

NYSSCPA Advertising Policy
October 28, 1999 Executive Committee Meeting

99 – E – 6

Draft Advertising Policy

Mr. Woehlke reported that he had drafted an advertising policy in line with the guidance given at the previous Executive Committee meeting. The Committee discussed the proposed policy. After the discussion, Ms. Golden moved and Mr. Sokolski seconded the following resolution.

RESOLVED, that the New York State Society of Certified Public Accountants will accept advertising for its publications or web site or both from any and all sources, regardless of content, so long as such advertising, in the opinion of the staff, would neither be deemed offensive by the Society's members nor harm the public reputation of the CPA profession.

The resolution was unanimously approved. Ms. Johnson was not present for the vote.