

ACCOUNTING DAY

PROMOTING THE PROFESSION
OF ACCOUNTING AND FINANCE

www.accountingday.org

WEDNESDAY

MAY 12, 2004

7:30 A.M.-5:00 P.M.

LOOKING FORWARD

NEW LOCATION

**TOWN AND COUNTRY CONVENTION CENTER
HOTEL CIRCLE NORTH, SAN DIEGO, CALIFORNIA**



**7 HOURS of
CONTINUING
EDUCATION**

*including 6
hours of
Accounting and Auditing*

TRACK A — Accounting and Auditing

TRACK T — Tax and other Technical

TRACK P — Professional Development

Sponsored By:

American Society of Military Comptrollers ■ American Society of Women Accountants ■ California Society of Certified Public Accountants ■ Institute of Internal Auditors ■ Institute of Management Accountants, North County ■ Institute of Management Accountants, San Diego
San Diego Association of Asian Accountants

VISIT OUR ACCOUNTING DAY WEBSITE: www.accountingday.org

Accounting Day Schedule

7:30-8:20 AM — Registration, Continental Breakfast, Visit Exhibits

8:30-9:20 AM Keynote Address: "GAAP Generally Accepted by Whom?"



Herbert Greenberg

As senior columnist for TheStreet.com and former columnist for Fortune magazine and the San Francisco Chronicle, veteran business journalist Herb Greenberg has spent much of the last 15 years uncovering corporate fraud, and was among the first to report on scandals surrounding Tyco, Sunbeam and other high profile cases. In today's presentation, he will be sharing with us "the stories behind the stories" from the perspective of an investigative journalist what he looks for, and what he sees. And why his findings have led to his rather cynical view of GAAP: "It gives companies just enough rope to hang themselves." And even if in theoretical compliance with GAAP rules, everything is not always as it appears.

9:30-10:20 AM CONCURRENT SESSIONS

Track A "Sarbanes-Oxley: New Perspectives"

Steve Austin, CPA

Steve Austin, a partner of Swenson Advisors, LLP, is a popular presenter with particular expertise in Sarbanes-Oxley requirements and what companies and their CPAs need to do for compliance. His presentation focuses on the latest "SOX" developments, PCAOB and SEC guidelines regarding corporate governance. Steve is also the author of "The Rise of the New Ethics Class".

Track T "A Strategic Roadmap for Financial Planning"

Bill Norton

As a Certified Senior Advisor with American Express Financial Advisors, Bill Norton has twice received the President's Award for outstanding financial plans based on his "strategic roadmap". In his presentation, Bill will be pointing out common financial planning mistakes and will share his roadmap for achieving what each of us considers to be most important in our lives.

Track P "Leadership and the Accounting Professional"

Helen Eckmann

Dr. Helen Eckmann earned her Ph.D. in Organizational Leadership at the University of San Diego. A consultant for Raytheon and other major companies, she provides practical application of leadership theory. As proven by her well received presentation at last year's Accounting Day event, she is a dynamic speaker on how accounting professionals can hone their leadership skills.

10:30-11:20 AM CONCURRENT SESSIONS

Track A "U.S. GAAS Update"

Martha Doran, CPA

In the aftermath of Enron, WorldCom, et. al., the Sarbanes-Oxley legislation has set into motion a stream of new GAAS rules and guidelines that greatly impact both auditors and "auditees". Martha Doran, Professor of Accounting at San Diego State University, will explain what financial accounting officers and staff need to be doing in order to comply and obtain clean audit opinions.

Track T "A Fresh Look at Choosing the Right Type of Legal Entity"

Jim Colville, CPA

Jim Colville has 25 years experience as a CPA and teaches "Taxation of the Business Entity" in the UCSD Extension program. In this presentation, Jim will go beyond the basic differences between corporations, LLC's and other types of legal entities, by describing actual cases that show the results of "the good, the bad, and the unfortunate" choices.

Track P "The New CPA Exam: Very Different, But Easier or Tougher?"

Lisa Thayer, CPA

The new CPA Exam is different not only because it is computer-based, but also because it represents the most major change in content in the last half century, including the new simulation problem format. As a managing editor and author of the Becker Conviser CPA Review Course, Lisa Thayer has been instrumental in designing new course materials and practice simulations.

11:30-12:20 PM CONCURRENT SESSIONS

Track A "U.S. GAAP Update"

Vera Des Fosses, CPA

Vera Des Fosses, a partner of CEA, LLP, will provide new and vital information for accountants in both public practice and corporate management. In the post-Enron era, the FASB has been hard at work changing the accounting and disclosure rules for many types of transactions with the publication of new FASB statements and exposure drafts that have widespread impact.

Track T "Retirement Plan Update: 401(K) and IRA Tax Law Changes"

Phil Curson

Phil Curson is a Financial Planner at MetLife Financial Services San Diego office. He will be joined by Rodney Balbuena, MetLife's Southwest Regional Retirement Plans Manager, in a presentation that will explore new retirement planning opportunities for employers, including the handling of fiduciary responsibilities.

Track P "Educational Opportunities - University Panel"

Don Schwartz, CPA

Taking the initiative to continue developing your professional self is a "must" these days. Educators from CSUSM, NU, SDSU and USD will discuss the opportunities in higher education that provide the necessary educational background to successfully adapt to the changing roles which accounting professionals face today and in the future. Accounting Day Schedule

12:30-1:35 PM Luncheon and General Session**1:45-2:35 PM CONCURRENT SESSIONS**

- Track A** **“Ethics/Fraud Hotlines Prime Defense Against Fraud”** **Tom Hughes, CPA, CFE**
Tom Hughes is a Director of Forensic & Investigative Services for Deloitte & Touche LLP in the Pacific Southwest. Based on more than 30 years of criminal and civil investigative experience with the FBI and in the private sector, Tom describes ethics/fraud hotlines and their effectiveness as defensive measures against fraud.
- Track T** **“Awesome Financial Statements Using Excel”** **Jim Colville, CPA**
An experienced and versatile presenter, Jim Colville has developed a wide variety of powerful Excel-based financial statement and tax programs. Today's presentation focuses on impressive-looking financial statements produced automatically from clients' accounting software. His design philosophy is “zero time”: once the data is entered, the reports are “done”.
- Track P** **“What Turns Employers On — CFO Panel”** **Judy Thompson**
Judy Thompson & Associates is an executive search firm which for more than 25 years has specialized in placing permanent accounting and finance professionals in San Diego companies. This year, Judy's “CFO Panel” focuses on what employers look for in candidates seeking staff and managerial positions in accounting and finance.

2:45-3:35 PM CONCURRENT SESSIONS

- Track A** **“Valuation Challenges in Accounting for Stock Options”** **Chris Kramer**
Chris Kramer is a managing director of Strategic Equity Group, a merger and acquisition and valuation advisory firm. He has valued securities for hundreds of private and public companies over his 15-year career. His presentation provides an overview of stock option valuation, and the challenges faced by accountants tasked with adopting and implementing the related accounting rules.
- Track T** **“Hot Changes in Tax Planning”** **Matt Bradvica**
Matt Bradvica, one of San Diego's leading presenters on tax-related subjects, is a Managing Director of RSM McGladrey, Inc., a leading business services and management consulting firm. In today's presentation, he will provide an update on tax planning issues and opportunities, and recent changes that impact closely-held companies and their owners.
- Track P** **“Hiring and Retaining Good Employees”** **Gregg Landers, CMA, CPIM**
Gregg Landers is head of the Growth Management Consulting Team at Nation Smith Hermes Diamond, San Diego's largest independently owned CPA and consulting firm. His presentation is based on many years of experience advising clients on how to identify and improve upon poor hiring practices, and how to implement strategies for the retention of good employees.

3:45-4:35 PM CONCURRENT SESSIONS

- Track A** **“Financial Reporting for Nonprofit Organizations”** **Carol Stachwick, CPA**
An audit manager at Sonnenberg & Company, CPAs, Carol Stachwick specializes in accounting and auditing of over 100 non-profit organizations. She also teaches NPO Financial Management at USD, CSU San Marcos, and Chapman University. Her presentation will include recent accounting and auditing pronouncements that impact nonprofit organizations.
- Track T** **“Opportunities in Expert Witnessing”** **Dana Basney, CPA, CIRA, CVA**
Dana Basney is Vice President of Nation Smith Hermes Diamond, and is director of the firm's Litigation Support and Valuation Services group. He also chairs the San Diego Chapter of the California CPA Society's Litigation Support Interest Group. Drawing on his own experiences, Mr. Basney's presentation provides humorous and informative guidance on providing expert testimony.
- Track P** **“Is Your Career on Track?”** **Vina Saycocie, CPA**
Are you developing yourself professionally, and continuously creating “the next opportunity”? As a business coach and facilitator on financial strategy and performance, Vina Saycocie assists organizations in the development of their high-potential professionals and executives. Drawing from her 20+ years of experience, Vina will facilitate an interactive session focused on “the brand called You.”

4:45 PM Gifts, Drawings and Prizes****Must Be Present to Win****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

The seminar has been approved for **SEVEN (7)** hours of Continuing Professional Education

www.accountingday.org

Limited Seating: Advance Ticket Sales

(Luncheon requires advance registration.)

\$115/person if postmarked by April 25, 2004

\$140/person if after April 25, 2004

Registration fee includes continental breakfast and luncheon.

PARKING COST: \$3 per car (at *Town & Country*)

If paying by check, please make payable to

Accounting Day Association

Please mail to: Cecilia Trinidad
Accounting Day Association
P.O. Box 1377
Bonita, CA 91908-1377

**For questions, phone: (619.307.1603) or
e-mail: cecilia.trinidad@sdcounty.ca.gov**

Personal Check Company Check

VISA AMEX MASTERCARD

Name on Card _____

Card # _____

Exp. Date _____

No Registration confirmation will be mailed. Canceled Check will be your receipt.

PLEASE PRINT OR TYPE

Name _____

Employer _____

Address _____

City, State, Zip _____

Work Phone _____

E-Mail _____

MEAL PREFERENCE Traditional Vegetarian

Please check the track in which you plan to attend the most sessions:

Track A Accounting & Auditing **Track T** Tax & other Technical **Track P** Professional Development

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

- _____ American Society of Military Comptrollers
- _____ American Society of Women Accountants
- _____ Asian Accountants of San Diego
- _____ California Society of Certified Public Accountants
- _____ Institute of Internal Auditors
- _____ Institute of Management Accountants — North County
- _____ Institute of Management Accountants — San Diego

FOR MORE INFORMATION CONTACT

Registration: Cecilia Trinidad [cecilia.trinidad@sdcounty.ca.gov] [619 307-1603]

Exhibitors: Mary Werner [mary.werner@rhi.com]

Group Seating for companies/organizations: Lydia Kowalewski [lydiak@petco.com]
[858.453.7845 ext. 2456]

Accounting Day Association of San Diego

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