



October 7, 2011

Dear Valued Educator:

Thank you for your hard work and dedication to the accounting profession! As a result, the number of university students enrolled in accounting programs has increased dramatically over the years. In support of this trend and due to its overwhelming success, the Educational Foundation of the Georgia Society of CPAs (GSCPA) will provide the *Cash for Professional Awareness (C.P.A.) Initiative* again this year.

The goal of the C.P.A Initiative is to provide funding for programs designed to positively influence college students' perceptions about a career in accounting. The C.P.A. Initiative is an additional way to inform students about the numerous opportunities that await them in the profession and enable them to view accounting as more than "counting beans."

The Educational Foundation hopes that you use the C.P.A. Initiative to add value to your existing accounting curriculum and increase the number of accounting majors in your program. By investing in the C.P.A. Initiative now a return of well-rounded Certified Public Accountants will be assured for the future.

If you have questions about the C.P.A Initiative, please contact Nikelle Hamada, GSCPA Member Services Manager, at 404-504-2956 or Ronald Kelm , Chair, Student Outreach Committee, at 770-396-1100.

Sincerely,

Harvey E. Tarpley, CPA
President, Educational Foundation

Ronald R. Kelm, CPA
Chair, Student Outreach Committee

THE C.P.A. INITIATIVE PROGRAM OVERVIEW

PROGRAM CRITERIA

1. Have a minimum of 30 minutes of discussion on the accounting profession.
2. Host a target audience (attendees) of at least 10 students, not including faculty.
3. Promote awareness of the accounting profession to non-accounting majors.
Example events include: pizza party/BBQ to showcase accounting professionals, shadow-a-professional program, trip to local accounting firm, award program for high-achieving principles of accounting students
4. Distribute one or more of the following items to all students attending your event:
 - GSCPA student member brochure
 - GSCPA student member application
 - Power Point outlining the benefits of student membership in the Georgia Society of CPAs
 - “CPAs: Not Your Average Accountant” GSCPA Power Point presentation
 - Robert Half’s Accounting Salary Guide*On the application, please select which of the above items you would like to distribute at your event and they will be sent to you prior to your function.*
5. Prominently display information regarding the Educational Foundation’s co-sponsorship of your event.*
6. Invite GSCPA members from your local chapter to attend your function.**

TIMELINE FOR SUBMISSIONS

- **November 18, 2011** – Applications must be submitted to the Educational Foundation of the GSCPA via mail, email, or fax. Institutions will be notified of funding approval on a rolling basis based on receipt date of application.
- **November 1, 2011 – April 15, 2012** – Implementation period for awareness programs.
- **April 30, 2012** – Completed closing packages are due to the Educational Foundation in order to receive reimbursement check; the closing package will be mailed to the institution once program has been approved for funding.
- **May 25, 2012**– Reimbursement checks will be issued.

C.P.A. INITIATIVE PROGRAM FUNDING

Is there a limit on the amount of funding a school can receive?

Yes, however that limit is dependent on various factors. Last year, schools were reimbursed at the lower of \$7.50 per student or the amount spent. Funding this year will be based on funds available and the number of schools requesting funding. Therefore, each submission will be evaluated by the Student Outreach Committee of the Educational Foundation and a determination of funding will then be made.

CONTACT INFORMATION

Ronald Kelm Student Outreach Committee Chair Gifford, Hillegass & Ingwersen, LLP rkelm@ghi-cpa.com Ph. 770-396-1110	Nikelle Hamada Member Services Manager Georgia Society of CPAs nhamada@gscpa.org Ph. 404-504-2956 Fax: 404-237-1291
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*Upon request, the GSCPA will provide you with a poster template displaying co-sponsorship information. Otherwise, please create your own poster, program, or other marketing item that displays the Foundation’s participation and sponsorship of your event.

** Institutions are encouraged to seek assistance from the GSCPA chapters in their area to identify accounting professionals to participate in activities. If you need information regarding your local chapter, please contact Nikelle Hamada at 404-504-2956.

CASH FOR PROFESSIONAL AWARENESS
APPLICATION

CONTACT INFORMATION

Name of Institution _____
Faculty Contact _____
Faculty Email _____
Faculty Phone # _____
Address of Institution _____

PROGRAM OVERVIEW

Program Title _____

Program Date _____

Objective _____

Target Audience _____

Expected Number of Attendees _____

Expected Costs – *provide details of all costs expected (food, beverage, giveaways, publicity, etc):*

ADDITIONAL INFORMATION

Is this a Beta Alpha Psi, accounting club, or other business school event? Yes No

If yes, please list the group sponsoring this program _____

Please select the item(s) that you would like to distribute at your event:

- | | |
|--|---|
| <input type="checkbox"/> GSCPA Student Member Brochures | <input type="checkbox"/> AICPA <i>Start Going Places</i> DVD |
| <input type="checkbox"/> GSCPA Student Member Applications | <input type="checkbox"/> Benefits of an Accounting Career Power Point |
| <input type="checkbox"/> Robert Half's Accounting Salary Guide | <input type="checkbox"/> Student Member Benefits Power Point |

Please complete this form and return it to the GSCPA by **Friday, November 18, 2011** to:
Nikelle Hamada, Georgia Society of CPAs
3353 Peachtree Road NE, Suite 400
Atlanta, GA 30326
404-504-2956 * Fax: 404-237-1291
nhamada@gscpa.org