
ACCOUNTING DAY 2000

**MORE ACCOUNTANTS BEING SEEN...
AND HEARD!**



Monday, May 8, 2000
San Diego Convention Center
111 West Harbor Drive, San Diego, California

Sponsored By:

American Society of Military Comptrollers ■ American Society of Women Accountants ■ American Woman's Society of Certified Public Accountants ■ California Society of Certified Public Accountants ■ Information Systems Audit & Control Association ■ Institute of Internal Auditors ■ Institute of Management Accountants, North County ■ Institute of Management Accountants, San Diego ■ San Diego Association of Filipino American Accountants

Visit our Accounting Day website: <http://www.geocities.com/accountingday>

Accounting Day Keynote Speakers

Jerry Sanders



In his capacity as President /CEO United Way of San Diego, Jerry Sanders works towards improving the quality of life in San Diego by improving the delivery of health and human services. Jerry is a 26 year police veteran and the former Chief of Police. Under his guidance the San Diego Police Department gained a national reputation for reducing crime and its quick response to issues of public concern. Now he is active on the boards of several organizations including ElderHelp of San Diego, ConVis, Rotary, and Children's Initiative. His dedication to the community is the impetus for his presentation "Philanthropy Today".

Bob Nelson



Bob Nelson is the President and Founder of Nelson Motivation, Inc., a management products and services company headquartered in San Diego that specializes in assisting organizations develop and improve their recognition, rewards, and performance-management systems. Bob is the author 17 books including best-sellers *1001 Ways to Reward Employees* and *1001 Ways to Energize Employees*, and has been featured in many national magazines, radio and television shows. In his presentation, Bob will blend insight, applications, and inspiration to challenge us to examine our beliefs and practices so we can be empowered to improve our own working environments.

Accounting Day Schedule

7:45 - 8:40 Registration, Continental Breakfast and Vendor Displays
8:40 - 9:30 **Keynote Address: "Philanthropy Today"**
9:30 - 9:45 Vendor displays

Jerry Sanders

9:45 – 10:35 am CONCURRENT SESSIONS

“Leadership Workshop”

Jim B. Perdomo is a Training Consultant for Dale Carnegie Center of Excellence in San Diego. Managing businesses and employees in the world today environment is like playing 3-dimensional chess, requiring movement up, down, across, and sideways, while seeing both near and far. This workshop will focus on empowering leaders to spark continuously improved results.

Jim Perdomo

“U.S. Customs Compliance on the Border”

Steven B. Zisser is a leading expert in the area of U.S. Customs Law. In this presentation, Mr. Zisser will present a general overview of the U.S. Customs Rules and Regulations, with specific emphasis on NAFTA, Valuation and Reconciliation. He will also present specific strategies which importers are using to better manage and support Customs Compliance.

Steven Zisser, Esq.

“Improving Presentation Effectiveness”

How you say it is just as important as *what* you say. In this session, Jim Winninger, Special Projects Manager for Sempra Energy Audit Services, shares his expertise in effective communication to group audiences. Attendees will learn about the different styles to use when tailoring presentations to ensure maximum impact on the intended audience.

Jim Winninger, CPA, CIA

“CFO Roundtable”

Judy Thompson & Associates is an executive search firm which for more than 20 years has specialized in placing permanent accounting and finance professional in San Diego Companies. This year, Judy's “CFO Roundtable” will enable attendees to share in the career success strategies and personal perspectives of some of the top CFO's in the San Diego area.

Judy Thompson

10:45 – 11:35 am CONCURRENT SESSIONS

“Mindmapping: Organizing Thought and Action for Effectiveness

James Winninger is a Special Projects Manager for the Sempra Energy Audit Services. Using powerful techniques for organization and analysis, you will see how you can move beyond sequential thoughts and into expansive analysis that allows full consideration of opportunities and impacts...techniques that will improve your productivity while releasing your creativity.

Jim Winninger, CPA, CIA

“San Diego's Economic Forecast”

Stephen Weathers has been involved in economic development in San Diego County for more than ten years. In his presentation he will address issues that are critical to our region's ability to sustain continued development and growth. Included are such timely topics as the impact of the expanded San Diego Convention Center, and of the controversial Padre ballpark.

Stephen Weathers

“Money Laundering”

Pete Platt is a veteran Special Agent with the IRS Criminal Investigation Division and an expert on money laundering and other forms of white collar and organized crime. In this session, he explains how money laundering works, identifies common signs of money laundering activity, schemes and suggests what to do if you encounter signs of a possible money laundering scheme.

Peter L. Platt, J.D.

“Looking Beyond Your Backyard: Do Global Investments Belong in Your Portfolio”

Moderated by Carol C. Nowak, Financial Services Professional with Shute Financial Group, a panel of industry experts will discuss opportunities in global and international investing. Panelists include Christopher Bortorelli, V.P., N.F.S. Investments; Deloria Doc, Registered Investment Advisor with the Shute Financial Group, and Gail Parrara, V.P., Oppenheimer Funds.

Carol Nowak

Accounting Day Schedule (continued)

Noon – 1:15	Luncheon and General Session	
1:15 – 2:00	Keynote Address: “Taking the Initiative”	Bob Nelson
2:00 – 2:15	Vendor displays	

2:15 – 3:05 pm CONCURRENT SESSIONS

“Managing Me Inc.: Do it All Without Doing Yourself In!” **Lesa Heebner**
In today's demanding workplace, career professionals often feel over-stretched and overstressed. In this provocative and lively presentation, Lesa Heebner teaches people how to manage their own work by applying six strategies of successful companies. Attendees gain practical solutions for maximizing personal productivity, to make it possible to *Do it All Without Doing Yourself In!*

“Trends in Accounting Software: the role of the Application Service Provider” **K. Linda Rose**
Founded in 1991, K. Linda Rose & Co. has assisted hundreds of small and medium size companies implement today's leading mid-market accounting packages such as Acuity, Great Plains, Solomon and Epicor. In today's presentation, Ms. Rose describes the emerging role of the Application Service Provider, and the pros and cons of renting vs. buying application software.

“eBusiness Outsourcing Solution” **Don Dahl, CPA**
As the partner in charge of Arthur Andersen Business Process Outsourcing Practice in Southern California, Don Dahl has especially good insight on what's behind the trend toward companies *outsourcing* many of their goods and services, and to provide us with a unique perspective on where *outsourcing* is going relative to the meteoric rise of eCommerce.

“The Nuts and Bolts of Venture Capital Financing” **San Diego Venture Group**
As the new millenium gets under way, it is important to be familiar with the venture capital community. In this panel presentation, interact with professionals from different industries who can provide their broad perspective. Panelists include: Michael Hird, Partner at Pillsbury, Madison & Sutro; John Schmid, CFO of Gene Formatics, Inc.; Doug Wall, Chairman of RCG Management.

3:15 – 4:05 pm CONCURRENT SESSIONS

“Effective Communication - Key to Your Success” **Earl McLaughlin**
To be successful in any career, you have to be able to communicate with people, whether in front of large or small groups, or one on one. As a cost accountant at SDG&E by profession, and a veteran Toastmaster and winner *and loser* of many speech contests, Earl McLaughlin shares his experiences in the development of his own ability to communicate effectively.

“Retirement Planning...Is Your Game Plan on Track?” **Michael Lincoln**
Mike Lincoln is a board member of the Society for Financial Awareness, General Manager for Financial Solutions, and Registered Principal with Sunset Financial Services. His presentation will focus on strategies for developing a successful retirement. An interesting and informative discussion of IRA's, 401K's, pension plans and Social Security.

“International Accounting Standards are coming to America” **Don Schwartz, J.D., CPA**
Don Schwartz is a professor of Accounting at National University. The IASC has submitted a comprehensive set of international accounting standards to the SEC and others to consider whether international standards are acceptable in place of U.S. GAAP for foreign registrants. In his presentation, Don discusses the current status and the outlook for the future.

“Explore Your Opportunities in the Field of Accounting” **Karen Crawford, Moderator**
Want to enhance your career in accounting? Join this professional panel to find out more about the wide range of opportunities -- CPA, CMA, CFM, CFA CIA, MBA. Know what is available, what the benefits are, and how best to position yourself. Panel members include Terrance Moran, CPA; Pemberton Smith, CMA, CFM; Steve X, MBA; and Gene Rozinni, Internal Auditor.

4:05 – 4:30	Vendor displays
4:30 – 5:00	General session (Gifts, Drawings and Prizes)

History of Accounting Day

The first Accounting Day was held in 1972. The San Diego Chapter of the California State Society of CPAs organized the event to interest young people in pursuing an accounting career. These early events were called “Accounting Career Days”. In 1976, other professional organizations were invited to participate, and Accounting Career Day became simply “Accounting Day” with an overall change in format. Today, speakers of local and national prominence present a wide variety of seminars to participants of the event. The purpose of Accounting Day is to promote the accounting profession, to provide an opportunity for networking among accountants in public practice, in industry and in government, and to provide quality continuing education for attendees.

Registration

Limited seating: Advance Ticket Sales (luncheon requires advance registration). No registration confirmation will be mailed (canceled check will be your receipt). The seminar has been approved for SIX hours of Continuing Professional Education. Registration fee includes continental breakfast and luncheon. Parking costs range from \$4.00 - \$8.00.

For more information contact:

Registration - Pat Scott (858) 694-2017

Vendor Display - Lisa Aldava (858) 452-2626

Group Seating for companies/organizations - Merlyn Baker (619) 428-0199

This registration form must be accompanied by check made payable to **Accounting Day 2000:**
\$95/person if postmarked by April 15, 2000, **\$105/person** if after April 15, 2000

Please mail to: Pat Scott
Auditor and Controller Office
5555 Overland Avenue, Bldg 2 Room 202, San Diego, CA 92123-1297

Please print or type:

Name _____
Employer _____
Address _____
City, State, Zip _____

Check here if you prefer a vegetarian meal

If you are a member of a sponsoring organization please specify (check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> American Society of Military Comptrollers | <input type="checkbox"/> Information Systems Audit & Control Association |
| <input type="checkbox"/> American Society of Women Accountants | <input type="checkbox"/> Institute of Internal Auditors |
| <input type="checkbox"/> American Women's Society of Certified Public Accountants | <input type="checkbox"/> Institute of Management Accountants - North County |
| <input type="checkbox"/> California Society of Certified Public Accountants | <input type="checkbox"/> Institute of Management Accountants - San Diego |
| <input type="checkbox"/> California Governmental Finance Officers Association | <input type="checkbox"/> San Diego Assoc. of Filipino American Accountants |

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