



A CPA is behind this 8-year-old's winning streak.

A certified public accountant owns the athletic shoe store franchise that helps this little leaguer steal bases. Sally doesn't know a CPA makes key decisions about her favorite shoe store. She doesn't understand his role in the franchise's operations, planning and development. She just knows her shoes fit even better than her baseball glove... and they get her to first base faster.

Over half of the 4,000 CPAs in Iowa work in business, industry and government. They have an important influence on economic and financial policies. CPAs ensure accurate financial reporting and interpret data so organizations can make well-informed management decisions. CPA responsibilities include financial statement prepara-

tion, budgeting and revenue projections, tax planning and preparation, and internal and operational auditing.

In addition to business, industry and government, CPAs work in education, nonprofit organizations and public practice. 1987 marks the centennial of the CPA profession in the U.S. For 100 years CPAs have helped people make the most of their economic resources. That's good news for business owners, stockholders, taxpayers... and outfielders.

**The Iowa Society
of Certified Public
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