recruiting And Retaining Students: Creative And Traditional Answers

Panelists: John McAllister, Kennesaw State University

Kenneth Sinclair, Lehigh University

Penelope Yunker, Western Illinois University

David Donnelly, Kansas State University

Session 6: Student Placement: The Impending 150-Hour Impact

Panelists: Dana Ellis, Arthur Andersen LLP

John Holdeman, Crowe, Chizek & Company

Sam Vitkoski, BDO Seidman, LLP

11:00 am–12:00 noon

Repeat of Sessions 4, 5 and 6

12:00 noon

Adjournment

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2000 Outstanding Accounting Educator Award

Nominations for the 2000 American Accounting Association Outstanding Accounting Educator Award(s) must be submitted before June 1, 1999. Any person or group may make nominations.

The winner(s) will be announced in Accounting Education News and presented with a plaque, citation and \$5,000 at the 2000 Annual Meeting. This award is funded by PricewaterhouseCoopers. An additional \$5,000 will be donated, by PricewaterhouseCoopers, to the AAA in the winner's name. The award winner will determine how the AAA will use the funds.

The general criteria, as adopted in 1972, when the Outstanding Accounting Education Award was initiated are:

- Contributions to accounting education from scholarly endeavors in research and teaching over a sustained period of time through publications, educational innovation, research guidance to graduate students, excellence in teaching, and significant involvement in professional and academic societies and activities.
- A nominee need not excel in each of the general criteria areas.
- No members of the Executive Committee or nominee for office shall be eligible to receive the Outstanding Accounting Educator Award while a member of the Executive Committee or while a nominee for office. As a matter of policy, members of the Executive Committee and nominees for office will abstain from writing letters of endorsement supporting individuals for the Outstanding Accounting

Educator Award.

The following nominating procedures must be followed:

1. Identify the nominee clearly and give the nominee's current address, if possible.
2. Prepare a brief statement describing how the nominee has met the general criteria.
3. Submit the nomination and accompanying statement to:
Outstanding Accounting Educator Award Committee
American Accounting Association
5717 Bessie Drive
Sarasota, FL 34233-2399.

Those submitting nominations are encouraged to submit an up-to-date vita or other appropriate means of documenting the nominee's accomplishments. Nominators are encouraged to present only selected, limited evidence gathered from students, alumni, colleagues and professional organizations.

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1999 AAA Western Regional Conference

April 29–May 1, 1999
Newport Beach, California

The AAA's 1999 Annual Western Regional Conference will be held at the Westin South Coast Plaza Hotel in Newport Beach, California during April 19–May 1, 1999. Now in its 34th year, the Western Regional Meeting brings together 250–300 scholars—faculty, administrators and doctoral students—for presentations of papers, panels and workshops on new developments in accounting. The theme of the conference will be Electronic Commerce.

The Westin is a well-located business hotel nestled in the heart of Southern California's Orange County. Close to fine beaches and attractions like Disneyland, the hotel is a short free shuttle ride from the John Wayne Orange County, California International Airport. There also are a host of shuttles connecting the hotel with the Los Angeles International Airport and other airports serving Southern California. Special discount rates have been negotiated by the American Accounting Association for the hotel and airfares.

Call for Papers

Papers submitted for presentation will be blind refereed, and authors of accepted papers can choose to have either an abstract or an up-to-eight-page version published in the Proceedings. Five copies of completed manuscripts conforming to *The Accounting Review* style guidelines are to be submitted; the submission deadline is November 1, 1998. Papers will be

presented in 90-minute concurrent sessions on Friday, April 30 and Saturday, May 1.

For further information and updates, visit the Western Region's web page at <http://www.rutgers.edu/Accounting/raw/aaa/western/western.htm> or contact:

John E. Karayan
President, 1999 AAA Western Region
Professor and Associate Chair
Department of Accounting
School of Business Administration
California State Polytechnic University, Pomona
Pomona, CA 91768
Phone: (909) 869-2367
Fax: (909) 869-4353
Email: jekarayan@supomona.edu

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CALL FOR PAPERS

Fourth Symposium on Ethics in Accounting

The Professionalism and Ethics Committee of the AAA invites papers for the Fourth Symposium on Ethics in Accounting. Papers examining any aspect of ethics in accounting are welcome. At the author's discretion, papers will also be considered for publication in *Research on Accounting Ethics*.

Scope and Aims of Symposium

The purpose of the symposium is to explore various aspects of ethical decision making in an accounting context. The symposium will provide an opportunity for researchers and practitioners interested in ethics in an accounting setting to exchange information, network and to discuss emerging issues. A further aim of the symposium is to stimulate new scholarship examining various facets of the accounting-ethics interface.

Location and Dates

The symposium will be held in San Diego immediately prior to the AAA Annual Meeting. The meetings will be held in the main convention hotel, or within a convenient walking distance from the hotel.

Details for Paper Submission

Please include a non-refundable submission fee of \$10, payable to the American Accounting Association.

Five (5) copies of the paper, along with the submission fee, should be submitted on or before February 15, 1999 to:

Charles P. Cullinan
Accounting Department
Bryant College
Smithfield, RI 02917
Phone: (401) 232-6421
Email: cullinan@bryant.edu

Be sure to indicate whether you also want your submission to be considered for publication in *Research on Accounting Ethics*.

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1998-1999 Officers, Board Members and Committee Chairs

**President and Council
Representative**

Russell M. Barefield
J. M. Tull School of Accounting
University of Georgia
Athens, GA 30602-6252
Phone: (706) 542-3602
Fax: (706) 542-3630
Email: rbarefield@cba.uga.edu

Past President

David R. Campbell
Case Western Reserve University
Department of Accounting
Weatherhead School of
Management
Cleveland, OH 44106-7235
Phone: (216) 368-5479
Fax: (216) 368-4776
Email: drc3@po.cwru.edu

Secretary

Kenneth A. Merchant
Leventhal School of Accounting
University of Southern California
Los Angeles, CA 90089-1421
Phone: (213) 740-4841
Fax: (213) 747-2815
Email: kmerchant@sba2.usc.edu

Vice President/President Elect

Keith Stanga
Department of Accounting and
Business Law
College of Business Administration
University of Tennessee
Knoxville, TN 37996-0560
Phone: (423) 974-1758
Fax: (423) 974-4631
Email: kstanga@utk.edu

Treasurer

James A. Heintz
Division of Accounting and
Information Systems
School of Business
University of Kansas
Lawrence, KS 66045-2003
Phone: (785) 864-4568
Fax: (785) 864-5328
Email:
jheintz@bschool.wpo.ukans.edu

Vice President of Accreditation

Cliff Skousen
School of Accountancy
College of Business
Utah State University
Logan, UT 84322-3540
Phone: (801) 797-2331
Fax: (801) 797-1475
Email: cskousen@b202.usu.edu

Newsletter

David Donnelly
Department of Accounting
College of Business
Kansas State University
Manhattan, KS 66506
Phone: (785) 532-5713
Fax: (785) 532-5959
Email: dvdon@ksu.edu

At-Large Board Members

Thomas Frecka (Exp. 8/99)

University of Notre Dame
Department of Accountancy
College of Business Administration
Notre Dame, IN 46556-0399
Phone: (219) 631-8395
Fax: (219) 631-5255
Email: frecka@nd.edu

Frances Ayres (Exp. 8/99)

University of Oklahoma
School of Accounting

College of Business Administration
Norman, OK 73019-0450
Phone: (405) 325-4221
Fax: (405) 325-7348
Email: fayres@ou.edu

Allen A. Boston (Exp. 8/99)
Ernst & Young LLP
1285 Avenue of the Americas
New York, NY 10019
Phone: (212) 773-3470
Fax: (212) 773-5176
Email: allen.boston@ey.com

Larry Rittenberg
University of Wisconsin
Department of Accounting and Information Systems
School of Business
Madison, WI 53706-1323
Phone: (608) 262-2267
Fax: (608) 263-0477
Email: lrittenberg@wisc.edu

Ronald Clark
Auburn University
School of Accountancy
College of Business
Auburn, AL 36849-5247
Phone: (334) 844-6221
Fax: (334) 844-5875
Email: rclark@business.auburn.edu

Sam Vitkoski
BDO Seidman, LLP
180 N. Stetson Ave.
Chicago, IL 60601
Phone: (312) 240-1236
Fax: (312) 540-0786
Email: svitkoski@bdo.com

Regional Coordinators

Mid-Atlantic
Dahli Gray, Vice President
Morgan State University
Department of Accounting and Finance
Graves School of Business
Baltimore, MD 21251

Phone: (410) 310-3445

David Stout, Vice President-Elect
Villanova University
Department of Accountancy
College of Commerce and Finance
Villanova, PA 19085-1678
Phone: (610) 519-4048
Fax: (610) 519-5204
Email: stout@ucis.vill.edu

Midwest

James Moon, Vice President
Illinois State University
Department of Accounting
College of Business
Normal, IL 61790-5520
Phone: (309) 438-7651
Fax: (309) 438-8431
Email: jemoon@rs6000.cmp.ilstu.edu

Joann Noe Cross
University of Wisconsin – Oshkosh
Department of Accounting
College of Business Administration
Oshkosh, WI 54901-8676
Phone: (414) 424-1311
Fax: (414) 424-7413
Email: crossj@uwosh.edu

Northeast

Steven Lilien, Vice President
CUNY-Baruch College
Department of Accounting
School of Business and Public Administration
New York, NY 10010
Phone: (212) 802-6420
Fax: (212) 802-6423
Email: slilien@newton.barauch.cuny.edu

Henry Schwarzbach, Vice President-Elect
University of Rhode Island
Department of Accounting
College of Business Administration
Kingston, RI 02881-0802
Phone: (401) 792-4327
Fax: (401) 792-4312
Email: schwarzb@uriacc.uri.edu

Ohio

Mostafa Sarhan, Vice President

University of Akron
School of Accountancy
College of Business Administration
Akron, OH 44325-4802
Phone: (216) 972-6986
Fax: (216) 972-6588
Email: msarhan@uakron.edu

David F. Fetyko, Vice President-Elect
Kent State University
Department of Accounting
College of Business Administration
Kent, OH 44242-0001
Phone: (330) 672-2545
Fax: (330) 672-2548
Email: dfetyko@bsa3.kent.edu

Southeast

J. Larry Hagler, Vice President
East Carolina University
Department of Accounting
School of Business
Greenville, NC 27858-4353
Phone: (919) 328-6055
Fax: (919) 328-4091
Email: aohagler@ecuvms.cis.ecu.edu

H. Fenwick Huss, Vice President-Elect
Georgia State University
School of Accountancy
College of Business Administration
Atlanta, GA 30302-4050
Phone: (404) 651-4487
Fax: (404) 651-1033
Email: acchfh@panther.gsu.edu

Southwest

Jesse Dillard, Vice President
University of New Mexico
Area of Accounting
Anderson School of Management
Albuquerque, NM 87131
Phone: (505) 277-3207
Fax: (505) 277-7108
Email: dillard@anderson.unm.edu

Danny Hollingsworth, Vice President- Elect
Baylor University
Accounting Department
Hankamer School of Business

Waco, TX 76798-8002
Phone: (254) 710-3536
Fax: (254) 710-1067
Email: dan_hollingsworth@baylor.edu

Western

Mary Beth Armstrong, Vice President
California Polytechnic State University
Accounting Area College of Business
San Luis Obispo, CA 93407
Phone: (805) 756-2084
Fax: (805) 756-1473
Email: marmstro@calpoly.edu

Gerald B. Hoth, Vice President-Elect
California State Fullerton U.
Department of Accounting
School of Business Admin. & Econ.
Fullerton, CA 92834-9840
Phone: (714) 278-3465
Fax: (714) 278-7101
Email: ghoth@fullerton.edu

Committee Chairs

Accounting Accreditation

Cliff Skousen, Chair
School of Accountancy
College of Business
Utah State University
Logan, UT 84322-3450
Phone: (801) 797-2331
Fax: (801) 797-1475
Email: cskousen@b202.usu.edu

Other Members:

Jim Smith, University of William & Mary
Bob Keith, University of South Florida
Mattie Porter, University of Houston Clear Lake
Beatrice Sanders, AICPA

Administrative Support

James Scheiner, Chair
School of Accounting
College of Business Administration

Florida International University
Phone: (305) 348-2585
Fax: (305) 348-2914
Email: scheiner@servmx.fiu.edu

Other Members:

Peter Dillaway, New Mexico State University
Deborah Beard, Southeast Missouri State University
Clifford Brown, Bentley College

Annual Seminar Committee

Linda Marquis, Chair
Department of Accountancy
College of Business
Northern Kentucky University
Highland Heights, KY 41099-0502
Phone: (606) 572-6526
Fax: (606) 572-6177
Email: marquis@nku.edu

Other Members:

Steve Limberg, University of Texas
John Cumming, Miami University of Ohio
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Dana Ellis, Arthur Andersen LLP
Dave Wilson, GMAC

Newsletter Committee

David Donnelly, Chair
Department of Accounting
College of Business
Kansas State University
Manhattan, KS 66506
Phone: (785) 532-6184
Fax: (785) 532-7024
Email: dvdon@ksu.edu

Other Members:

Martha Eining, University of Utah
Philip Siegel, Monmouth University

New Chairperson Committee

Jack Ruhl, Chair
Department of Accountancy
Haworth College of Business
Western Michigan University
Kalamazoo, MI 49008-3899

Phone: (616) 387-5209
Fax: (616) 387-5710
Email: jack.ruhl@wmich.edu

Other Members:

Finley Graves, Kansas State University
Wayne Morse, University of Alabama Huntsville
Ruth Epps, Virginia Commonwealth University

Nominations Committee

David R. Campbell
Department of Accounting
Case Western Reserve University
Weatherhead School of Management
Cleveland, OH 4406-7235
Phone: (216) 368-5479
Fax: (216) 368-4776
Email: drc3@po.cwru.edu

Other Members

Dale Martin, Wake Forest University
Phil Reckers, Arizona State University
Larry Scott, PricewaterhouseCoopers

Faculty Development Committee

David R. Campbell
Department of Accounting
Case Western Reserve University
Weatherhead School of Management
Cleveland, OH 4406-7235
Phone: (216) 368-5479
Fax: (216) 368-4776
Email: drc3@po.cwru.edu

Other Members:

Jamie Pratt, Indiana University
Jim Gaa, University of Alberta
Jamie Davis, University of Mississippi
Valerie Milliron, California State University, Chico

Practice Involvement Committee

George Krull, Co-Chair
Grant Thornton LLP
800 One Presidential Plaza
Chicago, IL 60601
Phone: (312) 616-7068
Fax: (312) 861-1340

Russell M. Barefield, Co-Chair
J. M. Tull School of Accounting
University of Georgia
Athens, GA 30602-6252
Phone: (706) 542-3602
Fax: (706) 542-3630
Email: rbarefield@cba.uga.edu

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Mary Nesbit, University of California- Santa Barbara
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Accounting Programs Leadership Group

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NEWSLETTER

Fall/Winter 1998

New Administrators of Accounting Programs

The following new administrators have been reported to the editor since the Spring/Summer issue:

College/University	Department Chairperson/School Director
Bryant College	Saeed Roohani
California State University, Fresno	Robert M. Harper, Jr.
Colorado State University	Cherie J. O'Neil
Eastern Washington University	Lynn Stephens
Indiana University	Jamie Pratt
University of North Carolina at Greensboro	Susan Anderson

Please report changes in administrators (Chairpersons or Directors) and send any news items, essays or other contributions that you believe might be of interest to APLG members to:

David P. Donnelly
Kansas State University
Department of Accounting
109 Calvin Hall
Manhattan, KS 66506

Please include the name of new administrator, title, school, address and email address.

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