Message from the Chair

Carol Yacht

I want to thank the Two-Year College section for asking me to be their representative. I have enjoyed my stint, starting as Secretary/Editor of the Communicator, then being Vice Chair whose primary duty was program liaison for last year’s Annual Meeting in San Francisco, and now as Chair. Representative at Large is next. I like my TYC section board membership and encourage you to be active, too.

The 2006 Annual Meeting is in Washington, D.C. from August 6–9 (http://aaahq.org/). The TYC section includes a slate of excellent presentations. Please plan to attend the annual meeting and our Two-Year College luncheon and business meeting. Here is list of our panels and luncheon/business meeting during AAA 2006.

MONDAY, AUGUST 7
10:15 – 11:45 am
Ph.D. Programs for the Working Professional
Panelists:
Julie Gentile, Glendale Community College
Diane Pattison, University of San Diego
Linda Tarrago, Hillsborough Community College
Moderator:
Christine Kloezeman, Glendale Community College

TYC Section Luncheon and Business Meeting
12:00 noon – 1:45 pm
Speaker: Syham Sunder, AAA President-Elect

2:00 – 3:30 pm
Current Trends in Managerial Accounting
Panelists:
Susan Crosson, Santa Fe Community College
Dawn Hansen, Oklahoma State University
Peter Brewer, Miami University
James Jiambalvo, University of Washington
Moderator:
Christine Kloezeman, Glendale Community College

TUESDAY, AUGUST 8, 2006
2:00 pm – 3:30 pm
Technology Panel: Using Software in First Year Courses and Beyond
Panelists:
Pat Bille, Highline Community College
Maria Mari, Miami, Dade CC
Joann Segovia, Minnesota State University Moorhead
Carol Yacht, Computer Accounting Resources
Moderator:
Linda Tarrago, Hillsborough Community College

I look forward to seeing you in Washington, D.C. from August 6-9, 2006. What a great opportunity to combine our annual meeting with a visit to our nation’s capital.

Carol Yacht, Chair
Two-Year College Section
carol@carolyacht.com
Two-Year Section Website
Tim Nygaard
Did you know that the Two-Year Section has a website? It does, and we are asking you to help us make it better. We are asking for your submissions to the AAA presentations page. If you have given any presentations that you would like to share on our website, submission is simple. Attach your presentation to an email addressed to tim.nygaard@kctcs.edu. In the Subject bar, type “two-year presentation submission.” In the body of the email, please state what you would like the link to say (i.e., “Presentation on Web-Enhanced Learning” by Tom Smith, Jones University). Include a link to your college’s website if you wish.

Communicator NEWS

The Communicator is primarily available online. If you would like a hard copy, please print it out from the website at http://aaahq.org/TwoYear/communicator.htm. Or, if you cannot access this document, e-mail Linda Tarrago at ltarrago@hccfl.edu, and she will attach a copy to a return email or mail you a hard copy.

Please share the Communicator with your colleagues.

This issue has a message from our Section’s Chair, information about the Association’s Annual Meeting in Washington, D.C., interesting articles, and publisher advertisements.

Upcoming AAA Annual Meetings

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>Chicago, IL</td>
<td>August 5-8</td>
</tr>
<tr>
<td>2008</td>
<td>Orange County, CA</td>
<td>August 3-6</td>
</tr>
<tr>
<td>2009</td>
<td>New York, NY</td>
<td>August 2-5</td>
</tr>
</tbody>
</table>

AMERICAN ACCOUNTING ASSOCIATION

5717 Bessie Drive  Sarasota, Florida 34233-2399
Phone: (941) 921-7747  Fax: (941) 923-4093
Email: Office@aaahq.org  http://AAA-edu.org

AAA Executive Director
Tracey E. Sutherland
5717 Bessie Drive
Sarasota, FL 34233-2399
Phone: (941) 921-7747  ext. 311
Fax: (941) 923-4093
Email: Tracey@aaahq.org

AMERICAN ACCOUNTING ASSOCIATION

President
Judy D. Rayburn, University of Minnesota
President-Elect
Shyam Sunder, Yale University
Vice President
James E. Hunton, Bentley College
Vice President—Education
Nancy A. Bagranoff, Old Dominion University
Vice President—Finance
Susan Haka, Michigan State University
Vice President—International
Alfred Wagenhofer, Universitat Graz
Vice President—Professional Relations
D. Scott Showalter, KPMG
Vice President—Publications
Morton P. Pincus, University of California, Irvine
Vice President—Research
John Fellingham, The Ohio State University
Past President
Jane Mutchler, Georgia State University

Assistant Director for Information Systems
James Szliminski—ext. 312
Jim@aaahq.org

Assistant Director for Communications
Beverly Harrelson—ext. 309
Beverly@aaahq.org

Publications Production Director
Diane Hazard—ext. 307
Diane@aaahq.org

Web Development Specialist
Kathy Casper—ext. 306
Kathy@aaahq.org

Office Administrator
Judy Cohern—ext. 305
Judy@aaahq.org

Meetings Coordination (Subcontractor)
DSE, Inc. c/o Dee Strahan
1223 Oxbow Lane
Winter Springs, FL 32708
Phone: (407) 366-9855  Fax: (407) 366-9856
Email: dstraham@atlantic.net

Association Administrative Services (Subcontractor)
Deirdre Harris—ext. 319
aaa@aaahq.org

AMERICAN ACCOUNTING ASSOCIATION

President
Judy D. Rayburn, University of Minnesota
President-Elect
Shyam Sunder, Yale University
Vice President
James E. Hunton, Bentley College
Vice President—Education
Nancy A. Bagranoff, Old Dominion University
Vice President—Finance
Susan Haka, Michigan State University
Vice President—International
Alfred Wagenhofer, Universitat Graz
Vice President—Professional Relations
D. Scott Showalter, KPMG
Vice President—Publications
Morton P. Pincus, University of California, Irvine
Vice President—Research
John Fellingham, The Ohio State University
Past President
Jane Mutchler, Georgia State University

Assistant Director for Information Systems
James Szliminski—ext. 312
Jim@aaahq.org

Assistant Director for Communications
Beverly Harrelson—ext. 309
Beverly@aaahq.org

Publications Production Director
Diane Hazard—ext. 307
Diane@aaahq.org

Web Development Specialist
Kathy Casper—ext. 306
Kathy@aaahq.org

Office Administrator
Judy Cohern—ext. 305
Judy@aaahq.org

Meetings Coordination (Subcontractor)
DSE, Inc. c/o Dee Strahan
1223 Oxbow Lane
Winter Springs, FL 32708
Phone: (407) 366-9855  Fax: (407) 366-9856
Email: dstraham@atlantic.net

Association Administrative Services (Subcontractor)
Deirdre Harris—ext. 319
aaa@aaahq.org

AMA MANAGEMENT ASSOCIATION

5717 Bessie Drive  Sarasota, Florida 34233-2399
Phone: (941) 921-7747  Fax: (941) 923-4093
Email: Office@aaahq.org  http://AAA-edu.org

AMERICAN ACCOUNTING ASSOCIATION

President
Judy D. Rayburn, University of Minnesota
President-Elect
Shyam Sunder, Yale University
Vice President
James E. Hunton, Bentley College
Vice President—Education
Nancy A. Bagranoff, Old Dominion University
Vice President—Finance
Susan Haka, Michigan State University
Vice President—International
Alfred Wagenhofer, Universitat Graz
Vice President—Professional Relations
D. Scott Showalter, KPMG
Vice President—Publications
Morton P. Pincus, University of California, Irvine
Vice President—Research
John Fellingham, The Ohio State University
Past President
Jane Mutchler, Georgia State University

Assistant Director for Information Systems
James Szliminski—ext. 312
Jim@aaahq.org

Assistant Director for Communications
Beverly Harrelson—ext. 309
Beverly@aaahq.org

Publications Production Director
Diane Hazard—ext. 307
Diane@aaahq.org

Web Development Specialist
Kathy Casper—ext. 306
Kathy@aaahq.org

Office Administrator
Judy Cohern—ext. 305
Judy@aaahq.org

Meetings Coordination (Subcontractor)
DSE, Inc. c/o Dee Strahan
1223 Oxbow Lane
Winter Springs, FL 32708
Phone: (407) 366-9855  Fax: (407) 366-9856
Email: dstraham@atlantic.net

Association Administrative Services (Subcontractor)
Deirdre Harris—ext. 319
aaa@aaahq.org
If You Cannot Attend the Annual Meeting this Year Mark your Calendars NOW for Chicago in 2007!
ACCOUNTING—A GOOD ELECTIVE
by Rosalie C. Hallbauer, Ph.D., CMA

The first edition of a text, written over seventy-seven years ago and used by many two-year colleges for their beginning accounting courses stated:

With the growing complexity of business and the constantly increasing difficulty of the problems of management, it has become essential that everyone who aspires to a position of responsibility should have a knowledge of the fundamental principles of accounting (McKinsey, p. 3).

This sentiment is still appropriate. Some arguments are presented below that might be utilized to convince non-business majors of the usefulness of accounting knowledge to their major, their future career, and their daily life as well.

This often is a hard sell to non-business majors (e.g. the engineer, the musician, the psychologist, the philanthropist, the educator). How can accounting concepts help them? Once convinced, the school/college should consider setting up a course just for non-business majors.

Uses of Accounting

There is one overriding issue—accounting is a specialized language and without some background in the language, it is difficult to comprehend any documents using it.

People use, or are exposed to, accounting in their personal lives from the simple tasks of using a checking account and preparing a bank reconciliation to personal financial planning (current and retirement), loans, car and/or mortgage payments, and income taxes. For example, financial accounting information is part of the package of information requested by loans officers.

Rather than relying solely on advice from others, basic financial accounting knowledge enables an individual investor to do the analyses necessary to develop an investment portfolio that meets his/her goals of income and/or growth. At a minimum, an investor needs to be able to understand the information from his/her professional financial advisor and to ask questions.

Regardless of their original major, most graduates will end up working for a business or going into business for themselves. For the non-business major, one of the most important aspects of managerial accounting relates to budgeting. It is a necessary and important activity for many reasons, including: “[1] It forces one to think about and plan for the future. [2] It is a written formal plan of expectations communicated to all involved individuals. [3] It forewarns of impending problems before it is too late to react (Lee, p. 301).” A beginning college student might do well to develop a personal financial/cash budget for the academic year in order to avoid problems.

This is an era of part-time, home-based businesses. Businesses need a business plan that includes some type of budget as it will be needed for any loan application. In addition, there is a need to keep the business accounting records and assets separate from the owner’s personal records and assets. They also need to keep payroll tax, sales tax, and other local and federal tax information as well.

Conclusion

What the above is getting at is that college students should include as an elective or additional “personal development” course an accounting course or two covering financial and managerial accounting, preferably a combined financial-managerial accounting course specifically for non-business majors. Generally such courses tend to look beyond the bookkeeping technicalities and aim toward the uses of the information (See Figure 1 for additional information).

“In summary, who uses accounting information? Everyone does, or at least should.” (Albrecht, p. f12)

Without accounting information, many important financial decisions would be made blindly; … [there is a] pervasive use of accounting throughout our economic, social, and political institutions. When accounting information is used effectively as a basis for making economic decisions, limited resources are more likely to be allocated efficiently.

From a broad perspective, the result is a healthier economy and a higher standard of living (Albrecht, p. f17).

FIGURE 1

Majors Enrolled in Beginning Accounting Course (ACG3024) for Non-Business Majors at Florida International University (2003-2004)

<table>
<thead>
<tr>
<th>Unit</th>
<th>No. of Major Programs</th>
<th>Different Majors Enrolled in ACG 3024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architecture</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Arts and Sciences</td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td>Business</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Education</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Engineering</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Health and Urban Affairs</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Hospitality and Tourism Management</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Journalism and Mass Communication</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Undecided</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

References


Science and Business: An Intimate Relationship
by Maria C. Mari, CPA (Miami-Dade College, Miami, Florida)

For years, my students have been shocked that I have a knowledge and understanding of science. They ask if science was a prior major. I say “no”. My knowledge of science comes from the courses taken in high school and college but my understanding of science comes from my years in the business world. Yet, I worried that my students do not see the connection between their courses in science and their use in business. I brought this concern to a friend of mine in the Chemistry Department. She voiced her concern that science majors do not understand the role of business in scientific research and advancement.

Together, we developed an interdisciplinary course titled: “The Economic Effects of Scientific Discovery”. The goal of the course was to educate students that scientific discoveries are used by businesses to open new markets and create new products. The profits from these discoveries led to positive economic effects in the country involved. Science students were required to research and present information on major scientific discoveries in France and England. The business students researched the economic effects of these discoveries. In class, students discussed the information from both points of view.

The capstone of this course was an eight day trip to Paris and London. Our students were able to visit sites of major scientific discoveries and the underlying economic effect to the city. One excellent example is the research conducted by Madame Curie. Her discoveries led to the creation of the Curie Institute. Today, the Institute is a leading site for the investigations into cancer treatment and cures.

At the end of the semester, we found that connections were made. Science students came to realize that without businesses to finance and manage their discoveries, monies would not be available for current and future research. Business majors realized that with a knowledge of science, they could understand how their businesses could lead in the marketplace.

A Few Questions for Accounting Educators
by Linda Tarrago, CPA MSM (Hillsborough Community College – Tampa, FL)

What is it that attracts students toward a major in accounting? What can be done from the very beginning to increase the number of students electing to major in accounting? These are questions that are currently plaguing accounting professors and practitioners. Sure Enron and Sarbanes-Oxley have breathed some new life into accounting programs, but the numbers of promising accountants is markedly lower than expected.

It appears that students with high aptitudes in math and language skills tend to elect other majors (e.g. engineering, medicine, marketing) than accounting. What is it about the academic programs, American culture, or accounting profession that is causing this deficit?

First, let us look at the programs. In order to find the solution to any problem it is best to look within ourselves. Are our programs attractive to the students? Are the teaching styles being used in the classrooms matching the students’ learning styles? Are we teaching relevant information or “old stuff”? Are our methods of testing truly evaluating the skills of the students or do they just facilitate the awarding of a grade? Do the concepts being taught in the classroom relate to the students’ understanding of the business world? Can the students’ understand the concepts’ relevance and applications?

Second, what is the impact of current American culture? In this day of extreme personal debt and excessive lifestyles, do the students have the basic financial skills necessary to understand the importance of accounting concepts such as budgeting and cost control? For generations whose parents grew up during the Great Depression, budgeting and saving were taught at home. In dramatic contrast today’s youth have credit cards, new cars, cellular telephones, and other luxuries that seem to directly oppose good financial practices. How can these students understand the value of accounting when many of them have never been accountable for their personal spending? Another issue is the expectations and goals of the students’ parents. What are their views about accountants, educational achievement, and finances? Many parents, who help fund their children’s higher education, and the students themselves still view accountants as “geeky” and timid—not assertive and successful.

Finally, how is the accounting profession doing marketing itself to these students? Granted the American Institute of Certified Public Accountants (AICPA) and the state accountancy associations are trying to update their advertising campaigns. However, there is still room for improvement. Do the students understand the diversity of the accounting profession – corporate, government, private, public, and education opportunities? Are the accountants still being viewed as “geeky” or has the profession been able to personify accountants as “cool”? Are the salaries attractive and are they publicized? Are there plenty of jobs in desirable locations? Does the profession have a sense of affinity?

In conclusion, it is important that the accounting education and practitioner communities continue to ask the questions presented. In as much as we tout Total Quality Management (TQM) and continuous improvement to our students and clients, are we practicing what we preach?
TWO-YEAR COLLEGE SECTION REPRESENTATIVES

Chairperson and Council Representative
Carol Yacht
Author/Consultant
Computer Accounting Resources &
Online Learning
P.O. Box A
Jerome, AZ 86331
Phone: (928) 634-0603
Fax: (928) 634-9006
Email: carol@carolyacht.com

Vice-Chairperson
Christine Kloezeman
Business Division, Accounting Department
Glendale Community College
1500 North Verdugo Road
Glendale, CA 91208
Phone: (818) 240-1000, ext. 5524
Fax: (626) 799-5012
Email: ckloezem@glendale.edu

Secretary/Editor
Linda Tarrago
A.S. Technical Programs
Accounting & Business
Hillsborough Community College
P.O. Box 30030
Tampa, FL 33630-3030
Phone: (813) 253-7497
Fax: (813) 259-6017
Email: ltarrago@hccfl.edu

Coordinator of Regional
Representative Officer-at-Large
William Harvey
Department of Business and Economics
Henry Ford Community College
Dearborn, MI 48128
Phone: (313) 845-9694
Fax: (313) 845-9778
Email: wharvey@hfcc.net

REGIONAL REPRESENTATIVES

If you would like to volunteer as a Regional Representative, please contact Linda Tarrago.

Mid-Atlantic Region
Alfred R. Michenzi
Department of Accounting
Sellinger School of Business & Management
Loyola College in Maryland
4501 N. Charles Street
Baltimore, MD 21210-2699
Phone: (410) 617-2386
Fax: (410) 617-2006
Email: amichenzi@loyola.edu

Ohio
Kenneth Sneed
Department of Accounting/MIS
College of Business Administration
Bowling Green State University
Bowling Green, OH 43403-0262
Phone: (419) 372-8160
Fax: (419) 372-2875
Email: ksneed@cba.bgsu.edu

Midwest Region
Ranjani Krishnan
Department of Accounting
Eli Broad Graduate School of Management
Michigan State University
East Lansing, MI 48824-1122
Phone: (517) 353-4687
Fax: (517) 432-1101
Email: krishn15@pilot.msu.edu

Southeast Region
George F. Klersey
Birmingham Southern College
BSC Box 549023
Birmingham, AL 35254
Phone: (205) 226-4809
Fax: (205) 226-3080
Email: gklersey@bsc.edu

Northeast Region
David Schwarzkopf
Assistant Professor
Bentley College
175 Forest Street
Waltham, MA 02452
Phone: (781) 891-2783
Fax: (781) 891-2896
Email: dschwarzkopf@bentley.edu

Southwest Region
Michael K. Shaub
School of Business and Administration
St. Mary’s University
One Camino Santa Maria
San Antonio, TX 78228-8607
Phone: (210) 431-2036
Fax: (210) 431-2115
Email: mshaub@stmarytx.edu

Western Region
Wendy J. Bailey
A. Gray Anderson Graduate School of Management
University of California, Riverside
Riverside, CA 92521
Phone: (909) 787-2898
Fax: (909) 787-3970
Email: wendy.bailey@ucr.edu
The best accounting technology in the world is useless without the right understanding—and no one is more dedicated to helping students gain that understanding than Carol Yacht.

Carol’s 25 years of excellence in accounting education continues today with the publication by McGraw-Hill of several new computer accounting titles.

Computer Accounting with Microsoft Great Plains 8.0
ISBN 0073273260

(Essentials) ISBN 0073273279

Written with coauthor Susan Crosson, the latest addition to the Carol Yacht library covers Microsoft® Business Solutions Great Plains® 8.0, the most popular software suite for running small to medium-sized businesses. Computer Accounting focuses on the financial accounting component of the software, leading students through the installation process and into setting up service and merchandising businesses. Computer Accounting Essentials focuses on the basic business processes of the software and teaches students step-by-step how to set up and run a service corporation.

- Students receive a free copy of Microsoft Business Solutions-Great Plains 8.0 Education Edition with their textbook.
- Step-by-step instructions and numerous screen illustrations ensure quick and easy installation of the software as well as setting up service and manufacturing businesses.
- Supplements written entirely by the authors, Carol Yacht and Susan Crosson, ensure continuity and optimum relevancy.

Also by Carol Yacht

Computer Accounting with QuickBooks Online Edition
Carol Yacht • Susan Crosson
Third Edition
ISBN 0073131121

Computer Accounting with Peachtree Complete 2006
Carol Yacht
Tenth Edition
ISBN 0073288519

Excel Accounting
Carol Yacht • Michael Fujita
ISBN 0072987812

Carol Yacht’s General Ledger and Peachtree CD-ROMs
Computer accounting CDs to accompany Accounting textbooks.

Visit the McGraw-Hill booth to learn more!

This new Yacht/Crosson text provides concise and comprehensive instruction on how to use Microsoft’s new accounting software in conjunction with Microsoft Office applications. Students gain experience managing the accounting tasks of a small corporation, including daily record-keeping, cash-flow forecasting, and financial reporting. The installation process is made quick and simple so that students can start working with the software immediately. The directions are interesting and easy-to-use, and are supported by in-depth analysis of up-to-date business situations and reports.

- Students learn how the Microsoft Office SBA interface works with Word, Excel, PowerPoint and Outlook to help create professional-looking reports, generate analyses with drill-down capabilities, and present up-to-date vendor and customer information at a glance.
- The book is written expressly for non-accountants familiar with Microsoft Office, making it easy to integrate the book’s coverage into a variety of accounting and business courses.

www.mhhe.com/yacht
PRINCIPLES OF ACCOUNTING
(TWO-SEMESTER COURSES)

NEW! *Principles of Accounting*, 10/e
Needles • Powers • Crosson

Prepares students to read and interpret financial data through high-value activities.

NEW! *Financial & Managerial Accounting*, 8/e
Needles • Powers • Crosson

Gives equal attention to financial and managerial topics, with extensive coverage of ethics.

MANAGERIAL ACCOUNTING

NEW! *Managerial Accounting*, 8/e
Crosson • Needles

Provides the knowledge and skills critical to operating a successful business.

*Management Accounting: A Business Approach*
Barry • Catanach

Takes an objective-based approach to managerial accounting topics.

FINANCIAL ACCOUNTING

NEW! *Financial Accounting*, 9/e
Needles • Powers

Features real-world accounting scenarios to help students think like analysts.

COMING SOON! *Principles of Financial Accounting*, 8/e
Needles • Powers

Gives students a solid foundation in accounting procedures and data interpretation.

COLLEGE ACCOUNTING

NEW! *College Accounting*, 9/e
McQuaig • Bille

Helps students understand business basics and gain competence in ledger entry.

INTERMEDIATE ACCOUNTING

Norton • Diamond • Pagach

Breaks new ground with a streamlined, conceptual approach, paying careful attention to ethics and corporate responsibility.

COST ACCOUNTING

*Management Accounting: A Strategic Focus*
Ansari • Bell • Klammer

Allows instructors to custom design a management accounting text—with 21 topical modules.

HOUGHTON MIFFLIN

For more information on Houghton Mifflin products and services, or to request an examination copy:
• Visit the Web: college.hmco.com/accounting/instructors
• Locate your Houghton Mifflin sales representative: salessteam.college.hmco.com
• Contact our Faculty Services Center by fax: 800/733-1810

TeamUP for Technology Support
Find out how Eduspace® and other technology resources can enhance your accounting course. Visit teamup.college.hmco.com.