

**ACCOUNTING DAY**

PROMOTING THE PROFESSION  
OF ACCOUNTING AND FINANCE

[www.accountingday.org](http://www.accountingday.org)

**WEDNESDAY**

**MAY 18, 2005**

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

# ACCOUNTABILITY

**REGISTER ONLINE AT  
ACCOUNTINGDAY.ORG**

**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 WEBSITE FOR MORE INFORMATION AND ONLINE REGISTRATION: [www.accountingday.org](http://www.accountingday.org)**

# Accounting Day Schedule

**7:20-8:00 AM — Registration, Continental Breakfast, Visit Exhibits**

**8:10-9:00 AM Keynote Address: "LIFE AFTER ENRON, et. AL."**



**Steve Austin,  
CPA**

Steve Austin is the Managing Partner for Swenson Advisors, LLP in San Diego. Prior to joining Swenson Advisors, Steve had over 22 years of experience as an Audit Partner with both Price Waterhouse and McGladrey & Pullen, LLP. He is the Chairman of Integra International, an international federation of accounting firms, and will comment on the status of the new International Financial Reporting Standards. Steve also served as a member of the City of San Diego's Pension Reform Committee, and will share his insights on the pension accounting matters related to that sensitive local issue.

## 9:15-10:05 AM CONCURRENT SESSIONS

**Track A "U.S. GAAS Update"**

**Martha Doran, CPA (AZ)**

Since the PCAOB has taken over U.S. auditing standards for public companies, how does that impact private companies? What is the role of the AICPA? Martha Doran, Professor of Accounting at San Diego State University brings us up to date on these and related issues.

**Track T "Enterprise Resource Management, a new model from COSO"**

**Steve Austin, CPA**

Steve Austin will provide an overview of the new ERM model released by the Committee of Sponsoring Organizations in the fall of 2004...ideas on application and integration with the COSO model used for SOX. Steve will also suggest ideas on how to establish an organization-wide "risk appetite", and how to tie strategic goals to acceptable levels of risk in a business enterprise.

**Track P "Branding Strategies for Business Professionals"**

**Simon Vetter**

A specialist in personal brand management, the title of Simon Vetter's presentation is taken from his recently published book of the same name. In his presentation he shares practical tools and methods that help make your work more meaningful, foster your career, attract more opportunities, and increase your income.

## 10:20-11:10 AM CONCURRENT SESSIONS

**Track A "Accounting for Stock Options"**

**Angelika Caicedo, CPA**

APB 25, FASB 123, and now FASB 123(R)... Angelika Caicedo is a partner at McGladrey & Pullen, LLP, and an expert on the subject of stock option accounting. Her presentation brings us up to date on the latest FASB pronouncement effective for public companies for reporting periods that begin after June 15, 2005, and explains the differences in rules for public vs. private companies.

**Track T "Information Systems: Security in the Workplace "**

**Harry Brandon, CISSP, CISA, CISM**

Harry Brandon is a Senior Associate in Information Risk Management at the international accounting firm of KPMG, and has over twenty-five years managing computer security in both corporate and military environments. In his presentation, he shares with us ways in which today's workplace information systems security problems can be identified and fixed.

**Track P "Current Trends in Banking That Affect Your Organization"**

**Win Englebert**

If you have fiscal conscience in your organization, then you owe it to yourself and your organization to be up to date on banking-related issues, including security and fraud. In his presentation today, Win Englebert of Wells Fargo describes trends in the banking industry that directly affect business and not-for-profit organizations.

## 11:25-12:15 PM CONCURRENT SESSIONS

**Track A "Risk-Based Audits A More Effective Approach"**

**Russell Rappel Schmid, CIA, CGAP**

As Audit Manager of service agencies at the Camp Pendleton Marine Corps Base, Russ Schmid has substantial experience in the management of financial and operational audits. In this presentation he discusses overall risk assessment as it relates to management's goals and objectives, and describes the effective use of a risk control matrix for risk assessment.

**Track T "Maximizing Your 401K and Other Retirement Plan Deductions"**

**Dan Getzinger, CPA**

Dan Getzinger is Senior Tax Manager with the firm of CBIZ Nation Smith Hermes Diamond. He is a CPA with a Masters Degree in Taxation and 25 years of experience in tax planning and consulting. In this presentation, he identifies a number of alternatives and opportunities available to taxpayers to maximize their 401K and other retirement plan income tax deductions.

**Track P "Professional Certifications"**

**Pem Smith, CMA, CFM, CDFM Moderator**

As employers and clients become more in need of accounting professionals with certified qualifications, including CPA, CMA, CFM, CIA and CDFM, having one or more of these accounting designations after your name is an important step toward enhancing your accounting career. Attend this panel discussion to learn more about the wide range of opportunities for professional recognition.

**12:30-1:40 PM Luncheon and Speaker: "Online Accounting Education"****1:45-2:35 PM CONCURRENT SESSIONS****Track A "You're Compliant with SOX. Now What?"****Gregg Landers, CMA, CPIM, Moderator**

So you survived initial SOX compliance. Now what! How do your quarterly obligations change? What are best practices? What are your options? Hear the answers to these questions and more from a panel of CBIZ-Nation Smith Hermes Diamond's SOX Compliance Team of Experts, lead by Gregg Landers, Director of CBIZ Consulting.

**Track T "Sarbanes Oxley 404: Goodbye to Your Excel Spreadsheets?"****Ron Proulx, CISA, CIA**

Does SOX 404 mean an end to using Excel spreadsheets? Some people think so. If not, what does it take to be in compliance with current SOX guidelines? Ron will provide guidelines with examples that are easy to follow and replicate. With over 25 years of experience in Fortune 250 companies, Ron is a senior staff member at CBIZ-NSHD and one of San Diego's most frequent speakers.

**Track P "CFO Roundtable"****Judy Thompson, Moderator**

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 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.

**2:50-3:30 PM CONCURRENT SESSIONS****Track A "Governmental Accounting and Auditing Update"****Kenneth J. Mory**

As the Chief of Audits for the County of San Diego and Adjunct Professor at National University, Kenneth Mory specializes in accounting and auditing of governmental entities. His presentation brings us up to date on recent developments in GASB pronouncements and auditing standards that impact governmental agencies.

**Track T "Hidden Value in Intellectual Property"****Tisha DeRaimo & Michael Wahlster**

Attorneys Tisha DeRaimo of Alea Global Law, PC and Michael Wahlster of JurisVenture, PC discuss how accounting and financial professionals can help improve their company's bottom line by identifying opportunity for revenue production, minimizing expense, and leveraging intellectual property while reducing income taxes.

**Track P "Re-Invent Yourself"****Brandon Reynolds**

Whether you're an employer or employee or both, today's business environment is more competitive and demanding than ever. Skills developed in the past are no longer enough. In this presentation, Brandon Reynolds, Vice President of Dale Carnegie San Diego shares his experience helping people to adapt to an increasingly competitive environment.

**3:55-4:45 PM CONCURRENT SESSIONS****Track A "U.S. GAAP Update"****Dana Basney, CPA, CIRA, CVA**

Do recent FASB pronouncements and exposure drafts of proposed new standards impact your organization, or your clients? Dana Basney, a director with CBIZ-National Smith Hermes Diamond and Accounting Day 2004's top-rated presenter, brings us up to date on current U.S. GAAP issues, and what's on the horizon by way of future changes in financial reporting rules.

**Track T "Defense Contracts: Leveraging Buying Power"****Tammy Sanchez**

Tammy Sanchez is Deputy Director of the Regional Contracting Office at the Fleet and Industrial Supply Center, San Diego, with 25 years of experience in defense contracting and related areas. Her presentation covers a key initiative that is especially relevant for contractors and their accountants, and for government accountants who are currently or potentially involved with defense contracts.

**Track P "Leading Your Organization to Greater Profitability"****Joan Alleckson, CPA**

Serving in financial and operations management positions at Bausch & Lomb, Honeywell and the Toro Company, Joan Alleckson has over 20 years of business management experience. Her presentation covers key strategies that accountants in not-for-profit as well as for-profit organizations can use to help improve their firm's bottom line.

**4:50 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.*

## Limited Seating: Advance Ticket Sales

(Luncheon requires advance registration.)

**\$115**/person if postmarked by May 2, 2005

**\$140**/person if after May 2, 2005

**Student Registration** (full-time only) **\$40**

**Group Table** **Save \$200**

(10 persons from the same company or organization)

Registration fee includes continental breakfast and luncheon.

**PARKING COST:** \$4 per car at the Town & Country\*

**\*SPECIAL RATE FOR ACCOUNTING DAY PARTICIPANTS**

## For More Information Contact

### Registration:

Cecilia Trinidad  
cecilia.trinidad@sdcounty.ca.gov

**619 307-1603**

### Exhibitors Information:

Mary Werner  
mary.werner@rhi.com

### Group Table: for companies/organizations

Lydia Kowalewski  
lydiak@petco.com

**858.453.7845 ext. 2426**

## TWO WAYS TO REGISTER . . . Online or by Mail

### ONLINE AT: [www.accountingday.org](http://www.accountingday.org)

by secure credit card transaction (Visa or Mastercard)

### BY MAIL: 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](mailto:cecilia.trinidad@sdcounty.ca.gov)

Personal Check     Company Check

VISA     MASTERCARD

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

If paying by check, please make payable to

**“Accounting Day Association”**

## PLEASE PRINT OR TYPE

Name \_\_\_\_\_

Employer \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Work Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

MEAL PREFERENCE     Traditional     Vegetarian

### 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 and Control Association  |
| <input type="checkbox"/> American Society of Women Accountants              | <input type="checkbox"/> Institute of Internal Auditors                     |
| <input type="checkbox"/> Asian Accountants of San Diego                     | <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    |

## ACCOUNTING DAY COMMITTEE

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**Don Schwartz, Vice Chairperson** — Institute of Management Accountants

**Merlyn Baker** — SD Association of Asian Accountants  
**Sandy Dubin** — American Society of Military Comptrollers  
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**Accounting Day Association of San Diego**

P.O. Box 1377

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