



**MONDAY**  
**MAY 18, 2009**  
7:30A.M.-5:00P.M.

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



# Building FOUNDATIONS

## EVENT PROGRAM

**7 HOURS of CONTINUING EDUCATION**  
*including 6 hours of Accounting/Auditing*

**GOLD  
SPONSOR**



**SILVER  
SPONSOR**



- A** - Accounting and Auditing
- T** - Tax and other Technical
- P** - Professional Development

### Participating Organizations:

California Society of Certified Public Accountants – CalCPA  
 Institute of Management Accountants – IMA  
 San Diego Chapter  
 Institute of Management Accountants – IMA  
 North County Chapter  
 Asian Accountants of San Diego – AASD

American Society of Women Accountants – ASWA  
 Information Systems Audit and Control Association – ISACA  
 Institute of Internal Auditors – IIA  
 American Society of Military Comptrollers – ASMC  
 Hospitality Financial & Technology Professionals – HFTP

# 2009 Accounting Day Schedule

**7:15-8:00 AM — Registration, Continental Breakfast, Visit Exhibits**

**8:00-8:10 AM — Welcome and Introduction – Jim Colville, Chairman**

**8:10-9:00 AM — Keynote Address: “National & Local Economic Outlook” – Alan Gin, PhD  
in Economics, USD Faculty**

**3  
HOURS**

## **9:15-12:15 PM (3 hours) CONCURRENT WITH ALL MORNING SESSIONS**

**San Diego  
Room A**

### **Auditing Update (non-SEC)**

**Mark F Wille, CPA**

This session provides an update of important and relevant authoritative pronouncements during the past 18 months. It is designed for accountants in public practice or in industry who have responsibility for preparing or auditing financial statements of non-public enterprises. Mark F. Wille, CPA, has been a peer reviewer and a member of the California CPAs Accounting and Auditing Committee for almost two decades.

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

**Salon 1 A**

### **Major Differences in US GAAP & IFRS and Latest Developments**

**Steve Austin CPA, MBA & Norbert Tschakert**

International Financial Reporting Standards (IFRS) have now been adopted in more than 113 countries including all EU countries. The SEC is considering adoption by U.S. public companies. In this two-hour session, Steve and Norbert will provide an IFRS update and explain the importance of gaining IFRS expertise now.

**Salon 2 T**

### **Cost Segregation: Are you and your clients taking advantage of it?**

**Joan Alleckson, CPA**

A frequently asked question by property owners is “Why hasn’t my accountant recommended cost segregation?” The Economic Stimulus Package has made cost segregation more attractive. Are you and your clients taking advantage of it?

**Salon 3 P**

### **Financial Metrics for Non-Financial Executives**

**Dan Ruchman, MBA**

You have the technical accounting and finance expertise to do the numbers that management needs to make informed decisions. But can you communicate them to the non-financial executives in your company? In this session, Dan Ruchman shares best practices on how best to communicate financial information to non-financial managers.

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

**Salon 1 A**

### **IFRS Continuation - 2<sup>nd</sup> hour**

**Steve Austin CPA, MBA & Norbert Tschakert**

**Salon 2 T**

### **Document Management: How to Automate Daily Workflow**

**Benjamin Chou and Michell Dulog**

Streamline and automate document workflow; manage source files in QuickBooks and Microsoft Office. Benjamin Chou, President of Personable, Inc., credited with the development of the leading document management software for small to medium size companies, shares the latest document management solutions and best practices for implementing a paperless office. Benjamin will be assisted by Michell Dulog.

**Salon 3 P**

### **Uncovering the Hidden Job Market**

**Ken Schmitt**

Today’s job market is unlike any we have seen in the past few decades. As such, it is imperative that each job seeker develop a targeted search strategy that encompasses the 4 Quadrants of Job Search™. Ken Schmitt, President of TurningPoint Executive Search, will utilize his 11 years of executive search and career coaching experience to provide each attendee with the tools to conduct an effective job search.

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

**Salon 1 A**

### **Employee Benefits Plan - Audit Update**

**James Stewart, CPA**

James Stewart, Senior Audit Manager at J.H. Cohn, provides the “basics” for auditing employee benefit plans in accordance with AICPA and EBSA standards. Jim has over 16 years of experience in public accounting serving small to medium-sized businesses.

**Salon 2 T**

### **International Tax-Traps for the Unwary & Selected Tax Planning Opportunities**

**Ralf Eschenburg, CPA**

As more companies - even smaller ones - become increasingly multi-national in scope, there is increased risk of falling into hidden tax traps. Yet there are money-saving opportunities as well. Ralf Eschenburg is Director with CBIZ MHM and leads the CBIZ MHM International Tax Services Group in the West Region.

**Salon 3 P**

### **Leveraging Generation Differences**

**Jim Winninger, CPA, CIA**

Now there are four distinct generations in the workforce, all with different perspectives, styles, and expectations. Jim Winninger, National University consultant specializing in personal and organizational effectiveness, explains how to leverage the differences between generations.

# 2009 Accounting Day Schedule (continued)

## 12:30-1:40 PM — Luncheon and General Session

<sup>3</sup>  
HOURS

### 1:45-5:05 PM (3 hours) CONCURRENT WITH ALL AFTERNOON SESSIONS

San Diego  
Room A

#### Financial Statements - Addressing Today's Risks and Tomorrow's Changes

Daniel G. Dangel, CPA

Those who prepare financial statements or audit them need to know what the risks are and how to deal with them. In this session, Dan Dangel, a frequent speaker and CPE workshop facilitator, discusses these issues and also the proposed new financial statement formats that are under consideration.

### 1:45-2:35 PM CONCURRENT SESSIONS

Salon 1 A

#### Revenue Recognition

Wayne Pinnell, CPA

Revenue recognition is one of the most important areas of U.S. GAAP. It's complexity has led to many cases of financial statement restatement or fraud. Wayne R. Pinnell, an audit partner at Haskell & White LLP who has served numerous public and private companies and is a part-time faculty member at California State University, Fullerton, will provide an overview of revenue recognition principles for accountants and advice for auditors in this complex area.

Salon 2 T

#### Banking Panel: Lending in the Current Environment

Jim Colville, CPA - Moderator

Bank lending strategies have gone through major shifts in recent months. Hear about current trends from three major San Diego banks: Larry Prosi of First Pacific Bank on the regulatory issues; Lori Smith of Bank of America on SBA loans and Green Lending; and Tim West of Wells Fargo on building banking relationships.

Salon 3 P

#### Managing Through Change

Nichole Logan

When change occurs, whether it's getting promoted, managing a recent merger or dealing with a turbulent economy, it's up to a manager to support and guide employees through the transition process. The ability to lead and manage through challenging times is critical to a firm's long-term success. Nichole Logan, Branch Manager for Robert Half, discusses how change affects employees and what steps managers can take to help staff adjust and thrive amidst change.

### 2:40-3:05 PM Gifts, Drawings and Prizes\*

\*Must Be Present to Win

### 3:10-4:00 PM CONCURRENT SESSIONS

Salon 1 A

#### Complying with A&A Standards Through Client Management

Mark Dauberman, CPA

This session addresses an approach to client management that assists the accountant in meeting practice and personal objectives, resulting in increased value of services to clients and corresponding growth of the accounting practice. Mark Dauberman, well known for his CPA Review Course, currently provides CPE and technical staff training for CPA firms, private industry employers of accountants, and government organizations on a variety of topics.

Salon 2 T

#### Managing Your Business in a Downturn

Gregg Landers, CMA, CPIM and Peter Iannoni, CPA, CFF

Greg Landers and Peter Iannoni, Directors at CBIZ MHM in San Diego and Los Angeles, respectively, are on the front lines of advising clients on how they can better manage themselves in these especially tough economic times. In this session, they highlight classic management mistakes and describe five key points for effective business management in an economic downturn.

Salon 3 P

#### Cost Reduction Strategies / Initiatives and Approaches

Cyrus Dadachanji

Cyrus Dadachanji, Senior Manager of Financial Risk Management Practice in KPMG's San Diego office, explains the tools that are available to help clients identify cost reduction opportunities and how to use them.

### 4:15-5:05 PM CONCURRENT SESSIONS

Salon 1 A

#### Due Diligence

Dana Basney, MSBA, CPA, CFE, CIRA, CVA, ABV, CFF

Learn what due diligence is and what to expect if you are involved in an acquisition or other situation in which a due diligence engagement is called for. As always Dana Basney, Director of the Forensic Accounting Services Group of CBIZ, will present a lively session that is of interest to auditors and auditees alike.

Salon 2 T

#### Carbon Accounting: What Green Legislation Means for the Balance Sheet

Lee Barken, CPA, CISSP, CISA, CCNA, MCP

How will your company's carbon footprint be measured on the balance sheet? In this session, Lee Barken, Information Technology Practice Leader for Haskell & White, LLP will discuss the impending legislation and what it means for your organization.

Salon 3 P

#### New Leadership for the New Economy

Helen Eckmann, Ed.D. and MA

Dr. Helen Eckmann compares and contrasts old school thinking of leadership with the more interactive leadership style. She posits that the new school of leadership will be more effective in today's strategic sourcing environment. Helen gives practical and useful tips on how to incorporate more innovation and sustainability in organizations.

## History and Mission of Accounting Day

The first Accounting Day was held in 1972. The San Diego Chapter of the California Society of CPA's 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 the event became known as 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.

### SPECIAL THANKS TO OUR SPONSORS WHO MAKE ACCOUNTING DAY POSSIBLE

#### GOLD SPONSOR



**Mayer  
Hoffman  
McCann P.C.**  
An Independent CPA Firm

#### SILVER SPONSOR



**Robert Half®**



### ACCOUNTING DAY COMMITTEE

**Jim Colville, Chairperson – California Society of CPAs**

**Don Schwartz, Vice Chairperson – Institute of Management Accountants (SD)**

**Ryan Aanerud** – San Diego State University  
**Merlyn Baker** – Asian Accountants of San Diego  
**Monica Casey** – American Institute of CPAs  
**Patricia Cooper** – California Society of CPAs  
**Christy Decker** – Institute of Internal Auditors  
**Minel Diaz** – California Society of CPAs  
**Dennis Dysart** – Institute of Management Accountants (SD)  
**Chris Grohman** – San Diego State University  
**Denise Hogan** – San Diego State University  
**Chelsea Jongewaard** – University of San Diego  
**Mark Judd** – University of San Diego  
**Andy Kaestle** – University of San Diego  
**Cliff Kaiser** – California Society of CPAs  
**Kate Knoble** – University of San Diego  
**Lydia Kowalewski** – Institute of Management Accountants (SD)

**Armim Kuhlman** – Institute of Management Accountants (SD)  
**Ron LaPlante** – Institute of Management Accountants (SD)  
**Keryn Leger** – Institute of Management Accountants (SD)  
**Sharon Lightner** – California Society of CPAs  
**Auggie Matt** – Institute of Management Accountants (SD)  
**Chad Neale** – Information Systems Audit and Control Association  
**Mike Oquist** – American Society of Military Comptrollers  
**Mical Ramirez** – University of San Diego  
**Oscar L. Ruelas** – American Society of Military Comptrollers  
**Ken Schmitt** – IMA, CalCPA, IIA  
**Cecilia Trinidad** – Asian Accountants of San Diego  
**Debbie Wall** – California Society of CPAs  
**Ping Wu** – California Society of CPAs  
**Richard Young** – American Society of Military Comptrollers

And the many others who have contributed their time and efforts.