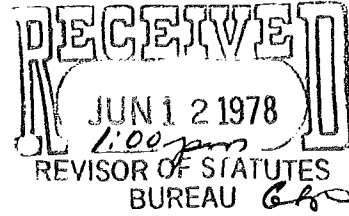


Accy 1



CERTIFICATE


STATE OF WISCONSIN )  
DEPARTMENT OF REGULATION AND LICENSING ) SS  
ACCOUNTING EXAMINING BOARD )

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETINGS:

I, James B. Bower, Secretary of the Accounting Examining Board, Department of Regulation and Licensing, and custodian of the official records of said board, do hereby certify that the annexed rules and regulations and amendments to rules and regulations relating to accounting, were duly approved and adopted by this board on June 3, 1976.

I further certify that said copy has been compared by me with the original on file in this board and that the same is a true copy thereof, and of the whole of such original.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed the official seal of the board at 1400 East Washington Avenue in the city of Madison, this 9th day of June A.D. 1978.

  
James B. Bower, Secretary

ORDER OF THE ACCOUNTING EXAMINING BOARD  
ADOPTING, AMENDING OR REPEALING RULES

Pursuant to authority vested in the Accounting Examining Board, Department of Regulation and Licensing by Section 442.01(2), Wis. Stats., the Accounting Examining Board hereby repeals, amends and adopts rules as follows:

Sections Accy 1.402, 1.502 and 1.504 of the WISCONSIN ADMINISTRATIVE CODE are repealed.

Sections Accy 1.502 and 1.504 of the WISCONSIN ADMINISTRATIVE CODE are recreated to read:

1.502 Advertising or other forms of solicitation. (1) No person licensed to practice as a certified public accountant, or public accountant, as defined in the statutes, shall seek to obtain clients by advertising or other forms of solicitation in a manner that is false, fraudulent misleading or deceptive. The direct uninvited solicitation of a specific potential client is prohibited.

(2) Interpretations of Accy 1.502, not intended to be all-inclusive, are as follows:

(a) Informational advertising. Advertising that is informative and

objective is permitted. Such advertising should be in good taste and be professionally dignified. Other than this, there are no restrictions on the type of advertising or media, frequency of placement, size, art work or type style. Some examples of informative and objective content are:

1. Information about the certified public accountant or public accountant and the certified public accountant's or public accountant's firm such as:

a. Name, addresses, telephone numbers, number of partners, shareholders or employees, office hours, foreign language competence and date the firm was established.

b. Services offered and fees for such services, including hourly rates and fixed fees.

c. Educational and professional attainments, including date and place of certifications, schools attended, dates of graduation, degrees received and membership in professional associations.

2. Statements of policy or position made by a certified public accountant or public accountant or a certified public accountant's or public accountant's firm related to the practice of public accounting or addressed to a subject of public interest.

(b) False, fraudulent, misleading or deceptive acts. Advertising or other forms of solicitation that are false, fraudulent, misleading or deceptive are not in the public interest and are prohibited. Such activities include those that:

1. Create false, fraudulent, or unjustified expectations of favorable results;

2. Imply the ability to influence any court, tribunal, regulatory agency or similar body of officials;

3. Consist of statements that are self-laudatory which are not based on verifiable facts;

4. Make comparisons with other certified public accountants or public accountants;

5. Contain any testimonials or endorsements.

6. Contain any other representations that would be likely to cause a reasonable person to misunderstand or be deceived.

(c) Other forms of solicitation. Certified public accountants or public accountants may engage in a variety of activities to enhance their reputations and professional stature with the objective of expanding their clientele. Such indirect forms of solicitation, which include giving speeches, conducting seminars, distributing professional literature and writing articles and books, are considered to be in the public interest and are permitted. A direct uninvited solicitation of a specific potential client, in person or in a communication tailored in content to that specific recipient, by a certified public accountant or public accountant relating to his professional service, is prohibited. However, invitations that are not tailored in content to the specific recipient can be issued to potential clients to invite them to attend seminars conducted by the certified public accountant or public accountant.

(d) Self-designation as expert or specialist. Claiming to be an expert or specialist is prohibited because adequate methods for recognizing competence in specialized fields has not been developed and self-designations would be likely to cause misunderstanding or deception. A certified public accountant or public accountant or a certified public accountant's or public accountant's firm may indicate the services offered but may not state that the practice is limited to one or more types of service.

1.504 Incompatible occupations. (1) A person who is engaged in practice as a certified public accountant, or public accountant, as defined in the statutes, shall not concurrently engage in any business or occupation which would create a conflict of interest in rendering professional services.

Section Accy 1.507 of the WISCONSIN ADMINISTRATIVE CODE is adopted  
to read:

Accy 1.507 Communications. (1) A certified public accountant or  
public accountant shall, when requested, respond to communications from  
the Board within thirty days of the mailing of such communications by  
registered or certified mail.

The rules, amendments, and repeals contained herein shall take  
effect on September 1, 1978, pursuant to authority granted by section  
227.026(1)(b).

Dated:

*June 9, 1978*

ACCOUNTING EXAMINING BOARD

*James B. Bower*  
James B. Bower, Secretary