



**2002 NATIONAL SYMPOSIUM
ST. PETERSBURG, FLORIDA
JUNE 19-22**

NATIONAL SYMPOSIUM

The symposium for professionals managing accounting practices

The Association for Accounting Administration invites you and others from your firm to attend its 2002 National Symposium. This year, the event has been designed to help participants professionally manage accounting practices.

Every level of the profession is catered to

The symposium has something for everyone involved in accounting administration. The event includes sessions that range from the beginner to the advanced levels. From the high-level technical sessions to the smaller breakout sessions geared to specific problem-solving and informal gatherings designed to facilitate networking and information exchange, the symposium has sessions for accounting administrators with one year of experience to those with over 30 years.

The program is designed to enhance the skills of even the most experienced administrator through a wide variety of top-notch and timely educational sessions led by successful professionals and experts from around the country.

Symposium objectives

The educational program has been designed to address several major objectives and meet certain goals:

- To cultivate ownership;
- To end turf wars;
- To benchmark your firm;
- To develop profitable niches;
- To enhance your firm's marketing infrastructure;
- To work with less paper;
- To develop a fun and fearless speaking ability;

That's not all . . .

The AAA National Symposium also features the Firm Administrator of the Year Award, the most coveted award in the profession. This award is co-sponsored by *CPA Personnel Report* and *CPA Partner Report*. The association's annual symposium salary and benefit survey will be conducted with results distributed at the end of the event.

The symposium will be featuring forums by firm size. These forums are always extremely popular as participants were able to discover issues other firms their size have encountered. The forums will be moderated by some of the profession's most respected administrators and principals.

In the past, the symposium has attracted administrators, partners, human resource managers, computer and network managers and department heads representing firms with 15 to 200 employees with an average firm size of 45.

Whether you are new to the profession or someone with a great deal of experience, you will leave the symposium with skills you never dreamed possible, ones that will help you and your firm prosper. The 2002 Symposium promises to feature even more 'how-to' sessions concentrating on solutions for everyday situations.



SYMPOSIUM AGENDA

Wednesday, June 19

8:00 a.m. - Noon

Making Meetings Count Using Six Thinking Hats (Optional Workshop)

Human Dynamics, Inc.

An optional workshop designed to master skills necessary to run effective meetings.

Noon - 4:30 p.m.

Board of Director's Meeting

Noon - 4:00 p.m.

Practice Management 101 (Optional Workshop)

Rita Keller, Brady Ware & Schoenfeld

An optional workshop designed for the new administrator. This workshop is limited to 40 participants.

5:30 p.m. - 7:30 p.m.

Registration

6:00 p.m. - 6:30 p.m.

First Timer's Get-Together

Colleen Endres

Melhiser Endres Tucker

Virginia Lowery

Illinois Agricultural Auditing Assn.

6:30 p.m. - 8:00 p.m.

Welcome Reception

Join us for an evening of networking. Spend time meeting new friends and visiting acquaintances. Information about St. Petersburg and area attractions will be available as well as a Tradewinds Resort representative.

Thursday, June 20

6:15 a.m.

Power Walk (optional)

Led by InfoTech Partners NA

7:30 a.m. - 8:30 a.m.

Supporter Breakfasts

Industry sponsors will have the opportunity to host a supporter breakfast.

8:30 a.m. - 9:15 a.m.

Opening/Welcome/Salary Survey

Debbie Sessions

Porter Keadle Moore and

Don Scholl, D.B. Scholl, Inc.

9:15 a.m. - 10:30 a.m.

Territorial Games: The Saboteur of Collaboration

Annette Simmons

Group Process Consulting

10:30 a.m. - 11:00 a.m.

Refreshment Break

11:00 a.m. - 12:15 p.m.

Cultivating An Ownership Culture in Your Firm

Bret Romney, Upstream Academy

12:30 p.m. - 1:30 p.m.

Business Luncheon

1:30 p.m. - 3:00 p.m.

BREAKOUT SESSIONS

(A) The Story Factor: Inspiration, Influence and Persuasion Through the Art of Storytelling

Annette Simmons

Group Process Consulting

(B) Benchmarking Your Firm

Mary Ann Murray

University of Texas-El Paso

(C) How to Launch and Develop a Successful Niche Service

Bret Romney, Upstream Academy

3:00 p.m. - 3:30 p.m.

Refreshment Break

3:30 p.m. - 5:00 p.m.

BREAKOUTS BY FIRM SIZE

(FS1) \$0-\$2 million in billings

(FS2) \$2-\$4 million in billings

(FS3) \$4-\$8 million in billings

(FS4) \$8+ million in billings

6:30 p.m. - 10:00 p.m.

AAA Dinner Party

An evening of awards, including the profession's most coveted award, Firm Administrator of the Year, sponsored by CPA Partner Report and the Association for Accounting Administration. Renowned hypnotist, Rusty Z, will perform an unbelievable show.

Friday, June 21

6:15 a.m.

Power Walk (optional)

Led by InfoTech Partners NA

7:30 a.m. - 8:30 a.m.

Table Topic Breakfast

Experienced professionals will moderate ten different topics.

8:30 a.m. - 10:00 a.m.

Professionalizing the Practice Development Function

Jeff Pawlow

The Growth Partnership

10:00 a.m. - 10:30 a.m.

Refreshment Break

10:30 a.m. - 12:00 p.m.

BREAKOUT SESSIONS

(D) Leadership Panel

Discuss practice management issues with some of the profession's leading professionals.

(E) Guess Who's Watching?

*Roman Kepczyk, CPA, CITP
InfoTech Partners North America*

(F) Marketing Your Firm

*Jeff Pawlow
The Growth Partnership*

12:00 p.m. - 1:15 p.m.

Luncheon

1:15 p.m. - 2:45 p.m.

BREAKOUT SESSIONS

(G) The Less Paper Office

*Dan Simms
Habif, Arogeti & Wynne*

(H) Guess Who's Watching?

*Roman Kepczyk, CPA, CITP
InfoTech Partners North America*

(I) Keeping Your Assets Out of the Fire

Frank Saibert, Ungaretti & Harris

2:45 p.m. - 3:15 p.m.

Refreshment Break

3:15 p.m. - 4:45 p.m.

BREAKOUT SESSIONS

(J) Marketing Your Firm

*Jeff Pawlow
The Growth Partnership*

(K) Keeping Your Assets Out of the Fire

Frank Saibert, Ungaretti & Harris

(L) The Less Paper Office

*Dan Simms
Habif, Arogeti & Wynne*

6:00 p.m.

Beach Party

Saturday, June 22

7:30 a.m. - 8:30 a.m.

Table Topic Breakfast

Sponsored by InfoTech Partners NA
Experienced professionals will moderate ten different topics.

8:30 a.m. - 9:45 a.m.

Fun and Fearless Speaking

*Ken Roberts, Ken Roberts Corp.
A Dale Carnegie Course*

9:45 a.m. - 10:15 a.m.

Refreshment Break

10:15 a.m. - 11:45 a.m.

Humor in the Workplace

Jeff Justice, Corporate Comedy

11:45 a.m.

Symposium Adjournment

Some of the symposium's . . .

FEATURED SPEAKERS AND SESSIONS

Annette Simmons

Group Process Consulting

Annette Simmons is president of Group Process Consulting and combines public speaking, writing, consulting and constant research and development to serve organizations seeking to increase workgroup cooperation for bottom-line results. As a behavioral science consultant, she has authored three books and has been featured on CNBC's PowerLunch, various radio programs, and quoted in *Fortune*, *Working Woman*, *The Chicago Tribune*, *Washington Post*, and dozens of other newspapers and magazines.

"Territorial Games: The Saboteur of Collaboration" will look at power, position, and property. It's been the name of the game throughout human history. And now territorial instincts are showing up more than ever as "people fight for more of the less they are supposed to be doing more with!" Anyone that needs cooperation across departmental, functional or international boundaries needs to better understand the human dynamics that divides "us" from "them" - even when it is in our own best interests to work together. This session will help you discover how to tame the warring tribes by learning about the emotional origins of turf wars, and the ten territorial games that these emotions generate.

Simmons' session on "The Story Factor: Inspiration, Influence and Persuasion Through the Art of Storytelling" helps explain that people you want to influence don't want more information, they want faith. Faith in you, your ideas, your plan . . . your story. How can you tell your story in a way that is compelling? Believable? Enduring? People will pursue almost any

"what" if you deliver a meaningful "why" through the story you tell. Trade in your soapbox for the flute of the Pied Piper by learning the art of telling a compelling story.

Bret Romney

Upstream Academy

Bret Romney is a director and co-founder of Upstream Academy, a premier network association of CPA firms and IT consulting organizations committed to business excellence by following proven processes of continuous improvement.

In his roles, Bret focuses on helping organizations develop strategies and implement plans that take them to new levels of success in five key areas of business: marketing and sales, services, administration, leadership and culture.

Bret will discuss "Cultivating An Ownership Culture In Your Firm." He believes entrepreneurs are independent thinkers and goal oriented individuals. These are the type of employees that will make a difference in your organization. At this session, participants will learn ways to: help employees adopt the "ownership paradigm"; get employees to seek out and accept responsibility for producing results that will make your organization better; align your firm's systems and structures to support an ownership culture; and develop leadership skills in others.

During Bret's breakout session, "How to Launch and Develop a Successful Niche Service", he will acknowledge that few firms will argue the benefits of developing niche services. Yet most new niches fail to realize partner expectations. This session takes a 'leave nothing to chance' approach to niche development - an ap-

proach that significantly increases the impact niche development will have on a firm. Participants will learn: the difference between 'a chance for success' approach firms usually take, and the 'leave nothing to chance' approach to niche development; five steps to identifying and launching new niches; components of the niche business plan; 13 fundamental niche principles; keys for growing an established niche; and a real-life niche case study.

Ken Roberts

Ken Roberts Corporation and Dale Carnegie

Ken Roberts, president of the Ken Roberts Corporation, is the sponsor for Dale Carnegie Training in Central Florida. A graduate of Rutgers University with a Bachelor of Science in Marketing, Mr. Roberts has been the number one salesman for Dale Carnegie for three years in a row. From students at Stetson University to the folks of Chrysler, Ken has taught thousands as an instructor of the Dale Carnegie Course, the Dale Carnegie Sales Advantage, Dale Carnegie's World Class Customer Service Training and Dale Carnegie's Leadership Training for Managers. Ken will bring his expertise to the AAA Symposium as he approaches "Fun and Fearless Speaking".

Jeffrey S. Pawlow

The Growth Partnership, LC

Spending the initial part of his career as a marketing officer at one of the largest bank-holding corporations in the U.S., Jeff began working in the accounting profession when he joined Smith & Gesteland, a mid-sized local firm based in Madison, Wisconsin. Jeff has won a 1st place award in the advertising category for a direct mail campaign that yielded a 500% return on marketing investment, and a second place award for the S&G newsletter, *Footnotes*, besides dozens of other marketing-related awards.

Jeff took on additional responsibilities when he joined St. Louis based RBG&CO in early 1997. As the Director of Marketing Consulting for this "Top-50" firm, Jeff again

spearheaded the implementation and development of a successful marketing program and was again recognized for marketing excellence by the Association for Accounting Marketing (AAM).

As the managing partner and founder of The Growth Partnership, Jeff is using his knowledge to help CPA firms realize their full practice development and client relations potential. His first hand experience in both small and large firm environments makes him well suited to work with firms of all sizes on the successful development and implementation of a customized marketing program.

Jeff's session on "Professionalizing the Practice Development Function" will begin with an introduction to a "professional" approach to practice development. This includes why accounting firms struggle with practice development, accounting vs. other professional services industries and tracking return on marketing investment (ROMI). The professionalized approach has four disciplines and each will be reviewed and taught.

- Discipline One - Maximizing Existing Client Relationships
- Discipline Two - Cultivating An Active Referral Network
- Discipline Three - Attracting Desired New Clients
- Discipline Four - Supporting Activities

Jeff will also discuss practice development as a strategic functional area within your firm and benchmarks for expected outcomes and results.

Dan Simms

Habif, Arogeti & Wynne

Dan is partner and director of the Real Estate Group of Habif, Arogeti & Wynne in Atlanta. Dan represents clients in the construction and real estate industries, non-profit organizations, governmental organizations and the hospitality industry. In addition to his responsibilities, Dan is the executive partner in charge of information technology. He chairs a committee of ten professional staff that meet weekly in

There's more . . .

order to discuss, initiate and implement advanced technology for the firm.

Dan's session on "The Paperless Office", will instruct participating firms on how to use technology to maximize their productivity and profitability in a paperless environment. HA&W, a medium-sized firm, transformed itself into a paperless office in 1998 and has since reaped benefits such as: increased productivity between 18% and 45% depending on the engagement, automated financial reporting and tax return preparation, word processing department reduced from a staff of seven to just two, paper and supply expenses reduced by \$65,000, eliminated the need for off-site storage saving the firm \$40,000 per year and reduced office space by approximately \$150,000 per year that was previously used for central filing. Dan will also include information on paperless office software, paperless audit software, work flow process and tax return process.

Frank Saibert Ungaretti & Harris

Frank Saibert represents public and private sector employers throughout the United States in labor relations and employment matters with emphasis on National Labor Relations Board proceedings, state and federal employment discrimination matters, union election campaigns, unfair labor practices, backpay compliance proceedings, wrongful discharge cases, labor contract negotiations, and matters pertaining to Fair Labor Standards Act, the Family and Medical Leave Act, and other miscellaneous employment-related laws for Ungaretti & Harris in Chicago.

Ungaretti & Harris is a 100-attorney full-service law firm with offices in Chicago and Washington DC. The firm serves clients with a full range of legal services in the business, litigation and regulatory areas.

Frank regularly speaks before trade groups and business associations on various employment-related topics, including, most recently, the American with Disabilities Act and workplace sexual harassment. He was a Contributing Editor for The Developing Labor Law (3rd

Edition), published by the American Bar Association, and has authored several related articles.

He is a member of the Illinois Bar, the Seventh Circuit Court of Appeals, the Federal District Court for the Northern District of Illinois, including its trial bar, and the Federal District Court for the Southern District of Illinois.

Frank will be providing a legal update to participants of the Symposium, "Keeping Your Assets Out of the Fire".

Roman Kepczyk, CPA, CITP InfoTech Partners North America

Roman H. Kepczyk, CPA is president of InfoTech Partners North America, Inc. and the lead Technology Management Strategist for the firm. His primary focus is helping firms throughout North America understand what technology can do for them and directing a path towards today's eFirm. Roman carries over 16 years of accounting firm experience, highlighted by 10 years with the CPA firm of Henry & Horne, where he was the partner in charge of the firm's Management Advisory Services and Microcomputer Consulting practices. Roman also served as the firm's administrative partner where he oversaw internal accounting, marketing, human resources and was responsible for the creation and implementation of the firm's technology plan and budget.

Roman was listed as one of *Accounting Today's* Top 100 Most Influential People within the Accounting Industry in their year 2000 and 2001 listings. He is currently a member of the AICPA's IT Executive Committee, has served on the AICPA Group of 100, AICPA Best Practices Task Force and is one of the charter Certified Information Technology Professionals (CITP) that the AICPA has designated. Additionally, he was named a Technology Pathfinder by the AICPA Vision Project, and directs the committee to select the AICPA's Top 10 Technology Issues list. He also served as a member of the AICPA's E-Business Task Force and a prior member of the Information Technology Practices Subcommittee where he analyzed the impacts of technology on the accounting

profession. Recent speaking and television engagements include topics of today's digital CPA firm, trends in technology, hardware and software for CPAs and the impact of remote computing on the profession, which he has presented to the AICPA, and various accounting associations, state societies, and software companies.

Roman's session on "Guess Who's Watching?" will provide participants with

information relative to privacy. As technology and the Internet become more pervasive in our firms, it is critically important that we secure and protect our firm and client information from unauthorized views. Learn about the latest technologies to lock down your firm, while at the same time providing access to your people that really need it. This session will also address the status of "privacy" today, and the importance of this issue in the future.

The AAA Leadership Panel . . .

This panel brings more than 100 years of experience in the field of professional practice management to the Symposium. Participants will have the opportunity to ask questions, receive answers and seek advice.

Bill Leach, Katz, Sapper & Miller

Bill is a Principal of KSM, the largest local CPA firm in Indiana. KSM is a 60 year old firm which was acquired by a major CPA firm consolidator in November 1998 and was repurchased in December 2000 by the firm's partners and staff involving an Employee Stock Ownership Plan (ESOP). Bill was instrumental in implementation of this unusual approach to the firm's ownership. He has served as firm administrator for over 20 years. He is responsible for all administrative aspects of the firm, with particular emphasis in human resources, billings and collections, financial matters, information technology and facilities management. Bill, a non-CPA administrator, was named a Principal of KSM in 1985. In addition to KSM's management, he provides consulting services to clients seeking expertise in the areas of human resource management and hiring, relocation and space utilization and numerous other management issues.

Cindy Bong Suby, Von Haden & Associates

As Chief Operating Officer for SVH&A, Cindy is the liaison for the 27 principals of the firm. She attends all principal meetings and committees to accomplish assigned projects, and helps the principals achieve their goals. She also works with each of the firm's divisions to ensure that operations run smooth and clear lines of communication remain open. Cindy is also in charge of building maintenance and security.

Reducing overhead costs is another area where Cindy helps build bottomline profit-

ability. She oversees all firm requisitions and is responsible for evaluating all equipment and supplies. She negotiates prices for all major equipment and analyzes the best payment vehicle on major items, whether the item is rented, leased or purchased.

David Charnock, SPHR, MBA Alpern, Rosenthal & Company

David is a Principal with Alpern, Rosenthal & Company and provides many specialized services to the firm and has the overall responsibility for all business functions. He coordinates internal management, financial management, human resources management and systems and facilities management. He has over 25 years of management experience, the last 13 of which have been with professional services firms.

Debbie Sessions, CPA Porter Keadle Moore

Debbie is a CPA and Partner with PKM in Atlanta. She is an honor graduate of Mercer University in Atlanta and prior to joining the firm in 1983, was associated with a national insurance company. Until July of 1988, Debbie was an audit supervisor, with particular areas of expertise being agribusiness and food service.

In July 1988, she accepted the position of firm administrator and is responsible for coordinating the financial, personnel and administrative aspects of the firm.

Arrive early for outstanding "extras" Optional Workshops

Join other Symposium registrants for two optional sessions on Wednesday, June 19.

Making Meetings Count Using Six Thinking Hats Human Dynamics, Inc.

Since 1982, Human Dynamics, Inc., has been successfully assisting organizations of all sizes and industries to effectively address their organizational development challenges. Their method for working with clients is collaborative and creative. They explore goals, discuss needs, determine the critical issues, clarify expectations, and work diligently to exceed those expectations.

From executive level consulting through basic skill development, HDI staff of experienced professionals custom design their services to meet the needs and culture of your firm.

One process promoted by Human Dynamics is The Six Thinking Hats Process. The process is a simple and powerful tool that changes the way you think. It promotes the kind of innovative thinking and creative problem solving that is vital to corporate success in today's changing environment. The Six Hats method has a real and powerful effect on thinking.

The Six Thinking Hats will teach your team to think clearly, lead shorter, more productive meetings, and to look at decisions and problems systematically. As a result, participants will enhance their communication skill, generate more creative ideas, reduce conflict, and improve team results.

Unlike management methods that depend on exhortation, inspiration or change in behavior, the Six Hats system is simple, concrete and tangible. It is easy to use, and as it is used there follows, directly, a powerful change in thinking behavior.

Practice Management 101 Rita Keller Brady, Ware & Schoenfeld

Rita Keller is a principal with Brady, Ware & Schoenfeld, an Ohio/Indiana regional firm with over 80 team members. She serves as the firm's chief operating officer and has over 20 years experience in the management and administration of a successful firm. She is one of the very limited number of non-CPA principals in the nation focused solely on CPA firm management.

Rita has become nationally known for her leadership skills and expertise in CPA firm management and marketing. She specializes in creative ways to attract and retain successful team members, unique and proactive marketing activities for the local firm, developing the role of the firm administrator, providing awesome client service, developing systems that work, team advisory boards, client advisory boards, nurturing future partners and partner team-building. Through the BWS CPA Firm Advisory Group, Rita is dedicated to working one-on-one with firms to help them position themselves for success in today's rapidly changing CPA firm environment.

Rita's involvement with national organizations and publications are numerous. She served on the national Board of Directors of AAA and also serves on the Ohio Society MAP Committee.

Rita will spend time with up to forty new administrators working on the basics of CPA firm administration. With her background and expertise, she is one of the most sought after administrative coaches in the country.

ST. PETERSBURG—

Spend evenings with us

The Association for Accounting Administration invites you and your guest(s) to our evening events. On Thursday, June 20, 2002, participants of the AAA 2002 National Symposium will join others for a delicious dinner and awards program. Featuring the CPA Firm Administrator of the Year Award, the evening will concentrate on the best of the best with entertainment provided by renowned, Rusty Z.

On Friday, June 21, participants will gather on the resort's private beach for a beach party complete with entertainment and food. A cash bar will be available. Both evening social activities are included in the symposium registration fee. Registrants are encouraged to invite their guests for a nominal fee (see registration form).

No where else but St. Pete!

From the sparkling blue waters of a modern downtown waterfront to sunsets on the Gulf beaches only a 10-minute ride from downtown, St. Petersburg offers residents and visitors an exciting variety of things to do and places to go. A growing economy, a new Major League Baseball team, year-round sunshine, more than 100 lush green parks, boating, fishing, and sailing venues, and modern entertainment facilities make St. Petersburg an excellent place to live, work and play.

St. Petersburg averages 73.7 degrees with 361 days of sunshine. There are 102 city parks on 2,400 acres, including a seven-mile preserved downtown waterfront and Pinellas Trail, a 47 mile hiking/biking trail connecting St. Petersburg with Central and north Pinellas County—the longest urban linear trail in the eastern United States.

Attractions include the world-famous Salvador Dali Museum,

Museum of Fine Arts, St. Petersburg, Jim Healey & Jack Lake Baseball Boulevard, Tampa Bay Holocaust Museum, The Pier, Bayfront Center, Tropicana Field, The Coliseum, Tampa Bay Walk of Fame and Sunken Gardens.

St. Petersburg excels in offering a variety of outdoor sports and recreation activities to please almost every taste, in brief, you can:

- Tee off at one of Pinellas County's 40 golf courses, including city-owned public golf courses.
- Charter a deep-sea fishing boat.
- Watch the Major League Baseball team—the Tampa Bay Devil Rays at Tropicana Field.
- Participate in pari-mutual sports like greyhound racing at Derby Lane, and thoroughbred horse racing at Tampa Bay Downs in Oldsmar.
- See why St. Petersburg has been called the “fast emerging sports capital of the South” (by Cable News Network), with X-Games trials, the annual St. Anthony's Triathlon attended by athletes from all over the world, the First America Running Festival and more.

Websites of Interest

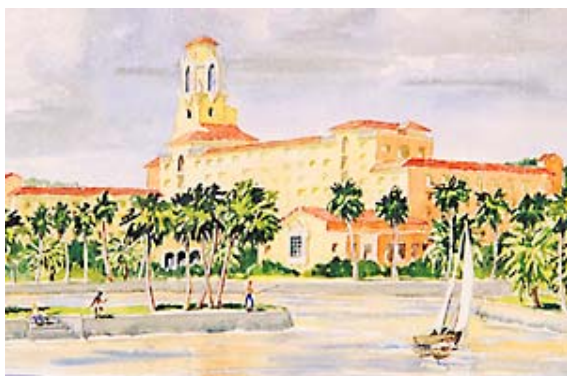
<http://www.stpete-clearwater.com>

<http://www.gotampabay.com>

<http://www.stpetersburg.com>

<http://www.tampabay.com>

<http://www.beachdirectory.com/sp.htm>



SYMPOSIUM DETAILS

Following are some of the small details you'll want to keep handy as you prepare for the Symposium. Should additional questions arise, contact the Association at (937) 222-0030; fax (937) 222-5794 or e-mail at aaainfo@cpaadmin.org.

Registration fees

Your registration fee covers all sessions, conference materials, refreshment breaks, the Wednesday evening reception, two continental breakfasts, one full breakfast, two luncheons, the Dinner Party and the Beach Party. Hotel accommodations and other meals are not included. Information about hotel reservations and arranging transportation appears elsewhere in this brochure.

Spouses and guests are encouraged to attend the variety of social activities. Their \$75 registration fee includes the Wednesday reception, Thursday's Dinner Party, and Friday's Beach Party.

Please note that the association does accept Visa and MasterCard for registration fees and membership dues.

Cancellations

Cancellations received before May 15 will receive a full refund. Cancellations received between May 15 and June 12 will receive a 50% refund. There will be no refunds after June 12. All cancellations must be in writing.

Recommended dress

We recognize that comfort is a key to successful learning, therefore our symposium 'dress code' is business casual. Business casual is appropriate for all activities. Thursday evening's Dinner Party will be a business casual affair and Friday's Beach Party will be casual and resort wear.

Remember to bring a sweater or light

jacket as hotel meeting room temperatures tend to vary.

Transportation

The Tradewinds Resort Island Grand is served primarily by two airport facilities, all within a 30 minute drive. The resort is located just 10 minutes off Interstate 275, which joins both northbound and southbound Interstate 75, and east/west Interstate 4 from the Orlando area. Tampa International Airport (TPA) is consistently ranked as one of the nation's top airports by frequent travelers for its easy-in, easy-out design. The landside terminal is linked to airside by shuttle, and passengers walk a maximum of five gates to their departing planes. Tampa International serves more than 16 million passengers a year through 25 major airline carriers, and is located just 30 minutes (26 miles) from the resort via interstate highways.

One million passengers yearly use St. Petersburg/Clearwater Airport (PIE), just 25 minutes from the resort, served by a number of major international and regional airline carriers. This secondary airport is home to ATA, Canada 3000, Air Transat, Southeast Airlines and more.

With air transportation rates and guidelines changing daily, AAA recommends making plans early. For more information and the guaranteed lowest fares at the time of booking, contact Sara Round at World Travel Partners at 937.865.2116 or by email at sara.round@paxar.com. Mention the AAA National Symposium.

Ground transportation

Shuttles and taxicabs depart regularly from the ground transportation level of both local airports. A customer service attendant is stationed curbside each day, 6:30 a.m. to 11:00 p.m., to provide assistance with any type of ground transportation. HARTLine runs shuttles from the Tampa International Airport. Call ahead at 813.254.4278. Taxicabs run continuously. Car rental is also available on the ground transportation level of all local and regional airports.

Registration hours

Attendees may register at the AAA registration desk beginning on Wednesday, June 19 at 5:30 p.m. The registration desk will be open at 7:00 a.m. each day of the symposium for registration information or questions.

Hotel

All scheduled events will take place at The Tradewinds Resort, 5500 Gulf Boulevard, St. Pete Beach, FL 33706. You can reach the hotel at 727.562.1240. Should you need to send packages to the hotel, include your name, arrival date and the words "hotel guest" on the mailing label.

All reservations should be made through AAA. Reservations by telephone, fax, email or on-line will be accepted (see enclosed form). The group's room block will be released on May 19, 2002. All reservations received after this date will be reserved on a space and cost availability basis. AAA's preferred room rate is \$125.00 per room per night for single or double occupancy plus applicable state and local taxes (currently at 11%).

The Tradewinds Resort is on the beach in St. Petersburg, Florida. The resort is within walking distance of the city's finest restaurants, shopping and area attractions.

Tradewinds Island Grand's 585 guest rooms and suites are located in four buildings, with many of the accommodations having exterior balconies with views of the Gulf beach, the meandering resort

waterway, or lush courtyard areas.

In room amenities include refrigerators and wet bar areas, coffee makers with daily complimentary coffee, dishware, toasters and more. Parlor rooms also feature microwaves.

Guest conveniences include room service, in-room videos and games, irons and ironing boards, in-room safe, voice mail, in-room folio review and electronic express check out, in-room internet access, computer dataports, plus make-up mirror, hair dryer and telephone in the bathroom area.

Weather

St. Petersburg, Florida averages some of the country's most beautiful weather. The city is blessed with an abundance of warmth and sunshine.

Temperatures during the year average 73.7 degrees F during the day and a pleasant 65.4 F at night. In the summer, we can expect to see an average high of 85 degrees and a low of 75 degrees. St. Petersburg also averages 361 days per year with sunshine.

CPE approved

The Association for Accounting Administration is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Telephone: 615.880.4200. Web site: www.nasba.org.

Upon course and evaluation completion, participants attending the 2002 National Symposium, desiring CPE credit will earn 18 hours.

The Symposium does not require advance preparation or prerequisites.



Attention non-members

JOIN AAA

Join the Association for Accounting Administration now and take advantage of the dozens of membership benefits and discounted fees for the Symposium.

The Association for Accounting Administration (AAA) has more than 575 members nationwide. Its main objective is to develop and maintain, through cooperative efforts, a high level of professional skills required to satisfy members' growing professional needs in the field of accounting administration.

AAA has published not only *ADA Job Descriptions for CPA Firms*, a *Survey Manual*, a *Marketing Manual*, a *telephone directory*, a booklet, *A Guide to CPA Firm Administration*, a *Disaster Planning Guide for CPA Firms*, an *Employee Orientation & Training Manual*, and *A Guide to CPA Firm Intranets*, but this year will be distributing a publication entitled, *The Fantastic Firm*. The association's booklet, *A Guide to CPA Firm Administration* is not only a membership benefit but is marketed to others in the profession, for a small fee. The booklet is a must have for anyone involved with CPA firm administration. In addition, benefits through

membership include a resource bank, networking and educational conferences, technology seminars, group purchasing programs, a member to member survey program and a lending library, to name a few.

The association is the one representative voice of professionals managing accounting firms. It has fourteen (14) regional chapters, offering additional networking and educational opportunities. The cost to join is \$275 per year for a regular member (full-time staff personnel engaged in the administration of an accounting firm) and \$500 for an associate member (persons representing companies that sell products or services to association members). Discounted membership fees are available for multiple members from the same firm. For more information, contact the AAA National Office at 136 South Keowee Street, Dayton, Ohio 45402; 937.222.0030; by email at aaainfo@cpaadmin.org or visit our website at www.cpaadmin.org.

Mark your calendar for other educational opportunities by AAA

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