

ACCOUNTING EDUCATION NEWS

The Newsletter of the American Accounting Association



Volume 38 Issue 1 • Co-Editors Nancy Bagrahoff & Tracey E. Sutherland

2010 Winter Issue

2010 Annual Meeting Hotel Information

2010-2011 Slate of Nominees

Call for Submissions:
Conference on Teaching and Learning in Accounting
Effective Learning Strategies

AAACommons: A Platform for Member Success!



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ACCOUNTING
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Global Challenges and Opportunities



Nancy Bagranoff
AAA President

Our recent and still current economic crisis certainly reinforces the reality that each of us operates in a global economy. Economic interconnectedness provides both challenges and opportunities for accounting practitioners and for accounting educators and researchers. Our largest public accounting firms

are international operations with offices, employees, and governance around the world. These organizations, similar to all multinational corporations, can and do hire from anywhere and everywhere. A large accounting school accrediting body, the Association to Advance Collegiate Schools of Business (AACSB), is internationally focused and provides accreditation to colleges and universities worldwide. Most recently, the AACSB has established an office in Singapore. With respect to global standard setting, more and more countries are adopting the International Accounting Standards Boards' International Financial Reporting Standards (IFRS) and the International Federation of Accountants (IFAC) is promulgating standards for auditing, education, ethics, and public-sector financial reporting.

In this issue of Accounting Education News, I focus on some of the challenges and opportunities that impact accounting educators and scholars in a global economy. The issue that most frequently comes to mind for many of us these days is IFRS, of course, and so I will describe that challenge first. But the International Accounting Standards Board (IASB) is not the only international body setting standards for accounting practice and education; I will elaborate on this as well. With respect to opportunities, connecting with and learning from a world of accounting educators and scholars enlightens us all and so I will emphasize here some of the relationships and partnerships our organization and its members have established around the globe.

The Challenge of IFRS

While a global financial reporting standard might be viewed as an opportunity by many, in terms of

preparation it poses a challenge. When the Securities and Exchange Commission developed a roadmap to adoption of IFRS, they signaled that accounting faculty needed to start incorporating the standards in their courses—right away. The current apparent slowdown has led some to think that teaching the global standards is not so urgent. This is a challenge, because adding the international standards to our classes requires a lot more than just learning a few new rules ourselves. It also means that accounting teachers need to rethink how much they teach specific rules versus concepts and critical thinking.

The AAA and the firms, along with others, have been offering resources to help faculty get up to speed. At our Annual Meeting in New York last August, there were more than 50 sessions devoted to IFRS. The AACCommons has many resources available for educators, including links to the public accounting firm information about IFRS. Regardless of whether the SEC continues to follow the roadmap, the urgency of educating our students on the international standards exists—perhaps more so now that the AICPA has announced its intention to include it on the CPA exam, beginning in January 2011. The new Content and Skill specifications for the CPA examination include the requirement for candidates to “identify and understand the differences between financial statements” prepared with U.S. GAAP versus IFRS. The coverage on the exam will be in some depth, meaning that it won't be enough for students to have just an overview understanding. Students taking the exam in 2011 are in school now, and that means that the educator roadmap just got “kicked up a notch,” as celebrity chef Emeril would say.

Other International Standards

While IFRS is the international standard that commands most of our attention, there are other international standards being developed that also impact accounting educators and researchers globally. The new CPA exam Content and Skill Specifications will require candidates to know of the International Auditing and Assurance Standards Board (IAASB) and the differences between international and U.S. auditing standards. Additionally,

they will need to show awareness about the International Ethics Standards Board for Accountants and its role establishing the International Federation of Accountants (IFAC) Code of Ethics for Professional Accountants.

The International Accounting Education Standards Board (IAESB) is another global body that impacts us. U.S. educators know that there has never been agreement among the fifty states about what exactly we should include in an accounting curriculum. The IAESB is attempting to define that for all countries, despite a wide variety in educational models. The European model of education relies more on practical experience, while the U.S. model of preparing accounting professionals is based first on university education. Reconciling such diverse modes of professional preparation is a job that the IAESB has undertaken. Accounting educators around the world should familiarize themselves with the IAESB's pronouncements, projects, and standards. (To learn more about international standards for auditing, ethics, and education, visit <http://www.ifac.org>.)

Opportunities for Knowledge Sharing

An international accounting community provides the vehicle for accounting scholars and educators around the world to learn from each other and share best practices. Even if you think that there should be just one set of standards for auditing, ethics, education, or financial reporting, we can likely all agree that sharing different models and working toward taking the "best" from each is a productive exercise that will further our understanding, and perhaps, as for our students, provide us with exercise in critical thinking.

The AAA has many opportunities to share with others around the world. About one-fourth of our membership is international and almost that same proportion comprised the total number of attendees at the New York Annual Meeting in August 2009. Unfortunately, geography sometimes restricts access, particularly for members where economics do not allow for international travel. However, technologies such as online communities (e.g., our AAACommons) can help to bridge the distance gap. We can also reach out and connect through all our members as they travel the globe. Recently, AAA members Joanna Ho (University of California, Irvine), Ted Mock (University of California, Riverside), Katherine Schipper (Duke University), and Donna Street (University of Dayton) represented us at the 2009 International Forum in Accounting and Finance organized by the Accounting Society of China

in Nanjing. Each representative had an opportunity to speak about their scholarship at the meeting and, additionally, Professors Schipper and Mock discussed research methodologies with doctoral students and provided guidance for their research projects. A week following this meeting, I had the opportunity to speak at the Asian Pacific International Accounting Conference in Las Vegas. It was a terrific meeting with about 250 attendees from 37 countries. It was wonderful to talk with accounting scholars and educators from so many other countries. I conducted an unscientific survey and asked if they thought the U.S. should adopt IFRS. Not surprisingly, the overwhelming answer from this segment of the international accounting academic community represented at the conference was "yes." We had a lively discussion following the vote.

We look forward to more opportunities ahead to develop and enhance relationships with international organizations of academics, standard-setters, and professional accounting groups. Our AAA members have much to share and a lot to learn. We know that any organization today must be globally relevant to grow. To that end, we plan to explore our global challenges and opportunities further at our next Annual Meeting in San Francisco, where our theme is "Global Thought Leadership in Accounting." ■

2010 Annual Meeting in San Francisco - Save the Date!

On July 31–August 4, 2010, the American Accounting Association will hold its Annual Meeting in San Francisco, California. The theme of the 2010 meeting is "Global Thought Leadership in Accounting."

Be sure to check the AAA website often for new information about the Annual meeting: <http://aaahq.org/AM2010/menu.cfm>.

Be sure to check out page 11 of this newsletter for Annual Meeting hotel information. ■

Financial Statements

Audited Financial Statements and Independent Auditor's Report for the fiscal years ended August 31, 2009 and 2008 are published in their entirety on the Association website at: <http://aaahq.org/about/financials/TOC.htm> ■

22nd ASIAN-PACIFIC CONFERENCE ON INTERNATIONAL ACCOUNTING ISSUES Gold Coast, Australia

November 07–10, 2010

The Twenty-Second Asian-Pacific Conference on International Accounting Issues will be held on November 7–10, 2010 in Gold Coast, Australia. The conference will provide an important forum for the interaction of different ideas and information between academicians and practitioners, in order to enhance the understanding of international accounting and business issues in various countries.

Papers should be submitted in English. All submissions must be received by May 15, 2010.
Notification about the decision will be made by June 30, 2010.

VERNON ZIMMERMAN BEST PAPER AWARDS

The best three papers will each be awarded U.S.\$500, to be selected by a panel of distinguished reviewers.
In addition, the best doctoral student paper will also be awarded U.S.\$500

Continuing Professional Education Credits:

Participants in past conferences have earned up to 20 hours of CPE credits.

For conference registration and hotel information, please visit our website
<http://www.apconference.org>

Conference Registration Fee:

Registration fee of \$475 per delegate
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full-time graduate students

Conference Hotel:

The Conference will be held at the Conrad
Jupiter Hotel in Gold Coast.

Registration fee includes:

Registration fee includes:
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Copy of Conference Program and Proceedings
Admission to all Conference Sessions

For more information please contact the conference headquarters:

Dr. Ali Peyvandi or Miss Molly Eide
Asian-Pacific Conference on International Accounting Issues
Craig School of Business
California State University, Fresno
5245 North Backer Avenue
Fresno, California 93740, USA
Email: alip@csufresno.edu or mollyeide@csufresno.edu
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Faculty Development Update

Gail Hoover King, Rockhurst University and Tracey E. Sutherland, AAA Executive Director

Helping Students Make More Informed Judgments

by G. Peter and Carolyn R. Wilson

Boston College

Reporting scandals, the financial crisis, and controversies regarding fair-values underscore our responsibility to help students make more informed judgments when preparing, auditing, or using reported numbers. But how can we teach judgment in an approachable manner that engages students at all levels? This article provides strategies grounded in robust concepts using simple examples and points to accompanying videos and other resources.

What Do We Mean by More Informed Judgments?

Teaching students to make more informed judgments means helping them to bring expertise and information to decisions, identify more alternatives, and better assess, reduce, or incorporate uncertainty. For example, judgments are more informed to the extent they are based on analyses that identify and rigorously test competing hypotheses using empirical evidence, compelling logic, and/or broadly accepted theories, methodologies, or frameworks.

Who Makes Accounting Judgments?

Accounting judgments concerning the ways reported numbers are measured, recognized, classified, and disclosed are made collectively by those who set related standards and policies and those who prepare reports. Users of reports also make accounting judgments when they assess the usefulness of reported numbers for their decisions. These judgments are tightly intertwined.

Judgments affecting the preparation of financial and tax reports are made throughout legislative, judicial, and corporate hierarchies. For example, Congress sits at the top of the decision-making hierarchy in the United States. It passes broad laws that restrict the ways that individual government agencies create more specific regulations. Some restrictions are so narrow that decision makers at lower levels have almost no leeway to exercise judgment. In other situations, rules are more lax and decision makers may exercise considerable judgment.

Congress delegates most of its rulemaking responsibilities to the Securities and Exchange Commission (SEC). The SEC, in turn, delegates most financial reporting decisions to the Financial Accounting Standards Board (FASB). These and other organizations issue authoritative guidance, which restricts or directs policies established by corporate boards, chief executive officers, and chief financial officers. The policies of these corporate officials, in turn, increasingly restrict or guide procedures and decisions at various levels throughout companies. The concepts discussed here and in the

accompanying videos apply to all levels of this hierarchy. The videos also explain how users' decisions affect and are affected by decisions throughout the hierarchy.

Why Teach Students How to Make More Informed Judgments?

The short answer is: More informed judgments lead to better decisions and more effective and efficient use of resources. For this to occur, however, everyone involved in the hierarchy discussed earlier needs to make informed judgments, including knowing when to delegate decisions to those further down the hierarchy who have the requisite expertise. Legislators at the top of the hierarchy need to appreciate the level of sophistication required to make accounting judgments, as do the public that elects them and the media that monitors them. Additionally, the public, media, and legislators must presume that those lower down the hierarchy can be trusted to make good judgments.

The public image of accountants belies this premise. A NewsHour story, "Making Sense of the Stress Tests," underscores our dilemma. This segment, on a show that averages three million viewers, aimed to teach accounting issues associated with the financial crisis. It featured three experts in economics and finance who demonstrated a profound misunderstanding of basic accounting; among other egregious errors, they presented the balance sheet equation as assets equals liabilities—with owners' equity included in liabilities—and defined regulatory capital as a cash cushion put aside to protect investors. Our intent is not to criticize the NewsHour, but rather to demonstrate that accountants have a serious image problem when they are not asked to participate in a show devoted to accounting issues and that this can have serious consequences.

Raising students' awareness about accounting judgments in introductory courses and helping them make more informed judgments is essential to elevating the public image of accounting to the point where leading accounting practitioners and academics become more influential in the media and public policy.

There are three other reasons why students need to learn how to make more informed judgments. First, identify bad advice and uninformed arguments. With the advent of blogs, Wikipedia, free online courses, and other platforms, virtually anyone can express opinions. Good advice and arguments often get buried in seas of gibberish. Second, evaluate competing arguments, which is especially challenging when the arguments are sophisticated. Third, make more informed judgments when preparing, auditing, or using reported numbers.

How Can We Find Time to Teach Judgment?

We offer three ways to free up classroom time for

teaching judgment and other types of critical thinking. First, teach robust concepts that connect otherwise seemingly disparate events and circumstances. Concepts have a much longer half-life than facts, and teaching one concept that applies to multiple situations is considerably more efficient, effective, and enjoyable. Second, use technology and other resources more effectively during and out of class time by providing an array of resources for diverse learning styles. Third, use intrinsic and extrinsic incentives to motivate students to work harder and smarter.

How Do We Teach Students How to Make Informed Judgments?

We start with simple examples grounded in robust concepts. Judgments are inherently contextual and decision makers need to understand contexts to make informed judgments. First, we engage students with familiar contexts, such as their personal finances, and teach them judgments within these contexts. Then we teach how the related concepts, procedures, and skills apply to real companies. This approach gives students an appreciation for the judgments behind reported numbers and provides them with a path toward making more informed judgments.

The hierarchy of decision makers also has two implications for the way we teach judgment. First, the hierarchy helps students understand the various ranges of latitude decision makers have and their influence over those lower down the hierarchy. Second, it guides the way we develop topics. We discuss what the accounting would look like if all preparers were honest, objective experts and there was no GAAP to guide or restrict judgments. This creates a benchmark for comparing accounting after all of the restrictions have been included. It also provides a framework for understanding the demand for authoritative guidance that arises when everyone is not an honest, objective, expert.

What Resources are Available?

We have created a ten-part series of videos and related materials on teaching judgments associated with measurement, one area where accounting judgments can be particularly challenging. The materials are suitable for a wide array of courses and audiences. We have used them successfully in undergraduate introductory financial accounting, master's of accounting, M.B.A. core accounting, graduate financial statement analysis, and executive training for controllers. The concepts can be extended throughout the curriculum.

The series includes two types of videos: The shorter Express Videos provide suggested audiences, objectives, and topics covered. The longer Scenic Videos provide teaching tips for using related PowerPoint, OneNote, and PDF documents.

You can access these resources through AAACommons by searching for "Teaching Judgment Series: Videos" or by going to our website: <http://www.navigatingaccounting.com>. We are very interested in your feedback and encourage you to contribute suggestions or comments at the AAA Commons.

Closing Thoughts

The controversy over the role of mark-to-market accounting culminated with the Chairman of the FASB being grilled relentlessly by congress in March 2009 and the FASB significantly amending related standards one week later. This situation and the NewsHour story discussed earlier demonstrate that uninformed judgments by the media, powerful special interest groups, and politicians can have dire consequences for accounting and capital markets.

One way to counter these forces is to educate our students, the public, and ourselves about accounting judgments and their consequences for both preparers and users of financial statements.

Looking for resources for students to investigate the current economic crisis? Consider the following:

- The AICPA has the AICPA Economic Crises Resource Center that proves an online resource center for the CPA profession go to: <http://economy.aicpa.org/>
- Students can keep upon the SEC's latest response to the financial crisis by going to: <http://www.sec.gov/news/press/sec-actions.htm>. ■

SEC Academic Fellowships for 2010–2011

The Securities and Exchange Commission (SEC) is seeking applicants for the position of visiting Academic Fellow for the academic year 2010–2011. These fellowships offer an exciting opportunity for an accounting professor to be directly involved in the work of the SEC and to gain insight into current accounting issues as well as the SEC's oversight and regulatory processes. These fellowships are typically available in the Office of the Chief Accountant, the Division of Corporation Finance, and the Office of Economic Analysis. To find out more about the experiences of previous academic fellows, see articles by Thomas J. Linsmeier in *Accounting Horizons* (September 1996); and Bjorn N. Jorgensen, Cheryl L. Linthicum, Andrew J. McLelland, Mark H. Taylor, and Teri Lombardi Yohn in *Accounting Horizons* (September 2007). For details of the program, see the posting at: http://aaahq.org/facdev/practice/SEC_10-11.htm. ■

Global Thought Leadership



American Accounting Association

2010 Annual Meeting

**and Conference on Teaching and
Learning in Accounting**

**July 31 – August 4
San Francisco, California**

ANNUAL MEETING UPDATE

Submit a Proposal to the Conference on Teaching and Learning in Accounting (CTLA) or Effective Learning Strategies (ELS)!

On July 31-August 4, 2010, the AAA will hold its Annual Meeting in San Francisco, CA. Proposals are invited now for the Conference on Teaching and Learning in Accounting (CTLA) and the Effective Learning Strategies (ELS) sessions. The deadline for submission of ELS and CTLA proposals is midnight EST March 29, 2010.

Conference on Teaching and Learning in Accounting

CTLA is designed for new and experienced faculty looking for opportunities to refine their teaching talents and perfect their craft in teaching accounting. The conference surrounds the AAA Annual Meeting to offer teaching oriented CPE and an Insiders' Guide – a kind of "road map" – to sessions on teaching and curriculum related topics throughout the Annual Meeting program. A concluding "What's Next?" session at the end of the annual meeting provides a chance for reflection on learning across the meeting, and making recommendations for future Conferences on Teaching and Learning in Accounting.


Your proposals will be peer-reviewed and you will be notified by April 19, 2010 if you are selected to be one the CTLA faculty. Submit online at http://aaahq.org/AM2010/sub_CTLA.cfm. Questions about CTLA submissions? Please contact Deirdre Harris at deirdre@aaahq.org.

Effective Learning Strategies Sessions

These sessions showcase ideas, research, strategies and education innovations that support learning in accounting. The interactive format provides opportunities for presenters to engage colleagues in the exchange of ideas and resources. Members interested in sharing learning-related interests and projects, scholarship of teaching projects, and educational innovations are encouraged to submit proposals that will be reviewed and selected by members Teaching and Learning Events Team appointed by the AAA President. More information is available at http://aaahq.org/AM2010/sub_ELS.cfm.

Volunteers


Volunteers are also needed to serve as reviewers, session moderators, and paper discussants. If you are submitting a paper or proposal for the 2010 Annual Meeting, please consider "giving back" to the community by also volunteering to serve in one or more of these roles. Find out more at http://aaahq.org/AM2010/sub_volunteer.cfm. ■



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Benefits of Membership

Here at the American Accounting Association, our mission is straightforward...we bring together the academic community to further accounting education and to advance the discipline and profession of accounting. We achieve our mission through four focused areas:

✦ Expanding Knowledge and Idea Development

- Encouraging and fostering academic research to create knowledge and ideas in the discipline, supporting career development and addressing the role of accounting in society.
- Professional networking, the latest research content and research tools, best teaching practices, an open forum for ideas on all accounting topics from all corners of the globe.
- Offering peer-reviewed publishing opportunities in our many Association-wide and Section journals and meetings.

✦ Promoting Effective Learning

- Research Hives in the AAACommons create private workspaces for accounting scholars.
- Design stimulating learning opportunities for undergraduate and graduate students at meetings, in journals, and in the Teacher2Teacher area in AAACommons.
- Join any of our 16 special interest Sections and attend a Section meeting to meet those interested in a specialized subject matter or educational environment.
- Take part in any of our seven Region meetings to network with nearby colleagues sharing teaching and research ideas.
- Attend the Conference on Teaching and Learning in Accounting (CTLA) held during the Annual Meeting.

✦ Informing and Influencing Policy and Practice

- Contribute to the academy and profession through active participation by AAA leaders and members with regulators, standards setters and industry groups.
- Influence policy makers and practitioners in public and corporate practice. The Financial Accounting Standards Committee, Regulation Committee, APLG/AAA Advocacy Committee, and the AAA/FSA Valuation Task Force, as well as many Section committees, offer opportunities to interact with the practice community and government officials.

✦ Advancing Faculty Careers

- Earn Continuing Professional Education credits. The Annual Meeting, seven Region meetings, and twelve Section meetings offer a wide variety of CPE opportunities.
- Develop career strategies. Learn ways to meet institutional expectations in teaching, research, service, and leadership.
- Exchange ideas with scholars and practitioners from all over the world. AAA members teach and practice in 83 countries, facing the same day-to-day challenges you do.
- Connect with co-authors and mentors. Network with scholars who teach the same courses you do and research the same issues you're working on.
- Provide a unique opportunity for recruiters and registered candidates to meet at the Annual Meeting Career Connection and during the Career Fair that is open to all registered meeting attendees.
- Post a resume, access hundreds of job postings and manage your job search at the Career Center on the AAA Website.

Membership Dues

Membership dues include your choice of online access to one, two, or all three Association journal(s): *The Accounting Review*, *Accounting Horizons*, or *Issues in Accounting Education*. All electronic journals are searchable and downloadable. **Full members may also opt to receive hardcopies of the AAA journal(s) they subscribe to for \$50.** Members can choose from among 16 interest Sections and belong to one of 7 Regions. Find information on these groups online at <http://aaahq.org/srg.cfm>.

You may renew your AAA membership or join AAA now online at <http://aaahq.org/join.cfm>.

Slate for 2010–2011 Officers Selected by AAA Nominations Committee

The AAA is fortunate to have so many members involved in and committed to supporting the profession and discipline of accounting. The 2009–2010 Nominations Committee members are Shyam Sunder, Yale University (chair); Gary Previts, Case Western Reserve University; Sue Haka, Michigan State University; Marlys Lipe, University of Oklahoma; Thomas Schaefer, University of Notre Dame; Terry Shevlin, University of Washington; and Monte Swain, Brigham Young University.

The following colleagues comprise the slate of officers selected by the Nominations Committee for terms beginning in 2010–2011:

Office Nominees:

President-Elect

Gregory Waymire, Emory University

Vice President-Publications Elect

Christine Botosan, University of Utah

Vice President-Sections and Regions

Gail Hoover King, Rockhurst University

Vice-President-Research

John Christensen, University of Southern Denmark

Vice President-Education Elect

Alan Reinstein, Wayne State University

Council Member-at-Large

Mark Dawkins, The University of Georgia

Council Member-at-Large

Julie Smith David, Arizona State University

International Council Member-at-Large

Rong-Ruey Duh, National Taiwan University

The AAA website and a future issue of *Accounting Education News* will include biographies and photos of the nominees, including any nominated by petition.

Terms

The President-Elect will serve on the Executive Committee for three years beginning at the Annual Meeting in August 2010. Vice President Sections and Regions, and Vice President Research serve for two years. Vice President-Publications Elect and Vice President Education Elect serve for one year in the elect role and then for two-year terms. New officers will begin their terms at the Annual Meeting in August 2010, in San Francisco, CA.

Balloting Process

The officer election will take place beginning on March 11, 2010 and will close April 12, 2010. Consistent with the AAA By-Laws, additional candidates for any of these positions may be nominated by petition signed by at least 100 members, submitted to the Executive Director at the international headquarters at 5717 Bessie Drive, Sarasota, FL 34233-2399, and received no later than January 25, 2010. Those

so nominated must have agreed to serve if confirmed via contested election.

Nominations Committee

The Nominations Committee is made up of the three most recent Past Presidents who are willing and able to serve and four members elected by the Council. The four elected members need not be members of the Council and may not be current members of the Executive Committee. The Committee on Nominations is chaired by the most senior, in service, of the Past Presidents serving. The Nominations Committee nominates candidates for all of the elective offices of the Association and members at large of the Council ■

2010 Annual Meeting Hotel Information

The American Accounting Association's 2010 Annual Meeting will be held in the **Hilton San Francisco Union Square** and the **Parc 55 San Francisco** in San Francisco, California, July 31–August 4.

To receive the special conference rate be sure to:

- Identify yourself as attending the American Accounting Association Annual Meeting
- Make your reservations by June 21, 2010

Hilton San Francisco Union Square

333 O'Farrell Street

San Francisco, CA 94102 USA

Toll-Free: 1-800-445-8667

Telephone: 1-415-771-1400

Fax: 1-415-771-6807

Online Reservations: <http://aaahq.org/AM2010/hotel.cfm>

Group Rate:

Single/Double: \$189

Deluxe: \$209

Executive Level: \$249

Parc 55 San Francisco

55 Cyril Magnin Street

San Francisco, CA 94102 USA

Toll-Free: 1-800-595-0507

Telephone: 1-415-392-8000

Fax: 1-415-403-6602

Online Reservations: <http://aaahq.org/AM2010/hotel.cfm>

Group Rate:

Single/Double: \$189

NOTE: A one-night deposit will be required in order to secure your reservation at either hotel. If reservation is made by credit card, your account will be charged at the time of reservation.

AAA Meeting Attendees with Limited Mobility

If you anticipate having limited mobility during your participation in the AAA Annual Meeting in San Francisco, it is very important that you notify the hotel when you make your reservations, and when you check into the hotel. Should there be an emergency that would require evacuation, hotel staff need to know that you would require assistance. This includes temporary mobility issues that might unexpectedly slow you down, such as an injury, use of crutches, etc. Please request instructions directly from the hotel about how to proceed in case of an emergency.

AAA Student Membership Available to Doctoral Students Worldwide

The American Accounting Association is pleased to offer student memberships to full-time students residing anywhere in the world. Student ("associate") membership dues are discounted and include online access to a choice of one of the Association's three journals, and allow attendance at national, section, and regional meetings of the Association at student rates when applicable. For example, students saved \$180 on the registration fee at the recent Annual Meeting in New York. Student membership dues in the AAA are as follows:

- One journal option — \$25
- Two journal option — \$35
- Three journal option — \$45

For more information regarding member benefits, go online to <http://aaahq.org> and click on Membership. ■

Accounting Doctoral Scholars Program Announces Its First Class

The ADS Program has awarded \$810,000 in scholarships to 27 premier first-year accounting doctoral students in auditing and tax for the 2009–2010 academic year. The ADS Program seeks to address the severe shortage of doctoral faculty in auditing and tax and is funded primarily by commitments of more than \$16.5 million by over 70 of the largest accounting firms and 42 State CPA Societies. ADS Program Scholars receive \$30,000 per academic year for up to four years. Congratulations to the first entering class of ADS Program Scholars and to the participating universities enrolling these outstanding students.

Nathan Cannon
Denise Hanes
Eldar Maksymov
Ryan Larkin
Michelle Shimek
Chelsea Rae Austin
Megan Cosgrove
Philip Lamoreaux
Elizabeth Atherton
Erin Henry
Norman Massel
Julie Coffey
Emily Semrau
Stephen Rowe
Elizabeth Altiero
Aaron Saiewitz
Brett Kawada
Lindsay Garbo
Michele Frank
Bryan Stewart
Tammie Rech
Matt Ege
Bridget Stomberg
Lisa Stripling
Ryan Adams
Matthew Beck
Marcus Doxey
Jonathan Pyzoha

Bentley University
Bentley University
Cornell University
Texas A&M University
The University of Iowa
The University of Iowa
The University of Alabama
The University of Arizona
University of Arkansas
University of Connecticut
University of Connecticut
University of Florida
University of Georgia
University of Illinois
University of Illinois
University of Massachusetts
University of Missouri
The University of Oklahoma
University of Pittsburgh
University of South Carolina
University of South Carolina
The University of Texas at Austin
The University of Texas at Austin
The University of Texas at Austin
University of Washington
University of Wisconsin
University of Kentucky
Virginia Tech

The second class of ADS Program Scholars has been selected. Awardees are currently seeking placement in the programs at participating universities of their choice for fall 2010 enrollment.

Information about the highly competitive ADS Program, including application information for fall 2011 enrollment, can be found at <http://www.adsphd.org/> or by emailing ADSprogram@aicpa.org. ■

Call for Volunteers 2010–2011

The success of the American Accounting Association depends on your involvement. Our organization runs on the energy of each volunteer and the dedicated administrative staff. Annually we hold more than 15 meetings, publish 13 journals, and help advance careers and knowledge through a variety of activities and communications. AAA volunteers are needed in Section and Region activities and as part of various committees that oversee education and research, assist with governance, help manage our finances, select award winners, and plan meetings. Without your involvement, our AAA will not be able to accomplish our ambitious strategic plan and retain and grow our membership.

I want to personally thank each of you who have volunteered in the past and also those who have indicated an interest in doing so going forward. Full Members, Emeritus, and Life Members are invited and encouraged to volunteer. If you have not already done so, please contact Pat Stein (pat@aaahq.org) and let her know how you would like to participate. To learn about committees and Task Forces that could use your talents, visit <http://aaahq.org/about/directory2010/committees.htm>. ■

Accounting Program Leaders: Sponsor Your Ph.D. Students' AAA Membership

Student membership in the American Accounting Association starts at just \$25 for one year and we invite you to introduce your students to the AAA by covering their costs for membership for one year. Membership in the AAA gives students invaluable access to research, meetings, and networking. With membership, students receive an electronic subscription to their choice of one AAA journal. They can choose to receive access to *The Accounting Review*, the premier journal of accounting research, *Accounting Horizons*, or *Issues in Accounting Education*.

Student Members Receive:

- Discounted membership dues
- Choice of electronic access to one, two, or three association journal(s)
- Discounted registration fee for most Association meetings
- Discounts on Association publications; Access to the Career Center at the Annual Meeting. (Meeting registration required.)
- Networking opportunities for career planning.

If you are interested in sponsoring your students' membership, please go to <http://aaahq.org/membership/SponsorStudents.pdf/> to download a copy of the enrollment form. ■

A Few Words...

from the Executive Director



It's hard to believe it's time for the Section and Region midyear meeting season! I look forward to seeing many of you over the next few months.

Activity in the AAACommons continues to grow. Soon after the New Year "guest access" will be implemented, allowing members to invite colleagues from outside the

AAA community into their private Research Hives, and Sections and Regions to make parts of their AAACommons spaces public and searchable. This new functionality will allow all of us to explore how the AAACommons can build our smaller and larger communities, and provide opportunities for more visibility for this growing resource for accounting educators. Julie Smith David, as Editor of the AAACommons, and her editorial board are busy expanding Commons spaces, supporting upcoming Section and Region meetings, and developing needed policies and elements the AAACommons continues to mature.

Those who attended the 2nd Annual Conference on Teaching and Learning in Accounting (CTLA) concurrent with the 2009 Annual Meeting in New York will not be surprised to hear that reviews for the conference were enthusiastic and that we are looking forward to the third national conference in 2010 in San Francisco. Chaired by Susan Crosson, the AAA planning team for the CTLA is expanding its focus, and worked with Harry Howe and rest of the leadership team for the Northeast Region to pilot a CTLA conference track during the NE Region's recent fall meeting. Leaders from nearly all the regions were able to attend and to be part of assessment and future planning; several more CTLA pilot conferences are being scheduled during spring Region meetings. Kudos to Harry and many other Region leaders for their creative ideas for new meeting offerings. Be on the lookout for new CTLA events that will complement traditional Region events, including AAACommons reception activities.

Is your accounting program signed up for Academic Access to the FASB Codification? More than 600 accounting programs have enrolled since we began working with the Financial Accounting Foundation last July to provide full access to the Codification for accounting faculty and students. Signing up is easy and for just \$150 annually, all faculty and students in your program can use the fully functional view of the Codification being used by auditors, financial analysts, investors, and preparers of financial statements. In September and October more than 850 students and faculty used Academic Access to the FASB Codification. We are excited about this project and the opportunity to work with the FAF to create affordable access to these valuable resources. Finding out more and signing up are easy on the AAA website at: <http://aaahq.org/FASB/Access.cfm>.

Mark your calendar for the big event as the AAA returns to San Francisco for the Annual Meeting and CTLA, July 31–August 4, 2010. Headquarters will be the Hilton

San Francisco Union Square, with the adjacent and newly contemporary Parc 55 San Francisco hotel also hosting substantial meeting and guest rooms. This terrific location will put you within easy walking distance of wonderful restaurants, shopping, historical sites, and art venues. Not to be outdone by its surroundings, the Annual Meeting will host numerous exciting events, speakers, sessions, and opportunities to reconnect with old friends and make new connections. For more, bookmark the 2010 Annual Meeting website at: <http://aaahq.org/AM2010/menu.cfm>.

Bookmark the AAA meetings page for this spring's opportunities to get together at: <http://aaahq.org/meetings/default.cfm>.

Best regards and hopes for a renewing spring semester!

Tracey Sutherland, Ph.D.
Executive Director
American Accounting Association ■

CALL FOR PAPERS

Issues in Accounting Education

The American Accounting Association requests submissions for a special edition of *Issues in Accounting Education*, to be devoted to the pedagogy and content of the introductory accounting course. While labeling and packaging vary somewhat from institution to institution, this course, or course sequence, is a fixture in practically all undergraduate business curricula.

Submissions for this special edition may take the form of research, instructional best practices, or instructional resources. Submissions must be directly relevant to those who teach or administer the introductory accounting course.

Research submissions may deal with any aspect of the introductory accounting course, including but not limited to:

- Course content and delivery
- Teaching and learning strategies
- Instructor qualities and characteristics

Instructional best practices should describe successful course strategies and techniques. Submissions are not expected to follow a specified format. However, described practices are expected to be classroom-tested and comparisons to traditional classroom practices should be provided.

Instructional resources should follow the case format specified by *Issues in Accounting Education*. As such, they should include instructor (teaching) notes and proposed solutions. The instructional resources will be evaluated for their appropriateness for students in the introductory accounting course and for their innovative design in comparison to currently available resources.

This special edition of *Issues in Accounting Education* will be published in February 2011, and Professor Jack E. Wilkerson, Jr. will serve as Guest Editor. Submissions should be made by November 26, 2010 via the PXP interface, and the cover letter should specify consideration for the special issue relating to introductory accounting. ■

Staff Spotlight



In this issue of AEN we are proud to spotlight Beverly J. Harrelson, the AAA's Director of Communications. Beverly just celebrated her 20th anniversary here at the AAA and many of you have had a great deal of contact with her over the years. While you know what Beverly does at the AAA, here's your chance to get to know her a little better.

Beverly was born in Fort Wayne, Indiana in 1963. Her family moved to Florida when Beverly was just ten years old. At that time, her parents bought her a mandolin and her brother a banjo instead of a family television set. They learned to play and sing bluegrass music and are still at it today. Beverly's harmonies with her brother are truly something to be heard. "I love bluegrass music. I'm grateful my father got me started with it when I was just a young girl," was Beverly's answer when asked about how she feels about the music. You can see her love for bluegrass every time she takes the stage.

Right out of school, Beverly began working at a local Sarasota accounting firm. She worked there for eight years and then worked briefly for Beta Alpha Psi before leaving Sarasota for a year of living and working in the Florida Keys. Shortly after her return to Sarasota in 1989, she joined the staff at AAA.

Florida has been home to Beverly for 36 years and she enjoys boating, fishing, and the beaches. Along with raising two teenage boys she also has two Chihuahuas and two rabbits. Being raised with two brothers and now rearing two teenage boys, Beverly has become a passionate football fan. The Harrelson family has seen many highs and lows following the Florida Gators and Miami Dolphins.

When asked about her 20 years with the AAA Beverly stated "It's been challenging and rewarding. I feel blessed to have seen the growth of the Association and to have had the opportunity to work with so many wonderful volunteer members and supportive staff. I'm excited about the strategic plan for the AAA and look forward to being part of new initiatives!"

If you see Beverly at a Section or Region Meeting or at the Annual Meeting next summer, please be sure to thank her for her 20 years of dedicated service to the American Accounting Association. Thank you, Beverly! ■

AAACommons: A Platform for Member Success!

The AAACommons team continues to work to make our community a valuable service for our members, ideally helping you to be more effective in your teaching, research, and service activities. The following is a brief recap of the projects we have completed, and those we are initiating in the start of 2010.

1. We redesigned the Teaching areas within the AAACommons based on feedback that we received from members, especially those who met with us at the Region and Section meetings during the 2008–09 academic year. We created separate spaces for each of the accounting classes, and we organized the materials in the Commons so you could easily find support as you prepare and execute your classes. We also made it easier to post your own content—in each "panel" (section) of the teaching screens, you can post new documents right where you'll see them.
2. We have hosted our first AAACommons Happy Hour! Happy Hours are online webinars to help you learn more about how to use the AAACommons. Each one will focus on one area of your professional life—and we encourage members to join us, and to give us feedback so we can focus on "continuous improvement" within the community. Our next Happy Hour will be January 22 at 2:00 pm EST (the times will vary to allow all of our members to participate!), and in this webinar, we'll focus on how the AAACommons can support your research activities.
3. We're working with the Regions and Sections to customize their web spaces for the spring meetings. This year our goal is to encourage presenters to share their materials through the AAACommons, allowing the discussions to continue beyond the meetings themselves.
4. Finally, we are preparing to open parts of the AAACommons to the public. Don't worry! Your private research areas will remain private, and teaching resources will only be open to academic members of the AAA. However, we will also be able to have some of the Section/Region materials open to the public. Discussions about "hot topics" will be able to have insights from practicing accountants, media representatives, and even students. Additionally, areas that are public will be "found" by Google, so we'll become even more visible to thought leaders in accounting.

We have many more projects in the works: integrating the Digital Library with the AAACommons, improving the Teaching Methods areas, providing even stronger support for committees and research teams. And we're looking for feedback from members: What do you like? What would you like to see changed? How can we help you be even more successful? ■

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