

# ACCOUNTING TODAY

\$7.00/Published by SourceMedia

e-mail: AcToday@sourcemedia.com

www.webcpa.com

Accounting Today on the Web  
**NOW DAILY**  
For daily news updates, visit [www.webcpa.com](http://www.webcpa.com)  
To contact us by e-mail, use [AcToday@sourcemedia.com](mailto:AcToday@sourcemedia.com)



## INSIDE

WEB CITES p. 5



AICPA VS. NASBA ON INSPECTION REPORT DISCLOSURE p. 5

T&B REVIEW p. 24



GAAP STATEMENTS DON'T CUT IT  
*Miller & Bahnson p. 14*

### DEPARTMENTS

Top of the News.....	3
Opinion.....	6
Tax Practice.....	12
Assurance.....	14
Financial Planning.....	18
Technology.....	22
New Products.....	28
People.....	29
Coming Events.....	29

### CLASSIFIED

Classified Ads.....	35
Web Site Guide.....	35
Advertiser Index.....	38

## Phishing for filers, with refunds as bait

by Gail Perry

For filers anticipating this year's tax refund, it naturally comes as a welcome e-mail: "We have determined that you are eligible to receive a tax refund of [X] dollars. To access the form for your tax refund, please click here."

Who wouldn't like to get a tax refund? And an e-mail message sporting the official Internal Revenue Service logo is hard to ignore.

In fact, hundreds, or perhaps by now thousands, of recipients of the bogus e-mail messages have followed the instructions and clicked the link, and many have entered their Social Security number (just as you would on the real IRS Web site), and other personal information, including bank card numbers and ATM card PINs.

Unfortunately, the message isn't from the IRS.

Instead, this is phishing, where an e-mail is sent to a user

claiming to be from a legitimate enterprise (complete with official-looking graphics and logos) in an attempt to scam the user into surrendering private information that will be used for identity theft.

Security software maker Symantec recently released its semi-annual Internet Security Threat Report, in which it found that there are an average of 7.9 million phishing attempts made per day, a 39 percent increase over the first half of 2005.

And this latest ruse is timed to coincide with the season when people are most likely to have the IRS on their minds.

"The IRS does not use Web or e-mail to contact taxpayers," said Bruce Friedland, an IRS spokesman, who echoed the statements that the IRS has been making throughout the spring. And while the IRS hopes taxpayers don't fall for the scam, there are inevitably those

(See BAIT page 38)



If we can get the IRS logo, so can an identity thief.

## Nusbaum speaks out Grant Thornton CEO talks about SOX, scandals, staffing and more



Since 2001, Edward E. Nusbaum has served as chief executive and executive partner of Grant Thornton, the nation's seventh-largest CPA and business advisory firm. Under his aegis, GT has swelled into a concern that generated nearly \$800 million in revenues over fiscal 2005 — a 25 percent climb — with 435 partners and 50 offices.

In addition to the firm's growth in revenues and human capital, Nusbaum has spearheaded efforts to raise Grant

(See NUSBAUM page 34)



## Recruiting strategies change with the times

by Lisa Spinelli

Pizza parties, betting pools on the TV show *Survivor* and a team-building "camp" for new hires are images that do not come immediately to mind when pondering accounting firms. However, these are all tactics that CPA firms are currently using to lure in new accounting graduates and keep the employees already on staff smiling.

"We do crazy things. We just had a big St. Patrick's Day party, we had a Thanksgiving party, and one for Christmas. After the busy season is over, we all go bowling together," revealed Andrew Armanino Jr., managing partner at regional CPA firm Armanino McKenna LLP, based in San Ramon, Calif. "Our whole focus is people. Our

clients will get great service if our staff is happy. You have to start with the core."

As enrollment in accounting programs at universities across America continues to climb, firms are looking to implement creative recruiting strategies.

The American Institute of CPAs reported a 19 percent increase in enrollment and the number of graduates — 53 percent of whom are women — in accounting programs from 2000 to 2004.

These new accountants are entering the market at a time when accountants in all fields are still in very high demand. New graduates have many options, as the number of job openings still outweighs the number of new accountants entering the profession, said Joel

(See RECRUITS page 33)

## ACTION IDEA



### Help wanted

At the risk of repeating ourselves, we'll note that CPA firms are having a tough time finding good staff. The American Institute of CPAs is on the case, and put out a white paper on the subject. Among their suggestions:

◆ **Go to school.** Having college interns is good, but you

Source: *Best Practices in Recruiting and Retaining Talented Staff*, AICPA

should also develop a relationship with a local university, volunteering to speak on careers in accounting or on technical issues, to show off your firm.

◆ **Get them while they're young.** Firms are hiring interns earlier in their college career than ever — some as early as freshman year. If you don't grab them, someone else will.

◆ **Get them while they're old.** Keep in touch with your alumni and ex-staff. They know your firm, so re-hiring them involves less training.

NEWSPAPER

PERIODICALS Accounting Today, One State Street Plaza, 27th Fl., New York, N.Y. 10004

#BXNRQXQ \*\*\*\*AUTO\*\*5-DIGIT 60015

#ACT P4534188 7# B

3652B

EDMOND RUSS

65 TREASURE LN

RIVERWOODS IL 60015-3754



POSTMASTER: Send address changes to Accounting Today/SourceMedia Inc., P.O. Box 530, Congers, N.Y. 10920