

# PUBLIC ACCOUNTING REPORT

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## Illini and Longhorns Garner No. 1 in Peers' Accounting Program Rankings

BYU records 15th consecutive top 3 finish.

This year's school rankings yielded a blend of old and new in the results.

University of Illinois at Urbana Champaign and University of Texas at Austin topped the list of the most admired undergraduate, graduate and doctoral programs in the United States, according to *PAR's* 28th Annual Survey of Accounting Professors.

Accounting educators cast ballots in record numbers for *PAR's* Annual Survey of Accounting Professors for the third consecutive year.

More than 1,900 accounting educators, 1,921 to be exact, participated in this year's survey. University of Illinois at Urbana Champaign took the No.1 spot in the undergraduate accounting program rankings, with University of Texas at Austin taking the top spots in the graduate, teaching doctoral and teaching research rankings.

In the undergraduate rankings, UIUC and UT-Austin reversed roles from last year.

UIUC took the top spot by a fairly significant margin over UT-Austin.

The Longhorns took No. 1 in the undergraduate rankings last year, with UIUC finishing as runner-up.

UT-Austin had held the top spot in the undergraduate rankings since 2001.

Last year's top finisher in the graduate rankings, Brigham Young University/Provo, Utah, took the No.3 spot in undergraduate and

See *SCHOOLS*, page 4

## PwC Nabs Top Spot in Professor Rankings

KPMG and Deloitte forge second-place deadlock

When the professors' grades were turned in for *PAR's* 28th Annual Survey of Accounting Professors, **PricewaterhouseCoopers** received the highest marks.

Accounting professors ranked the Global Seven firms in nine categories: Business Outlook, Client Service, Technical Savvy, Staff Training, Compensation, Career Opportunities, Work/Life Balance, Diversity and Ethics. The accounting educators "graded" the firms on a scale of 1 (poor) to 10 (excellent).

More than 1,900 accounting educators, 1,921 to be exact, from 361 colleges and universities participated in this year's survey.

PwC's overall score is one of the largest margins of victory for a firm in recent years.

The 2009 rating is a rebound from last year's fourth-place finish.

The firm has held the No. 1 overall spot in the survey outright, or tied for No. 1, six times since 2000.

PwC occupied the top spot in the survey in 2007, 2005, 2003 and 2002 and tied for first place in the 2000 rankings with **Andersen**, which, until then, had taken the solo top slot each of the 18 previous editions of the rankings.

PwC finished second in 2006 and 2004. In addition to last year, the firm placed fourth in 2001.

PwC took the top overall ranking on the strength of finishing first in five of the nine survey categories: Future Outlook, Client Service, Technical Reputation, Staff Training and Career Opportunity.

The firm placed second in Compensation

See *PROFESSOR RANKINGS*, page 3

## DTT Global Revenues Fall Just Short of Top Spot

DTT posts smallest growth rate decline, among Big Four, in terms of U.S. dollars.

**Deloitte Touche Tohmatsu** just missed tying for the title of largest accounting firm based on global member firm revenue.

DTT FY09 revenue tipped the scales at \$26.1 billion.

The largest firm, **PricewaterhouseCoopers**, had FY09 network revenues of \$26.2 billion.

DTT's global revenue growth rate came in at a 1% gain in local currency. The firm's revenue growth rate in terms of U.S. dollars declined 4.9% from the previous year.

By comparison, Deloitte had a global revenue growth rate of 18.6% in U.S. dollars and 13% when measured in local currencies for FY08, 15.5% in U.S. dollars and 12.6% in local currencies in FY07, and in FY06, 9.9% in U.S. dollars and 11.5% in local currencies.

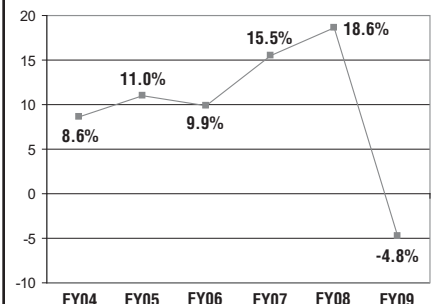
The firm's Consulting service line was the fastest growing of the four areas,

at 7.3% in local currencies and 2% in U.S. dollars. It was the only service for the firm produce a positive growth rate in both local currencies and U.S. dollars.

The Tax service line produced growth, albeit slight, at 0.8% in local currencies and decline 5.5% in U.S. dollars.

See *DTT GLOBAL*, page 7

### Deloitte Revenue Growth Rate Falls into the Red



Source: *PAR* research

**Editor:** Jonathan Hamilton,  
(702) 283-9985 / (702) 967-1727

**Production Editor:** Don Torres

**Managing Editor:** Kurt Diefenbach

**Coordinating Editor:** Jim Walschlager


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**Harris Takes AICPA Reigns**

Robert Harris took over as new AICPA Board of Directors Chairman at the AICPA 2009 Fall Meeting of Council in Las Vegas. Harris, managing director of **Harris, Cotherman, Jones, Price & Assoc./Vero Beach, Fla.**, in his inaugural speech titled "Changes in Latitude, Changes in Attitude," Harris discussed his priorities as new AICPA Chair. Harris considers sustainability as one of his missions as chairman. "As a person who is concerned about his environment, I urge our profession to take the lead in integrating sustainability into financial reporting and embedding it in our day-to-day decision-making," he said. Follow the new chairman on Twitter at [twitter.com/RobertRHarris](http://twitter.com/RobertRHarris).

<b>AICPA Chairs Since 2000</b>	
<b>AICPA Chair</b>	<b>Term</b>
Robert Harris	2009-2010
Randy Fletchall	2007-2008
Jimmy Williamson	2006-2007
Leslie Murphy	2005-2006
Robert Bunting	2004-2005
S. Scott Voynich	2003-2004
William F. Ezzell	2002-2003
James Castellano	2001-2002
Kathy Eddy	2000-2001
Robert Elliott	1999-2000

**Source:** PAR research

**Ezzell Awarded AICPA Gold Medal**

Former AICPA Chairman William Ezzell received the AICPA's 2009 Gold Medal Award for Distinguished Service at the fall meeting of the AICPA governing Council. Former AICPA chair Kathy Eddy presented the award. The Gold Medal is given to individuals who have made appreciable contributions to the CPA profession and is the highest award granted by the AICPA. He is currently a member of the research advisory board for the Center for Audit Quality, an autonomous public-policy organization dedicated to enhancing investor confidence and public trust in the global capital markets, and the board of trustees for the Committee for Economic Development, a nonprofit, nonpartisan, business-led public-policy organization dedicated to policy research on the major economic and social issues of our time and the implementation of its recommendations by the public and private sectors. He serves as a delegate on the U.S. Chamber of Commerce's Center for Market Competitiveness. The former Deloitte partner's past accomplishments include the establishment of the Accountants Coalition in 1992. He chaired that special task force created to reform the liability laws affecting the profession. Ezzell is also a past president of the AICPA's Foundation Board of Trustees.

**Denham Recieves AICPA Medal of Honor**

Robert E. Denham, a partner with the law firm Munger, Tolles & Olson/Los Angeles, received the AICPA's 2009 Medal of Honor at the fall meeting of the AICPA governing Council. Former AICPA chair Kathy Eddy presented the award. The Medal of Honor is the AICPA's highest honor presented to a non-CPA and is awarded to an individual whose work has influenced the profession significantly. Denham is a public member of the Institute's Professional Ethics Executive Committee, as well as a founding member of the Independence Standards Board, established in 1997 jointly by the AICPA and the SEC to develop independence standards for auditors of SEC registrants.

**WMD&Co. Rolls Out New Name, New Logo and Improved Web Presence**

**Watkins, Meegan, Drury & Co./Bethesda, Md.** officially changed its name to **Watkins Meegan**, along with unveiling a new logo and launching what the firm termed as an improved and more interactive and functional website, [www.WatkinsMeegan.com](http://www.WatkinsMeegan.com). The firm said its rebranding campaign started earlier this year, with two distinct goals in mind: to refresh its visual image and to ensure that Watkins Meegan's Web presence is up-to-date and supplies useful information. Watkins Meegan affiliate Watkins IT built the site and is implementing it. In addition to supplying information about the firm, its services and its staff, the Web site also features an events calendar, a resource library and Watkins Wire, a frequently updated blog. Complementing the launch of the improved Web site, the firm launched Watkins Meegan Facebook, LinkedIn and Twitter sites. ■

**Professor Rankings**, continued from page 1

and tied for second in Diversity.

PwC also scored the highest, among the Big Four firms, in the Ethics category.

Observant trend watchers may have handicapped PwC as the favorite in this year's analysis when the survey went out this fall. PwC and **Deloitte** have traded the No. 1 spot ever since Deloitte broke PwC's two-year hold on the Professor's Survey crown in 2004.

**Deloitte** tied for the overall No. 2 ranking, outpaced everyone to finish No. 1 in the Compensation category and placed second in two of the nine firm rank categories: Future Outlook and Technical Reputation. The firm tied for No. 2 with **KPMG** in the Career Opportunity category.

KPMG followed-up on back-to-back ties for second finishes with another second place tie.

The firm duplicated its highest finish ever in the annual professor rankings with yet another tie for second this year. KPMG topped the individually ranked firms in the Diversity category for the fourth year running and placed second in two of the nine firm rank categories: Client Service and Staff Training. The firm tied for No. 2 with Deloitte in the Career Opportunity category.

**Ernst & Young** slipped to fourth in the rankings.

It is worth noting that fourth place was only .03 behind KPMG and Deloitte, tied for second.

**Grant Thornton**, finished fifth in the overall rankings, but took No. 1 in Work/Life Balance and the Ethics categories.

It marked the third consecutive year professors graded GT at the top in both categories.

The really big news for the firm was its unprecedented close finish to the Big Four.

**BDO Seidman** and **RSM McGladrey** finished tied for sixth place.

In addition to giving their perceptions of the Global Seven firms, the survey gave professors the option of writing in firms they were familiar with in addition to the Global Seven, and nearly 32% of the pro-

fessors weighed in with their perceptions of other national, regional and local firms they felt were worthy of recognition.

While responses were too few to be statistically valid to be compared to the Global Seven firms, a good number of national, regional and local firms received write-in recognition from schools with in their geographic footprint.

**Crowe Horwath/Oak Brook, Ill.** received the most write-in votes for the third consecutive year (7.01 overall, including a 7.74 rating in the Compensation category and 7.75 in Outlook for Business Success) followed by **Dixon Hughes/High Point, N.C.** (8.15 overall, including an 8.79 rating in Outlook for Business Success, 8.59 in Staff Training and 8.48 in Technical Reputation) and **Plante & Moran/Southfield, Mich.** (7.00 overall score; including an 8.50 rating in Ethics).

**BKD/Springfield, Mo.** received an overall score of 6.75, with a grade of 7.16 in Outlook for Business Success.

**Horne/Jackson, Miss.** Received an overall score of 8.25, including an 8.00 in Technical Reputation and a perfect 10.00 in Work/Life Balance.

**Caturano and Co./Boston** and **LarsonAllen/Minneapolis** garnered the most flattering ratings from professors among firms that were ranked by more than two professors but less than 10 professors. The Boston powerhouse and LarsonAllen earned an overall rating of 8.75. It marked the fourth consecutive year that Caturano was tied for or held the distinction on its own of receiving the highest overall scores among firms ranked by more than two professors but less than 10 professors.

Among firms that were ranked by fewer than three professors, **Blum Shapiro/West Hartford, Conn.**; **Kostin Ruffkess/Farmington, Conn.**; **Monroe Shine/New Albany, Ind.**; **Rothstein Kass/Roseland, N.J.** and **Witt Mares/Newport News, Va.** each received perfect 10's as overall scores.

**Editor's Note:** This survey seeks to measure the perceptions that accounting faculty members bring to that advisory role and is not intended to be scientific. ■

## School Rankings Explanation

Because the participation level in PAR's professor survey has increased so substantially since 2005, PAR felt that the Top 25 rankings for undergraduate graduate and doctoral were good, they may not be giving a complete picture compared to earlier years when the survey had far fewer participants. This year we decided to present the overall rankings as we traditionally have and offer an expanded look based on separating schools in one of three groups, Group I, Group II and Group III. The groupings were based on a methodology tied to number of teaching professors at the institution. Group I is the largest, Group II mid-size and Group III the smallest group. ■

### M&A January-October 2009

#### October

**Hill, Barth & King/Boardman, Ohio**  
North and Co./Sarasota, Fla.  
**LarsonAllen/Minneapolis**  
Ganim, Meder, Childers & Hoering/Bellefonte, Ill.  
**ParenteBeard/Philadelphia**  
Parente Randolph/Philadelphia  
Beard Miller Co./Reading, Pa.  
**Travis Wolff & Co./Dallas**  
Burnside & Rishbarger/San Antonio, Texas  
**Brody Martz/Grand Forks, N.D.**  
Reichert Fisher/Dickinson, N.D.  
**Rotenberg Meril Solomon Bertiger & Gutilla/Saddle Brook, N.J.**  
Torchia Foster/Paramus, N.J.

#### September

**Marcum/Melville, N.Y.**  
Margolis/Bala Cynwyd, Pa.  
**J.H. Cohn/Roseland, N.J.**  
Charles Brucia/New York

#### July

**Plante & Moran/Southfield, Mich.**  
Jackson, Rolfes, Spurgeon & Co./Cincinnati  
**Steinberg Advisors/Northbrook, Ill.**  
Robinson, Reinglass & Panos/Northbrook, Ill.

#### June

**Crowe Horwath/Oak Brook, Ill.**  
Hays & Co./New York  
**BKD/Springfield, Mo.**  
KBA Group/Dallas  
**Marcum/New York**  
Marcum & Kliegman/Melville, N.Y.  
Rachlin/Miami  
**Dixon Hughes/High Point, N.C.**  
Presser, Lahnen & Edelman/Jacksonville, Fla.  
**LarsonAllen/Minneapolis**  
Cronstrom, Osuch & Co./Scottsdale, Ariz.  
**Delap/Lake Oswego, Ore.**  
Symonds, Evans & Co./Portland, Ore.

#### April

**Wiss & Co./Livingston, N.J.**  
Freeman & Davis/New York  
**Marks Paneth & Shron/New York**  
Arthur B. Greene & Co./New York  
**Marks Paneth & Shron/New York**  
Montalto/Valhalla, N.Y.

#### February

**Dixon Hughes/High Point, N.C.**  
Rosenfield Co./Orlando, Fla. (PAR, Jan. 31.)  
**Parente Randolph/Philadelphia**  
Lazar Levine & Felix/New York (PAR, Feb. 15.)  
**Mitchell & Titus/New York**  
Hill Taylor/Chicago (PAR, Feb. 15.)  
**Cherry, Bekaert & Holland/Richmond, Va.**  
McKean, Paul, Chrycy, Fletcher & Co./Miami (PAR, Feb. 15.)  
**RAFFA/Washington, D.C.**  
Freidkin, Matrone & Horn/Rockville, Md

#### January

**WithumSmith+Brown/Princeton, N.J.**  
Serluco & Co./Holmdel, N.J.  
**Carr, Riggs & Ingram/Enterprise, Ala.**  
FelsingRankin/Maitland, Fla.

See M&A CHART, page 8

**Schools**, continued from page 1

graduate accounting program rankings, according to the school-ranking section of *PAR*'s 28th Annual Survey of Accounting Professors.

BYU has finished in the Top 3 in both the undergraduate and graduate rankings since 1995.

University of Florida/Gainesville, Fla. earned the distinction of the largest upward move on the undergraduate rankings, jumping from No. 21 a year ago to No. 10 in this year's rankings.

Wake Forest University/Winston-Salem, N.C., Bentley College/Waltham, Mass. powered their way into the 2009 Top 25 rankings after garnering honorable-mention attention last year.

UT-Austin was able to leapfrog BYU and UIUC to retake the top spot in the graduate rankings.

While UT-Austin made its move, several other schools made significant moves as well, with Michigan State University and Ohio State University both muscling into the Top 10. The competition for the graduate Top 10 was so stiff there actually were 12

schools in the group, as there was an unbreakable four-way tie for ninth.

As was the case in the undergraduate rankings, Florida made the biggest move compared to last year in the graduate rankings. The school went from No. 21 to No. 13 in the grad rankings.

Two schools (Virginia Tech and College of William & Mary) made the leap from unranked in 2008 to making the graduate list in 2009.

This year, the doctoral rankings were expanded to rank the schools professors had the most regard for in terms of producing the best accounting teachers and accounting researchers.

Even with the split, UT-Austin finished in the top spot for both.

The fact that the Longhorns hooked the top doctoral billing shouldn't be too much of a shock.

For most of the decade, the Longhorns held the distinction as the No. 1 firm in the doctoral rankings, taking first in 2002, 2003, 2004, 2006 and 2007. Stanford University was No. 1 in 2000; the University of Chicago ranked

first in 2001 and 2008, and Michigan took No. 1 in 2005.

University of Chicago took No. 2 in the doctoral program rankings in terms of research, while Stanford University took No. 2 in doctoral teaching.

In both the teaching and research categories, the margin between No. 2 and No. 3 was extremely slim.

**Editor's Note:** The Annual Survey of Accounting Professors school rankings seeks to measure the perceptions accounting professors' perceptions regarding the accounting programs they feel most consistently turn out students capable of some day attaining partner status and is not intended to be scientific.

The school rankings are based on professors' ranking of accounting programs on a 1 to 10 scale in answering the question, "which programs consistently turn out students capable of some day attaining partner status?"

Ranking eligibility in the undergraduate category requires a school to offer a bachelors degree in accounting, not a bachelors degree in business with a *concentration in accounting*, with a few exceptions, and graduate programs must offer a Macc degree or Masters in Taxation, with a few exceptions. In the cases where we have made case-by-case exceptions, the curriculum is comparable to schools that do offer the bachelors degree in accounting.

In the Ph.D. rankings the methodology is a little different from undergraduate and graduate rankings. While in those undergraduate and graduate rankings we don't allow rank schools that have a business degree with a concentration in accounting, for Ph.D. programs *PAR* does allow Ph.D.s with a concentration in accounting.

*PAR* also allows Ph.D. programs to be ranked that don't specialize in accounting.

In ranking Ph.D. programs, survey participants named Ph.D. programs they had the most regard for in turning out accounting professors in terms of teaching and this year they also named Ph.D. programs they had the most regard for in turning out accounting professors in terms of research. ■

**Public Accounting Report 28th Annual Professor's Survey — 2009 Top 25 Undergraduate Programs**

2009 Rank	2008 Rank	School
1	2	University of Illinois at Urbana-Champaign
2	1	University of Texas-Austin
3	3	Brigham Young University
4	4	University of Notre Dame
5	5	University of Southern California
6	8	Indiana University Bloomington
6	7	University of Georgia
8	12	Michigan State University
9	6	Ohio State University
10	21	University of Florida
11	9	Penn State University
12	15	University of Washington
13	13	University of Virginia
13	11	University of Wisconsin-Madison
15	10	Texas A&M University
16	22	Arizona State University
17	22	Miami University (Ohio)
18	NR	Wake Forest University
19	18	University of Mississippi
20	20	University of Missouri-Columbia
21	13	Northern Illinois University
22	17	College of William & Mary
23	NR	Bentley College
24	23	Virginia Tech
25	15	University of Alabama
25	20	Baruch College-The City University of New York

**Honorable Mention:** University of Utah, University of Tennessee-Knoxville, Baylor University, University of Minnesota and University of Iowa. **Editor's Note:** Because of a five-way tie for 24th place there are more than 25 schools listed in the Top 25. **NR:** Not Ranked. **Source:** *PAR* research

**Public Accounting Report 28th Annual Professor's Survey — 2009 Top 25 Graduate Programs**

2009 Rank	2008 Rank	School
1	3	University of Texas-Austin
2	2	University of Illinois at Urbana-Champaign
3	1	Brigham Young University
4	4	University of Southern California
5	5	University of Michigan
6	6	University of Notre Dame
7	7	University of North Carolina at Chapel Hill
8	11	Michigan State University
9	8	Texas A&M University
9	10	University of Georgia
9	9	Indiana University Bloomington
9	11	Ohio State University
13	21	University of Florida
14	13	University of Washington
15	14	University of Virginia
16	17	University of Wisconsin-Madison
17	23	Arizona State University
18	15	University of Mississippi
19	15	University of Missouri-Columbia
20	22	Baruch College-The City University of New York
21	23	Miami University (Ohio)
22	NR	Virginia Tech
23	19	Florida State University
24	19	University of Alabama
25	NR	College of William & Mary

**Honorable Mention:** University of Arizona, Boston College, Northern Illinois University, University of Tennessee-Knoxville, Wake Forest University and University of Utah. **Editor's Note:** Because of the four-way tie for 23rd place there are more than 25 schools listed in the Top 25. **NR:** Not Ranked. **Source:** *PAR* research

**Program rankings by school size appear on page 5.**

**Public Accounting Report**  
**28th Annual Professor's Survey — 2009**  
**Top 25 Undergraduate Programs—**  
**Group I Category**

2009 Rank	School
1	University of Illinois at Urbana Champaign
2	University of Texas-Austin
3	Brigham Young University
4	University of Notre Dame
5	University of Southern California
6	Indiana University
6	University of Georgia
8	Michigan State University
9	The Ohio State University
10	Penn State University
11	University of Washington
12	University of Virginia
12	University of Wisconsin
14	Texas A&M University
15	Arizona State University
16	University of Mississippi
17	University of Missouri-Columbia
18	Miami University (Ohio)
19	Wake Forest University
20	Northern Illinois University
21	Bentley College
22	Virginia Tech
23	Baruch College-The City University of New York
23	University of Alabama
24	Baylor University
24	University of Tennessee
24	Florida State University
24	Boston College
24	Auburn University

**Editor's Note:** Because of a five-way tie for No. 24 there are more than 25 schools listed. **Source:** PAR research

**Public Accounting Report**  
**28th Annual Professor's Survey — 2009**  
**Top 25 Graduate Programs—**  
**Group II Category**

2009 Rank	School
1	University of North Carolina at Chapel Hill
2	University of Florida
3	University of Iowa
4	University of Arizona
5	University of Utah
6	University of Minnesota
7	James Madison University
7	University of Oregon
9	University of Oklahoma
10	University of Arkansas
11	University of Denver
11	University of Nebraska-Lincoln
13	Colorado State University
13	San Diego State University
13	University of San Diego
13	Utah State University
17	Ball State University
17	Southern Methodist University
19	Northeastern University
20	University of Rhode Island
21	University of Northern Iowa
22	Southern Illinois University at Carbondale
23	University of Akron
24	Florida International University
25	Long Island University C.W. Post Campus
25	University of Nevada, Las Vegas

**Editor's Note:** Because of a two-way tie for No. 25 there are more than 25 schools listed. **Source:** PAR research

**Public Accounting Report**  
**28th Annual Professor's Survey — 2009**  
**Top 25 Graduate Programs—**  
**Group I Category**

2009 Rank	School
1	University of Texas-Austin
2	University of Illinois at Urbana Champaign
3	Brigham Young University
4	University of Southern California
5	University of Michigan
6	University of Notre Dame
7	Michigan State University
8	Texas A&M University
8	University of Georgia
8	Indiana University Bloomington
8	Ohio State University
12	University of Washington
13	University of Virginia
14	University of Wisconsin-Madison
15	Arizona State University
16	University of Mississippi
17	University of Missouri-Columbia
18	Baruch College-The City University of New York
19	Miami University (Ohio)
20	Virginia Tech
21	Florida State University
22	University of Alabama
23	College of William & Mary
24	Northern Illinois University
25	Boston College

**Source:** PAR research

**Public Accounting Report**  
**28th Annual Professor's Survey — 2009**  
**Top 25 Undergraduate Programs—**  
**Group III Category**

2009 Rank	School
1	College of William & Mary
2	Binghamton University, SUNY
3	University of Richmond
4	Rochester Institute of Technology
4	Fordham University
6	Bradley University
7	Pepperdine University
8	Marquette University
9	University of Wyoming
10	Florida A&M
11	Saint Joseph's University
12	Delaware State University
13	Louisiana Tech University
13	Fairleigh Dickinson University
15	Golden Gate University
15	Elon University
17	Hampton University
18	North Dakota State University
19	Luther College
20	Northwest Missouri State University
20	Mississippi Valley State University
22	University of Northern Colorado
23	Troy University
24	North Georgia College & State University
24	Prairie View A&M University
24	Manhattan College
24	McNeese State University
24	Lamar University
24	Niagara University

**Editor's Note:** Because of a six-way tie for No. 24 there are more than 25 schools listed. **Source:** PAR research

**Public Accounting Report**  
**28th Annual Professor's Survey — 2009**  
**Top 25 Undergraduate Programs—**  
**Group II Category**

2009 Rank	School
1	University of Florida
2	University of Iowa
3	University of Utah
4	University of Minnesota
5	University of Oregon
6	Ohio University
7	Oregon State University
7	Case Western Reserve University
9	University of Arkansas
10	University of Texas at Arlington
11	James Madison University
12	George Mason University
13	University of Denver
13	University of Nebraska-Lincoln
13	Utah State University
16	Iowa State University
16	University of Massachusetts
18	Ball State University
19	University at Buffalo, SUNY
20	Boise State University
21	Illinois State University
22	University of San Diego
23	Florida International University
24	University of Akron
25	North Carolina A&T State University
25	University of Rhode Island

**Editor's Note:** Because of a two-way tie for No. 25 there are more than 25 schools listed. **Source:** PAR research

**Public Accounting Report**  
**28th Annual Professor's Survey — 2009**  
**Top 25 Graduate Programs—**  
**Group III Category**

2009 Rank	School
1	College of William & Mary
2	Oregon State University
3	Syracuse University
4	Vanderbilt University
5	Binghamton University, SUNY
6	Lehigh University
7	Bradley University
8	University of Richmond
9	Fordham University
10	University of Central Missouri
10	Drake University
10	Butler University
13	University of Alabama at Huntsville
14	Belmont University
14	Gonzaga University
16	Louisiana Tech University
17	Niagara University
18	Widener University
19	Prairie View A&M University
19	Fairleigh Dickinson University
21	University of Wyoming
22	Southern Illinois University at Edwardsville
23	Stetson University
24	Duquesne University
24	Abilene Christian University
24	University of Dallas

**Editor's Note:** Because of a three-way tie for No. 24 there are more than 25 schools listed. **Source:** PAR research

**Public Accounting Report's 28th Annual Professor's Survey — 2009**  
**Accounting Professors Rank The Profession's Largest Firms**

Firm	Rank					Overall Score	% Change Versus 2007	Future Outlook	Client Service	Technical Reputation	Staff Training	Compensation	Career Opportunity	Work Life Balance	Diversity	Ethics
	2009	2008	2007	2006	2005											
PricewaterhouseCoopers	1	4	1	2	1	7.32	0.8	7.53	7.57	7.68	7.73	7.22	7.64	6.42	6.75	7.15
Deloitte	2	1	2	1	2	7.26	-0.5	7.45	7.44	7.6	7.64	7.24	7.55	6.42	6.68	7.13
KPMG	2	2	3	4	4	7.26	-0.4	7.43	7.46	7.54	7.65	7.18	7.55	6.42	6.87	7.04
Ernst & Young	4	2	4	3	3	7.23	-0.8	7.44	7.42	7.54	7.62	7.19	7.53	6.35	6.75	7.07
Grant Thornton	5	5	5	5	5	7.19	0.0	7.32	7.36	7.41	7.34	7.12	7.40	6.76	6.68	7.21
BDO Seidman	6	7	7	6	6	6.79	1.0	6.70	6.95	6.79	6.83	6.71	6.91	6.64	6.44	7.09
RSM McGladrey <sup>1</sup>	6	6	6	7	7	6.79	-1.7	6.66	7.01	6.83	6.86	6.69	6.85	6.69	6.47	7.09

**Editor's Note:** Scores are based on a scale of 1 (poor) to 10 (excellent). <sup>1</sup> RSM McGladrey and McGladrey & Pullen are affiliated through an alternative practice structure. **Source:** PAR research

**Public Accounting Report's 28th Annual Professor's Survey — 2009**  
**Standard Deviation Figures for Individual Categories**

Firm	Future Outlook	Client Service	Technical Reputation	Staff Training	Compensation	Career Opportunity	Work Life Balance	Diversity	Ethics
PricewaterhouseCoopers	3.171	3.020	3.141	3.166	3.024	3.108	2.527	2.751	2.871
Deloitte	3.078	3.023	3.095	3.112	3.014	3.088	2.575	2.763	2.842
KPMG	3.032	2.952	3.037	3.114	2.962	3.073	2.511	2.931	2.765
Ernst & Young	3.210	3.106	3.192	3.194	3.018	3.161	2.576	2.848	2.852
Grant Thornton	2.442	2.556	2.275	2.336	2.169	2.421	2.399	2.332	2.643
BDO Seidman	2.185	2.373	2.223	2.252	2.194	2.379	2.379	2.298	2.534
RSM McGladrey <sup>1</sup>	2.140	2.293	2.163	2.230	2.200	2.353	2.363	2.299	2.537

<sup>1</sup> RSM McGladrey and McGladrey & Pullen are affiliated through an alternative practice structure. **Source:** PAR research

**Public Accounting Report's 28th Annual Professor's Survey — 2009**  
**Audit Professors Rank The Profession's Largest Firms**

Firm	2009 Rank	2008 Rank	Overall Score	Future Outlook	Client Service	Technical Reputation	Staff Training	Compensation	Career Opportunity	Work Life Balance	Diversity	Ethics
PricewaterhouseCoopers	1	4	7.37	7.68	7.62	7.83	7.83	7.14	7.74	6.11	6.80	7.26
Deloitte	1	1	7.37	7.69	7.55	7.86	7.81	7.26	7.68	6.25	6.83	7.23
KPMG	2	3	7.36	7.66	7.57	7.82	7.82	7.21	7.63	6.17	6.94	7.25
Ernst & Young	4	2	7.29	7.63	7.52	7.72	7.67	7.22	7.63	6.05	6.83	7.15
Grant Thornton	5	5	7.08	7.21	7.27	7.14	7.10	6.84	7.23	6.46	6.65	7.25
BDO Seidman	6	7	6.75	6.77	6.91	6.72	6.74	6.73	6.82	6.46	6.53	7.21
RSM McGladrey <sup>1</sup>	7	6	6.71	6.66	6.94	6.77	6.77	6.66	6.64	6.39	6.53	7.10
Big Four	NA	NA	7.34	7.66	7.55	7.80	7.77	7.23	7.65	6.16	6.87	7.21
Non-Big Four Global Seven Firms	NA	NA	6.85	6.93	7.07	6.91	6.90	6.69	6.90	6.43	6.57	7.19

**Editor's Note:** Scores are based on a scale of 1 (poor) to 10 (excellent). <sup>1</sup> RSM McGladrey and McGladrey & Pullen are affiliated through an alternative practice structure. **Source:** PAR research

**Public Accounting Report's 28th Annual Professor's Survey — 2009**  
**Standard Deviation and Median for Tax Professors Scores**

Firm Grouping	Future Outlook	Client Service	Technical Reputation	Staff Training	Compensation	Career Opportunity	Work Life Balance	Diversity	Ethics
Big Four Standard Deviation	3.153	2.976	3.050	3.172	3.108	3.171	2.658	2.886	2.863
Big Four Median	9	9	9	9	8	9	7	8	8
Non-Big Four Global Seven Firms Standard Deviation	2.363	2.485	2.268	2.364	2.392	2.489	2.453	2.438	2.645
Non-Big Four Global Seven Firms Media	7	8	7	7	7	7	7	7	8

**Source:** PAR research

**Public Accounting Report's 28th Annual Professor's Survey — 2009**  
**Tax Professors Rank The Profession's Largest Firms**

Firm	2009 Rank	2008 Rank	Overall Score	Future Outlook	Client Service	Technical Reputation	Staff Training	Compensation	Career Opportunity	Work Life Balance	Diversity	Ethics
PricewaterhouseCoopers	1	3	7.25	7.66	7.58	7.67	7.59	7.08	7.64	6.29	6.46	6.87
Ernst & Young	2	1	7.22	7.7	7.39	7.64	7.49	7.12	7.45	6.44	6.65	6.77
Deloitte	3	4	7.08	7.49	7.31	7.64	7.38	7.03	7.29	6.22	6.34	6.68
KPMG	4	2	7.02	7.22	7.25	7.41	7.35	6.96	7.34	6.33	6.56	6.52
Grant Thornton	5	5	6.91	7.17	7.29	7.03	6.74	6.8	7.27	6.52	6.39	6.8
BDO Seidman	6	6	6.72	6.73	6.96	6.63	6.72	6.73	6.92	6.59	6.4	6.75
RSM McGladrey <sup>1</sup>	7	7	6.57	6.5	6.86	6.76	6.6	6.46	6.71	6.17	6.28	6.75

**Editor's Note:** Scores are based on a scale of 1 (poor) to 10 (excellent). <sup>1</sup> RSM McGladrey and McGladrey & Pullen are affiliated through an alternative practice structure. **Source:** PAR research

**Public Accounting Report  
28th Annual Professor's Survey—2009  
Top 25 Doctoral Programs—Research**

2009 Rank	School
1	University of Texas-Austin
2	University of Chicago
3	Stanford University
4	University of Michigan
5	University of Illinois at Urbana Champaign
6	Wharton School of the University of Pennsylvania
7	University of Washington
8	University of North Carolina at Chapel Hill
9	Harvard University
10	University of Southern California
11	Massachusetts Institute of Technology
11	NYU-Stern School of Business
13	Michigan State University
14	Texas A&M University
15	Cornell University
16	Indiana University Bloomington
17	Penn State University
18	Ohio State University
19	University of Iowa
20	University of Georgia
21	Northwestern University
22	University of Arizona
23	University of Florida
24	University of Wisconsin-Madison
25	Arizona State University
25	University of Rochester

**Editor's Note:** Because of a tie for 25th place there are more than 25 schools listed in the Top 25. **Source:** PAR research

**Public Accounting Report  
28th Annual Professor's Survey—2009  
Top 25 Doctoral Programs—Teaching**

2009 Rank	School
1	University of Texas-Austin
2	Stanford University
3	University of Michigan
4	University of Illinois at Urbana Champaign
5	University of Washington
6	University of Chicago
7	University of Georgia
8	Indiana University Bloomington
9	University of North Carolina at Chapel Hill
10	Wharton School of the University of Pennsylvania
11	University of Southern California
12	Penn State University
13	Michigan State University
14	Cornell University
15	Harvard University
16	University of Iowa
17	Ohio State University
18	University of Wisconsin-Madison
19	Arizona State University
20	Texas A&M University
21	University of Florida
22	University of Arizona
23	Massachusetts Institute of Technology
24	University of Tennessee-Knoxville
25	Florida State University

Source: PAR research

**Public Accounting Report's 28th Annual Professor's Survey — 2009  
Standard Deviation and Median for Audit Professors Scores**

Firm Grouping	Overall Score	Future Outlook	Client Service	Technical Reputation	Staff Training	Compensation	Career Opportunity	Work Life Balance	Diversity	Ethics
Big Four Standard Deviation	3.071	3.153	2.976	3.050	3.172	3.108	3.171	2.658	2.886	2.863
Big Four Median	9	9	9	9	9	8	9	7	8	8
Non-Big Four Global Seven Firms Standard Deviation	2.413	2.363	2.485	2.268	2.364	2.392	2.489	2.453	2.438	2.645
Non-Big Four Global Seven Firms Media	7	7	8	7	7	7	7	7	7	8

Source: PAR research

**Deloitte FY09 Revenue by Service Line**

Service line	2009 Revenues (\$ bil)	US Dollar Growth	Local Currency Growth
Audit	11.9	-6.40%	-0.80%
Tax	5.7	-5.50%	0.80%
Consulting	6.5	2.00%	7.30%
Financial Advisory Services	2	-13.80%	-6.10%
Total	26.1	-4.90%	1.00%

Source: PAR research

DTT Global, continued from page 1

The Audit service line declined slightly in local currencies 0.8% and more so in terms of U.S. dollars, 6.4%.

The Financial Advisory Services line posted the steepest declines among the four service lines. The area posted a 6.1% drop in local currencies and 13.8% in U.S. dollars.

The firm said financial advisory-services decrease was related primarily “to substantially decreased merger and acquisition activity.”

The Asia Pacific region had positive revenue growth both in terms of local currency and U.S. dollars, 7.6% and 4.7%, respectively.

The firm said the region was the fastest-growing region for the fifth consecutive year.

The Europe, Middle East and Africa region (EMEA) posted positive growth of 2% in local currency, coupled with a decline of 9% in U.S. dollars.

The Americas region posted a decline of 1.3% in local currency and 3.7% in U.S. dollars.

Despite all the doom and gloom that could surround these figures, Deloitte highlighted the fact it continues to make substantial investments pointing to its decision to begin construction on Deloitte University in Westlake, Texas. The 712,000-square-foot campus, expected to open in 2011, is an investment of approximately \$300 million.

Another “highlight” the firm pointed to was the U.S. member firm’s acquisition of substantially all of the assets of BearingPoint’s North American public sector practice.

Deloitte’s financial results came in ahead of results reported by its Big Four rivals, PwC and Ernst & Young.

E&Y’s global revenue decreased 0.2% in local currencies and 6.8% in U.S. dollars, with worldwide revenues for FY09 falling to \$21.4 billion.

PwC saw its global revenue growth rate up slightly to 0.2% at constant rates of exchange to US\$26.2 billion. At variable rates of exchange, the firm’s revenue growth rate declined 7.1%. ■

## PEOPLE, FIRMS, AND PROMOTIONS

O'Sullivan Creel/Pensacola, Fla. promoted **Scott Warren** and **Judd Jackson** to partner. Warren is a tax partner in the firm's Pensacola office. Jackson is a partner in the Consulting division and is based in the firm's Destin, Fla. office

**Part 2 of the Professors' Survey will be published in the November 15 issue of *Public Accounting Report*.**

**M&A Chart**, continued from page 3

**Frank, Hirsch, Subelsky & Freedman/** Farmington Hills, Mich.

Frank & Freedman/Farmington Hills, Mich.  
Hirsch, Subelsky & Assoc./Farmington Hills, Mich.

**Lebenhart, Seckendorf, Hasson & Reilly/** Lake Success, N.Y.

Seckendorf Hasson & Reilly/Lake Success, N.Y.  
Eliot H. Lebenhart/Lake Success, N.Y.

**The Rehmann Group/Saginaw, Mich.**

Pridnia LaPres/Muskegon, Mich.

**Parente Randolph/Philadelphia**

Altenburger, Uris, Caglioti & Heyman/Marlton, N.J.

**Parente Randolph/Philadelphia**

William R. Hoffman/Williamsport, Pa.

**Citrin Cooperman/New York**

Massella & Assoc./Syosset, N.Y.

**Howard, Wershbaile & Co./Cleveland**

Long-O'Shea & Co./Cleveland

**Burr Pilger Mayer/San Francisco**

Andersen & Co./Santa Rosa, Calif.

**Rosen Seymour Shapss Martin & Co./New York**

Miller, Ellin & Co./New York

**Weaver and Tidwell/Fort Worth, Texas**

Polansky McNutt Perry & Co./San Antonio, Texas

**Freed Maxick & Battaglia/Buffalo**

Gray/Buffalo

**Blum, Shapiro & Co./West Hartford, Conn.**

Nishball, Carp, Niedermeier, Pacowta & Co. / Shelton, Conn.

**HoganTaylor/Tulsa, Oklahoma**

Hogan & Slovacek/Tulsa, Oklahoma

Tullius Taylor Sartain & Sartain/Tulsa, Oklahoma

**Brown Schultz Sheridan & Fritz/Camp Hill, Pa.**  
Bazella Dombrowski & Co./Lancaster, Pa.

**SF & Co./York, Pa.**

Dotzel & Co./York, Pa.

**Kahn, Litwin, Renza & Co./Providence, R.I.**

Sullivan Shuman & Freedberg/Natick, Mass.

**Thomas Stephen & Co./Southlake, Texas** (55 total staff)

Davis Clark & Co./Dallas

**Hurley, White & Williams/Bremerton, Wash.**

Bryan & Bryan/Silverdale, Wash.

**Graf Repetti & Co./Rockville Centre, N.Y.**

Marx, Lange, Gutterman/New York

**McClanathan Burg & Arndt/St. Petersburg, Fla.**

McClanathan Burg & Assoc./St. Petersburg, Fla.

Roberts Hanna & Arndt/St. Petersburg, Fla.

**Kellogg & Andelson Accountancy Corp./** Los Angeles

Barry Ira Goldstein & Co./Los Angeles

**Kellogg & Andelson Accountancy Corp./** Los Angeles

Irwin Pomerantz & Assoc./Beverly Hills, Calif.

**Gold Gocial Gerstein/Philadelphia**

Gocial Gerstein/Philadelphia

Gold Meltzer Plasky & Wise/Philadelphia

This chart covers deals that have an effective date through October. It is possible to have months on the chart at various times later in the year that do not have any deals and are intentionally left out. It is also possible for those months to be updated in subsequent issues as *PAR* is notified of a deal. **Editors Note:** Acquiring or surviving firm in bold. Deal is included in month it became effective, not necessarily the month it was announced. Parenthetical information referring to *PAR* is the issue a story was published in regarding the transaction. **Source:** *PAR* research

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