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MESSAGE FROM THE PRESIDENT: REFLECTIONS ON OUR TIMES



Philip M.J. Reckers

It came as a thief in the night. Its effects were gradual and went unrecognized by many until the erosion left gaping holes in the landscape of our profession. Technological innovation was the relentless rain that pummeled our discipline's currency and eroded the value of our product. Aggressive global competition was the gale wind that swept away much of our tradition of ethics, honesty and responsibility. In the end, however, it was complacency and greed that inflicted the deepest wounds and scarred our profession for years to come. And, we must not delude ourselves that the failures rest exclusively with the practicing profession. Too many academics, for far too long, were complacent: willing to excuse inaction with a litany of alleged justifications. We clung to arguments that curriculum innovation was unnecessary; that Albrecht and Sack, and a legion of others, were wrong! But, we refused to invest our time and efforts to know whether it was true or not. We steadfastly, as a group, refused to educate ourselves about the changing business landscape in which our students functioned and respond to it. We succumbed to the "Arrogance of Ignorance!" We dutifully prayed that everything "really" remained the same, and that the world would some day return to its senses and recognize the value of our "old ways". Others argued variously... that we were not being paid enough to undertake the Herculean innovations some proposed...that we needed more time for research...that the dean imposed other priorities...and a hundred other excuses why we didn't retrain and innovate. Of course, greed was there also. When the world was no longer prepared to pay handsomely for our out of date products, some of our former students sold the one thing left: their integrity, the real core value of the *PROFESSION*.

So what are we to do now? How are we going to right the ship? We are highly trained and highly intelligent people. Adapt. Survive. Thrive! The crisis in confidence that pervades our profession does not rest exclusively with the public's lack of confidence in us but with our own shallow confidence in ourselves. This is not the time for the academic accounting profession to wait for someone else to take the lead or for some savior to rise among us. The responsibility for our dilemma rests with all of us; and the solution rests with all of us. Each of us must step up. The time is past for more excuses for inaction. It is time to roll up our sleeves, recommit and get busy. Most of us chose the career of a faculty member to help students, to make a difference in their lives, and by so doing make a difference in society. When did that mission change? When did rankings, money and self-adulation become the goal? The seeds of our current problems lie not with what we have done, but with what many of us have not done.

The FSA must and will commit to facilitate efforts with renewed energy and vigor. Volunteer! The FSA is an open network. We do not need "a few good men and women;" the profession and the Federation needs lots of volunteers.

Philip M.J. Reckers

*Non Sibi Sed Allis*  
(Not for ourselves, but others)

## MEMBER NEWS

Professor Linda Nichols of Texas Tech University has been chosen as the Fulbright Johannes Kepler Distinguished Chair in International Business. In that position, she will teach at the University of Linz in Austria in the Spring 2003 semester.

The University of South Florida is pleased to announce that Dr. Uday Murthy has joined the School of Accountancy as Jim & Leacy Quinn Eminent Scholar Chair in Accounting Information Systems.

Arizona State University Professors Philip Reckers and Ajay Vinze represented ASU at the 1st Annual PhD Conference of the newly formed Global Technology Management Consortium (GTMC) of international schools in Cannes, France. GTMC member schools emphasize technology as a comparative advantage. ASU will host the GTMC fall 2003 MBA Case Competition.

## FSA FACULTY CONSORTIUM TO BE HELD IN MAY 2003

Thanks to the determination and persistence of FSA Board members John Hunnicutt, Phil Reckers, and Jim Benjamin, the FSA Faculty Consortium will be held in May 2003. Due to the efforts of John Hunnicutt, the AICPA is providing substantial support. Also involved are the Institute for Forensic Accounting at the University of Texas–Austin and the Association of Certified Fraud Examiners. Topics at the meeting will include forensic accounting, corporate governance, and ethics. Jim Benjamin from Texas A&M, President Elect of the FSA, is planning the program in conjunction with the AICPA, the UT Institute, and the Association of Certified Fraud Examiners. He is also actively seeking additional support for the consortium from other possible sponsors. The tentative dates for the meeting are May 16–17, 2003.

### A MILE HIGH MEETING

FSA moves from the beaches to the mountains. The Mile High City of Denver, Colorado, will host the 2003 FSA Annual Meeting. The meeting will begin with a reception on Thursday evening, October 16, and conclude on Saturday, October 18, at noon. All events will take place at the downtown Hyatt Regency Hotel. Bruce Behn from the University of Tennessee is serving as Chair of the Program Committee, and Julie Smith David from Arizona State and Peter Brewer from Miami (Ohio) are assisting him. Mark your calendars for the third weekend in October, and contact Bruce ([bbehn@utk.edu](mailto:bbehn@utk.edu)), Julie ([julie.smith.david@asu.edu](mailto:julie.smith.david@asu.edu)), or Peter ([brewerpc@muohio.edu](mailto:brewerpc@muohio.edu)) if you have ideas or proposals for the meeting. Certainly they would like to hear about what the membership believes would be relevant and useful topics. We also plan to continue our partnership with AACSB International, and, as has been the case for the past three years, several sessions will be devoted to accreditation issues. See you in Denver!

## COMMITTEE ANNOUNCES 2003 OFFICERS AND BOARD OF DIRECTORS

The following 2003 FSA Officers and Board of Directors were elected at the 26th Annual Meeting, October 17–19, 2002 in Biloxi, MS.

### VICE PRESIDENT/PRESIDENT ELECT:

Jim Benjamin  
Texas A&M

### TREASURER:

Richard Scott  
University of Virginia

### DIRECTORS:

#### Member Schools

Greg Carnes  
Northern Illinois University

#### Supporting Associates

Mark Chain  
Deloitte and Touche, LLP

#### Non Profit Associates

Shawna Gazaway  
AACSB

### THE NOMINATING COMMITTEE CONSISTED OF:

Richard E. Baker  
Northern Illinois University

Susan F. Haka  
Michigan State University

Stephen T. Limberg  
University of Texas — Austin

Note: O. Finley Graves from the University of North Texas assumes the role of FSA President in 2003.

## 2003 FSA COMMITTEES ARE NOW BEING FORMED

If you would like to volunteer and haven't already done so, there is still time! Please send an e-mail to Finley Graves ([gravesf@unt.edu](mailto:gravesf@unt.edu)).

Information on the roles of the committees and past committee reports may be found on the FSA Web site, [www.thefsa.org](http://www.thefsa.org).

### FULL MEMBER SCHOOLS

American University • Arizona State University • Auburn University • Bentley College • Bowling Green State University • Brigham Young University • California State University – Fullerton • Case Western Reserve University • The Chinese University of Hong Kong • Clemson University • Cleveland State University • CUNY – Baruch College • DePaul University • East Tennessee State University • Florida International University • Florida State University • George Mason University • Georgia State University • Idaho State University • Illinois State University • Iowa State University • James Madison University • Kansas State University • Kennesaw State University • Louisiana Tech University • Loyola College in Maryland • Miami University • Michigan State University • Mississippi State University • New Mexico State University • New York University • Northern Illinois University • Oklahoma State University • Old Dominion University • Rider University • Rutgers – The State University of New Jersey • San Diego State University • Southern Illinois University at Carbondale • Southern Illinois University at Edwardsville • Southwest Missouri State University • Saint Joseph's University • State University of New York at Buffalo • State University of West Georgia • Stetson University • Texas A&M University • Texas Tech University • Truman State University • University of Akron • University of Alabama • University of Alabama at Birmingham • University of Arkansas • University of Central Florida • University of Connecticut • University of Delaware • University of Denver • University of Florida • University of Georgia • University of Houston – Clear Lake • University of Illinois • University of Illinois at Chicago • University of Iowa • University of Kentucky • The University of Memphis • University of Miami • University of Mississippi • University of Missouri – Columbia • University of Missouri – St. Louis • University of Nebraska – Lincoln • University of Nevada – Las Vegas • University of New Orleans • University of North Texas • University of Oklahoma • University of Oregon • University of Rhode Island • University of South Carolina • University of South Florida • University of Southern California • University of Southern Mississippi • University of Texas – Arlington • University of Texas – Austin • University of Texas – El Paso • University of Texas – San Antonio • University of Utah • University of Virginia • University of Wisconsin – Madison • Utah State University • Virginia Commonwealth University • Virginia Polytechnic Institute • Wake Forest University • Weber State University • West Virginia University • Western Michigan University • Wichita State University • Wright State University

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#### ACCREDITED AFFILIATE SCHOOLS

Arizona State University West • Baylor University •  
Boise State University • Bradley University •  
Central Michigan University • Creighton  
University • Drake University • Georgia Southern  
University • Howard University • John Carroll  
University • Lehigh University • Marquette  
University • Oakland University • Ohio  
University • Pacific Lutheran University •  
Southeastern Louisiana University • Towson  
University • University of Dayton • The  
University of Louisiana at Monroe • University  
of Louisville • University of Nevada – Reno •  
University of North Carolina at Charlotte •  
University of Northern Colorado • University of  
Notre Dame • University of Richmond •  
Villanova University • Wilfrid Laurier University

#### AFFILIATE SCHOOLS

Augusta State University • Belmont University •  
Boston College • California Lutheran University •  
Chapman University • Clarion University •  
Colorado State University • Eastern Illinois State  
University • Eastern Michigan University •  
Florida Atlantic University • Florida Gulf Coast  
University • Fordham University • Gonzaga  
University • Indiana University of Pennsylvania •  
Iona College • Kent State University • La Grange  
College • LaSalle University • Long Island  
University – C.W. Post • Louisiana State  
University • Louisiana State University –  
Shreveport • Manhattan College • Mercy College •  
Minnesota State University – Mankato •  
Monmouth University • Northeastern University •  
Northern Kentucky University • Pace University •  
Pittsburgh State University • Robert Morris  
College • Rochester Institute of Technology •  
Ryerson Polytechnic University • Sam Houston  
State University • San Jose State University •  
Siena College • Southern Connecticut State  
University • St. John's University • Syracuse  
University • Tennessee State University • Touro  
College • Universidad ISEC • University of Alaska –  
Anchorage • University of Hawaii at Manoa •  
University of Houston – Victoria • University of  
Missouri – Kansas City • University of Nebraska  
at Kearny • University of Northern Iowa •  
University of Phoenix • University of Southern  
Maine • University of Southwestern Louisiana •  
University of St. Thomas • University of  
Tennessee at Martin • University of Texas – Pan  
American • University of Tulsa • University of  
West Florida • University of Wisconsin – Eau  
Claire • University of Wisconsin – Oshkosh •  
Wayne State University • West Virginia Institute  
of Technology • Widener University • Yeshiva  
University

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## REPORT ON THE 2002 FSA 26TH ANNUAL MEETING

The 26th Annual Meeting of the FSA was held October 17 – 19 at the seaside Beau Rivage Resort in Biloxi, Mississippi. The meeting was deemed a great success by participants, who gave the 24 concurrent sessions and 2 plenary sessions **very high** marks. A common assessment was that the meeting was **“One of the best in recent years.”** Plenary speakers were Mr. John W. Bachmann, Managing Partner of Edward Jones, and Dr. Marianne Jennings, widely published business ethicist. Mr. Jones spoke on the topic of “Reforms in Accounting and the Financial Services Industry;” Dr. Jennings spoke on the topic of “Lessons from a Perfect Storm of Financial Reporting.” FSA’s strong ties with the AACSB was accented by three sessions related to accreditation issues: (1) The AACSB Experimental Review Process: Some Initial Experiences, (2) Accreditation Performance Metrics and (3) New Draft AACSB International Accounting Standards. A special invitation AACSB conference immediately followed adjournment of the annual meeting on Saturday afternoon. Similarly, the strong FSA-AICPA partnership was emphasized by three sessions devoted to new professional initiatives of the AICPA: (1) The AICPA Financial Analysis Project and Publicity Project, (2) The New AICPA Reporting Model Initiative, and (3) AICPA Professor/Practitioner Cases. Other concurrent sessions addressed curriculum developments in ethics, intro accounting, auditing and project management and the new SAP ACCT (Advancing Curriculum Change in Technology) Initiative. Finally, sessions devoted to internships, student recruiting and the new Uniform CPA exam rounded out a very full but flexible program.

## FSA PRESENTS SERVICE AWARDS AT ANNUAL MEETING

The Federation of Schools of Accountancy annually gives two major awards to recognize exceptional service to the accounting profession. The Joseph A. Silvano Faculty Merit Award is given to an academic who has made notable contributions in teaching, curriculum development, service and research. The FSA Practitioner Award is given for distinguished service to accounting education and to accounting groups. The FSA presented these two awards during its 2002 Annual Meeting held in Biloxi, MS.

The first award was the Joseph A. Silvano/FSA Faculty Merit Award. This year's recipient is Frederick L. Neumann from the University of Illinois. Fred is the twentieth recipient of this FSA recognition. He has been very active in the FSA, having served in a number of capacities including Director and President, as well as chair of several major FSA committees. This award is generously co-sponsored by KPMG, which provides a check for \$2,500 to the recipient. The FSA congratulates Professor Fred Neumann as the recipient of this award and thanks him for all of his service to accounting education and to the FSA.

The second award was the FSA Practitioner Award. This year's recipient is John Hunnicutt from the AICPA. John is the fourteenth recipient of this FSA recognition. John has served on the FSA's Board of Directors for several terms, and has been a key source of support within the AICPA on behalf of the FSA. The AICPA now provides administrative services to the FSA. John recently retired from the AICPA after many years of efforts for accountancy and for accountancy education. The FSA congratulates John Hunnicutt as the recipient of this award and thanks him for his distinguished service to the profession of accounting and to accounting education.

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### **NON-PROFIT ASSOCIATES**

AACSB • Academy of Legal Studies • AICPA • Alabama Society of CPAs • Association of Government Accountants • Connecticut Society of CPAs • Florida Institute of CPAs • Illinois CPA Society • Institute of Chartered Accountants of Ontario • Institute of Management Accountants • Missouri Society of CPA • NASBA • New Jersey Society of CPAs • New York State Society of CPAs • North Carolina Association of CPAs • Ohio Society of CPAs • Society of Louisiana CPAs • Southern Carolina Association of CPAs • Tennessee Society of CPAs • Texas Society of CPAs

### **PRIVATE ENTERPRISE ASSOCIATES**

Deloitte and Touche LLP • Ernst and Young LLP • Grant Thornton LLP • KPMG LLP • PricewaterhouseCoopers LLP

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