

Industry *File*

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PRESIDENT'S REPORT

At the beginning of this year, we embarked on a thrust, "Meeting the Crisis Through Cooperation, Involvement and Commitment". During the Planning Session conducted last February 23, 1991 at the Social Development Resource Center in Intramuros, Manila we set our mind in fulfilling a mammoth task - to provide all ACPACI members the opportunity to

- (a) be involved in national issues;
- (b) be socially involved by supporting livelihood projects;
- (c) take part in activities that will promote professional development; and
- (d) share our blessings with others.

Projects to achieve this mission were likewise proposed during the workshop.



To promote professional development, seminars on the High Level Approach in Internal Audit and the Philippine Stock Market were sponsored last May 18, 1991 and July 30, 1991, respectively. Monthly membership meetings with various speakers were conducted to serve as forum, to discuss varied topics including national issues.

On social involvement, we are supporting the marketing of rice-straw paper as Christmas, birthday and all-purpose cards to revive the dying cottage industry. This would benefit the women folk of San Simon, Pampanga whose livelihood were greatly affected by the Mt. Pinatubo eruption and would aim to bring their income level above the povertyline. We also co-sponsored the Operation Circumcision in Mandaluyong last April 1991.

As part of the fundraising activities, the *Grand Vacation for Two* raffle draw was held last May 6, 1991. *Fashion in Motion*, a dinner show held last 23rd August 1991 featuring the Mondragon Court of Fashion and well known movie stars and entertainers, was shown on national television last September 30, 1991. Proceeds from these successful ventures were partly used to finance the acquisition of a condominium unit at Nuestra Casa by the end of the year to permanently house the ACPACI office. Our transfer to the unit is scheduled before year-end.

To eliminate difficulties in calling up the ACPACI office and to improve communication links amongst the members, a pocketbell was purchased. Members can now call the following numbers: 722-1122; 722-1211; and 721-5741 (pager 101-3299).

The new Directors and Members of the Board will be elected at the Annual Convention of ACPACI on 24-27 October 1991 at Puerto Azul. Theme will be "Moving Forward to the 90's". Convention starts on a Thursday, with Fellowship Nights on Friday and Saturday.

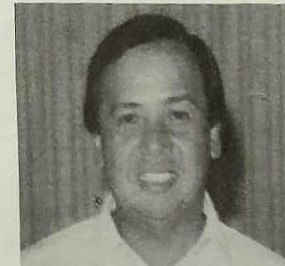
Thursday evening is designed as the Bingo night. During the convention, it is the intention to have the draft Mission Statement approved. We also propose a new ACPACI logo to be approved by the membership.

The culminating activity will be a Christmas Party to be held on December 13, 1991 at the Metro Club. This will be a family affair.

I wish to thank and congratulate all our members, our committee chairmen and committee members, our friends, sponsors and patrons, and my colleagues in the Board for their heartfelt support in all our activities.

MARCIAL P. MORALES, JR.
ACPACI President 1991

GORDON KEYNOTES CONVENTION '91



Olongapo City Mayor Richard J. Gordon will keynote the ACPACI Convention '91 on opening day, October 25, at Puerto Azul in Cavite on the theme "Moving Forward to the 90's".

Gordon will share his insights and experience in managing the affairs of the City of Olongapo and his involvement in the rehabilitation and reconstruction of the City and the province of Zambales from the destruction brought by the eruption of Mt. Pinatubo. He will also discuss issues relating to the U.S. military bases in Subic.

SECRETARIAT OFFICE INAUGURATED

ACPACI has acquired a ground floor office at the Nuestra Casa Condominium on S. Osmeña Street in Makati. This will house the ACPACI Secretariat.

It was inaugurated last October 9 with the members of the Board lead by President Mars Morales and other invited guests in attendance. The present office space at the PICPA building will be held temporarily until the finishing touches of the new offices are completed.



Blessing the new office.



Cutting the ribbon.

ACPACI CONVENTION '91

Our Theme: Moving Forward to the 90's

A forum on ACPACI's current standing on professional, social and economic issues.

This year's conference promises to fulfill the commitment to give members the continuing tradition of learning, pursuit of excellence and relevance. ACPACI takes the lead in moving its available resources to provide professional update to its members, making them equipped with answers to tackle day-to-day problems in the community, in the environment.

This year's conference presents a package of the success factors that make for an accountant ready to not only face but walk the 90's.



The Board and Chairmen at the blessing.



The Leadership.



THE PROPOSED ACPACI LOGO

ACPACI exists in the sphere where wealth in knowledge, in resources abounds. Its membership, the CPAs in Commerce and Industry, is the dynamic cell of the whole - that is the accounting profession.

ACPACI nurtures expertise, pursues challenges, reinforces progress. The representations are the parallel lines that constantly are moving forward always searching for new heights.

"C" is the white crescent that consolidates the energies of its members.

"P" is the combined stroke with C that extends upward giving outline to a tick mark, the work symbol of the CPA.

"A" is the white core, the strength of the Association.

Royal Blue is chosen as the solid color of the ACPACI's dominant role in the mainstream of business.

Concept and design by
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THE MISSION AND VISION OF ACPACI

A small group composed of President Mars Morales, Fred Damian, Rose Manahan, and Bong Cruz met for an initial discussion of the mission and vision of ACPACI.

A draft Mission Statement was produced and presented at the ACPACI Convention '91 for comment and approval of the ACPACI membership.

For the benefit of all members the mission statement is reproduced below. Comments and suggestions are welcome.

"We are a cohesive group of Certified Public Accountants belonging to the commerce and industry sector. We are sworn to provide quality professional, financial services directed to the attainment of sound and effective business deci-

sions.

We are a dynamic organization of individuals - that keep abreast of developments in accountancy that share knowledge, skills and benefits with interested parties that seek the common good for the welfare of all.

We will -

*attract, develop and retain high-potential CPAs
provide continuing education programs for the members
create an environment of learning, social relevance and fellowship.*

We will fulfill our responsibilities as dedicated professionals, as good citizens, playing active roles in national issues and promoting harmony in the community, in the environment."

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