



MANKIND IS OUR BUSINESS

June 25, 2002

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Luncheons: Tuesdays, 12:15 – 1:30 p.m.

The Princeton Club – 15 W. 43rd Street



ABRAHAM BRILOFF

CAN THE ACCOUNTING PROFESSION BE FIXED?

Mr. Abraham Briloff, often referred to as the "conscience of the accounting profession," has been engaged in the practice of public accounting for more than half a century. He became a certified public accountant and consultant in accounting and taxation in 1944. In 1965, he was named Professor of Accountancy at Bernard M. Baruch College of the City University of New York. In September 1987, he became the Emanuel Saxe Distinguished Professor Emeritus of Baruch. Mr. Briloff is recognized worldwide as one of the foremost authorities on the fiduciary responsibilities of the accounting profession. Most notably, on March 6, he testified on related issues before the Banking, Housing, and Urban Affairs Committee of the United States Senate.

He has written extensively on accounting, tax, and financial and legal issues, and has delivered many talks before professional and academic bodies in the U.S. and abroad. He has been a prolific contributor to accounting, finance, tax, and law journals. His books include *The Effectiveness of Accounting Communication*, *Unaccountable Accounting*, *More Debits Than Credits*, and *The Truth About Corporate Accounting*.

Mr. Briloff is a recipient of the prestigious Graham and Dodd Award from the Financial Analysts Federation. He is a member of the American Accounting Association, American Institute of Certified Public Accountants, and New York State Society of Certified Public Accountants.



CALENDAR

June 25th

Abraham Briloff

Professor- Baruch College

July 2nd

NO MEETING

July 9th

PRESIDENT'S DAY

Silvio Amori

July 16th

Kerry Kennedy Cuomo

July 23rd

Bill Berkeley

New York Times

POSITION WANTED

Rotarian Steve Goldberg is a tax attorney and corporate executive seeking a full-time, part-time, or per-project position.

Please call (212) 772-0776 or (212) 996-0700.

Dear Fellow Rotarians,

We kindly remind you that the next meeting of the International Service Division will be Wednesday, June 26, at the German Permanent Mission to the UN, top-floor restaurant on First Avenue (between 48th and 49th Street), from 8:30 to 9:45 a.m.

This month's topic will be "Education about the Population Puzzle." Our guest speaker will be David Andrews, President, Population Communications International and Chair, NGO Committee on Population and Development.

The registration is at 8:30 and the meeting starts at 8:45 a.m. Kindly let us know if you or your staff will attend our breakfast by sending an e-mail to the Rotary Club of New York at ny.rotary@verizon.net, with a copy to Ms. Allison Alessi, International Events Coordinator, at aealessi@aol.com or by fax to (212) 819-0763. The cost of the breakfast is \$15, payable directly to the Maitre d'.

Sincerely,

Sylvan M. Barnet, Jr. Giorgio H. Balestrieri
Rotary International Chair, Int'l Service Division
Alt. Rep. to the UN

On June 12, I represented President King at a luncheon at the UN hosted by the U.S. Fund for UNICEF. Rotary International, along with Beckton-Dickinson and Pier One Imports, was honored by UNICEF for its work on PolioPlus and its contribution to peace and world understanding. RI works with Pier One on Trick-or-Treat and Christmas cards. Proceeds from Trick-or-Treat will go to PolioPlus for the next two years.

- Sylvan Barnet

REPORTER OF THE WEEK

Tuesday, June 18, 2002

With a fine rendition of the national anthem by Scarlett Pildes and a thoughtful invocation by David Zeller, stand-in President Pro Tem Greg Lynch launched directly into the program for the day. While we enjoyed eating fresh Boston scrod, Anne Creo introduced our visitors, from the USA. Steve Goldberg introduced his friend and our speaker, John Sexton, President of NYU.

President Sexton wove in Rotary principles as he discussed the importance of camaraderie, commitment, and friendship. From his immersion in college activity as Dean of the NYU Law School to his new appointment as President, John Sexton has nudged his students away from "independent contractor" status to a more dynamic community of supportive students, both for the university and for one another.

Mr. Sexton asked where the powerful of community comes from. Mr. Sexton used the Dodgers and his Brooklyn youth to describe what is happening to the institutions in our society. "The real truths in life are not known cognitively. They come from the power of mythology about teams, institutions, and community. When we care about institutions in our society, we as individuals are called to a higher level," he said.

Instead of many independent contractors, as the students used to be at NYU, President Sexton called for a larger community entity. He called for a greater commitment to one another. The people who run universities had abrogated that responsibility. With professors teaching less and students taking more electives, a dangerous condition had evolved. Under Mr. Sexton, NYU has been changing. His desire to bring community to a larger entity – the university – has, in his opinion, moved NYU to become one of the greatest universities in the world. Universities will all be undergoing vast changes. They will have to blend knowledge transmission with knowledge creation. What is the blend? Some are too conservative, spending only 5 percent of their endowment, for example. Start with the notion that a faculty member is part of the community. In answer to a question from Lillian Coury about our Rotary Club membership, he suggested we have an open conversation about who we are. Break it down and in the future we will think relatively boundlessly in contrast to how we think today.

Rotarian – Lou DiPaolo