



— 2011 —
A N N U A L
C O N F E R E N C E
for
W O M E N
in
A C C O U N T I N G

Defining Value in All Areas of Accounting & Finance

2011

OCTOBER 24-26
THE WESTIN CHARLOTTE
CHARLOTTE, NORTH CAROLINA

Tweet!

#ACWA11





Monika P. Miles, CPA

Dear ASWA and AWSCPA Members and Colleagues,

We hope you will join us in October for the 2011 Annual Conference for Women in Accounting – “Defining Value in All Areas of Accounting and Finance” (formerly JNC) in Charlotte, North Carolina. This year marks our associations’ eighth annual joint conference. As with previous annual conferences, the 2011 conference provides a program that offers a myriad of opportunities to help you meet your continuing education goals, whether technical or “soft-skills” focused, as well as an opportunity to network with other women of similar backgrounds. Charlotte has so much to offer in the way of entertainment outside the conference. That being said, we recommend that you schedule some extra time with your family and friends either before or after the conference in order to explore Charlotte! See page 6 in the program for some highlights of the great Queen City.

In terms of the program, we are excited to announce our feature speakers Mary L. Bennett, MBA, CIA, CEC of ML Bennett Consulting and AICPA’s Womens Initiatives Executive Committee Chair on the afternoon of Monday, October 25th and Jim Metzler, CPA, Vice President, Small Firm Interests for the AICPA the following day, Tuesday. Mary will present, “Navigating the Journey – A Roadmap to Success” and Jim will present, “The Accounting Profession 2025.” Other highlights include two blocks of sessions on Tuesday morning and afternoon dedicated to the topics of Financial Services and Small Business.

The keynote session will be followed by a program schedule running from Monday afternoon through Wednesday’s luncheon with bonus CPE sessions each morning and on Wednesday afternoon. The program is designed to offer you the opportunity to earn twenty-four hours of CPE credit during the conference. As with previous annual conferences, this year’s program consists of four tracks: Accounting & Auditing, Controllershship, Personal & Professional Development and Tax - each one providing a mix of current topics and levels.

This year, we’ve added some new activities to the non-CPE portion of our program. They include Sunday’s Fun Night at the Mint Museum, as well as a couple of new opportunities to raise money for our foundations in addition to the annual silent auction and raffle. These events will really put the “FUN” in fundraising and will be incorporated into both Fun Night as well as Monday evening’s Welcome Reception. More information on the fundraising portion of these events will be provided soon.

And not to be left out are the annual events that our attendees have come to look forward to each year: The Annual Conference Welcome Reception on Monday evening will provide you the opportunity to network with your peers, sponsors and exhibitors. The Awards Luncheon on Tuesday will celebrate the phenomenal women who comprise the winners of ASWA’s “Excellence in Accounting and Finance Awards” and AWSCPA’s “National Awards.” Wednesday’s joint foundation-sponsored luncheon will include the closing of the annual silent auction where we will cap off a wonderful conference with a bonus raffle offering a \$300 gift card to the lucky winner. All full conference attendees are eligible for the prize.

This conference is a fantastic opportunity to network and learn in a relaxing and supportive environment. We encourage you to take advantage of all that the conference has to offer. We promise... it will be worth it!

See you in Charlotte!

Monika P. Miles, CPA
ASWA National President – 2011-2012

Ivy Lynn Defino, CPA
AWSCPA National President – 2011-2012

What are ASWA and AWSCPA?



The American Society of Women Accountants (ASWA) represents professional women in accounting and finance and provides them an opportunity for networking and continuing education with peers at the local, regional and national levels. Members of ASWA and their companies benefit from practical resources and benefit programs that strengthen their professional growth. ASWA members tap into an extensive knowledge base of accounting and finance professionals with technical expertise to provide solutions for the most complex issues. Our members communicate both virtually and in-person through online discussion forums, national and regional conferences and chapter meetings. ASWA boasts 4,000 national members, over 1,500 of whom are CPA’s – making it the premier association for women in accounting and all related fields.

ASWA is proud to recognize Accountemps and Robert Half Finance & Accounting as our Honorary Trustee – Visionary Partner; Ledgent and Massachusetts Mutual Life Insurance Company as our Honorary Trustee – Leadership Partners; and CPAexcel CPA Review, Internal Revenue Service and Kaplan CPA Review as our Honorary Trustee – Patron Partners.

Check out the ASWA website at www.aswa.org or call the ASWA Headquarters at (703) 506-3265.



The American Woman’s Society of Certified Public Accountants (AWSCPA) is a national organization founded in 1933 dedicated to serving all women CPAs. The AWSCPA provides a supportive environment and valuable resources for members to achieve their personal and professional goals through various opportunities including leadership, networking and education.

As the only resource exclusively for women CPAs and those aspiring to become certified, the Society provides information as well as scholarships to those in the profession. The Society is a leader in addressing concerns such as gender equity, the glass ceiling, and work and family issues. AWSCPA members work in all segments of the accounting and financial profession, from individual practitioners to professionals in industry, academia, and government, as well as partners in all of the largest firms.

AWSCPA is proud to partner with ADP, Becker Professional Education and MassMutual Financial Group to increase professional awareness.

Check out the AWSCPA website at www.awscpa.org or call the Society’s office at (800) AWSCPA1 (297-2721).

You Should Attend if You Are...

- Responsible for monitoring developments in accounting and taxation
- Responsible for the quality and profitability of your company or firm
- Supervising and/or training accounting and finance staff
- Interested in developing a network of outstanding professionals
- Ready to promote your company or product in today’s marketplace
- A beginner or veteran, with or without a degree, in private or public accounting, finance or academia

What You Will Learn...

- The latest technical developments in accounting, auditing, tax, management, leadership, government and industry; including E-commerce and budgeting, and accounting software applications
- Motivational strategies that work
- Methods for effective management of people and the marketplace
- Effective means of identifying and responding to economic problems
- Valuable leadership techniques
- Means for achieving effective communication
- Professional contacts in a variety of industries

Conference Sponsors

Platinum Sponsor



Gold Sponsors



Bronze Sponsor



Educational Track Sponsors



Accounting & Auditing

Controllership

Personal & Professional Development

Tax

Accounting & Auditing

Controllership

Personal & Professional Development

Tax

Sunday, October 23, 2011

4:00 – 6:00 pm Registration Open
 3:30 – 4:30 pm First Time Attendee Orientation
 6:00 – 9:00 pm Fun Night: The Mint Museum (separate registration fee required)

Monday, October 24, 2011

7:00 am – 5:30 pm Registration Open
 8:00 – 8:50 am (EB1) Environmental and Sustainability Performance Management, Gary Cokins
 8:00 – 9:00 am ASWA Regional Director Strategic Planning Meeting
 9:00 – 10:00 am ASWA Leadership Meeting
 9:00 – 9:50 am (EB2) The MOVE Project, Joanne Cleaver
 10:00 am – 12:00 pm ASWA Chapter Exchange Meeting
 10:00 am – 12:00 pm ASWA Member-at-Large Meeting
 10:00 am – 12:30 pm AWSCPA Member Exchange Meeting
 12:00 – 12:30 pm ASWA Bylaws Forum
 12:50 – 2:30 pm Opening Keynote Session – Navigating the Journey – A Roadmap to Success, Mary L. Bennett
 2:40 – 3:30 pm Concurrent Sessions 1

A Changing Industry - New Guidance from the FASB and Congress (A1)
 Christina Danile & Camille Asaro

Update on Qualified Retirement Plans (C1)
 Judith Bingle

Let's Talk! - The Secret of Powerful Communication Skills for Women (P1)
 Monica Cornetti

Maximizing the Benefit of Credits and Incentives (T1)
 Allea Newbold

3:30 – 3:50 pm Break
 3:50 – 5:30 pm Concurrent Sessions 2

Is Little GAAP Back? (A2)
 Danielle Supkis

Health Care Reform - The Next Wave (C2)
 Cathy Graham

Empowered! - Achieve Your Maximum Potential (P2)
 Melody Juge

Domestic Production Activities Deduction - Time for a Second Look (T2)
 Jason R. Orme

5:30 – 7:00 pm Welcome Reception (in exhibit area of hotel)
 7:00 pm Dinner (on your own)
 7:00 – 11:00 pm Hospitality Suite Open

Tuesday, October 25, 2011

6:45 – 8:00 am Continental Breakfast
 6:45 am – 5:30 pm Registration Open
 6:45 am – 3:50 pm Exhibit Area Open
 7:00 – 7:50 am (EB3) How Successful Women Create Brands that Make Them Unforgettable, David Pinkley
 8:00 – 8:50 am Concurrent Sessions 3

Accounting & Finance Reporting Matters Unique to NFP Organizations (A3)
 Jeff Smyre

Obtain Financing to Help Your Business Survive and Thrive (C3)
 Mary Ramsey & Jenna Kelly

Women's Advancement to Leadership in Public Accounting - A Status Report Based on the 2010 AICPA WIEC (P3)
 Louise Single

Protect Yourself From Lawsuits (T3)
 Lance Wallach

9:00 – 9:50 am General Session – The Accounting Profession 2025, Jim Metzler
 9:50 – 11:00 am "Meet and Greet" with Exhibitors & Refreshment Break
 11:00 – 11:50 am Concurrent Sessions 4

Addressing Risk - Identification, Assessment, Management (A4)
 Barbara J. Steelman & Jennifer R. Cavender

Merchant Services - What's New in Credit Card Processing (C4)
 Chris Cedrone & Richard Mashburn

Foundations of Empowerment - Envisioning & Creating an Authentic Life and Career (P4)
 Mary L. Bennett

Section 1031 Exchanges in the 21st Century - Regulatory Changes and Case Law Update (T4)
 David Gorenberg

12:00 – 1:30 pm Awards Luncheon
 1:40 – 3:20 pm Concurrent Sessions 5

IFRS Overview & IFRS for SMEs (A5)
 Bonnie L. Mackey

Identify Theft - Protecting Yourself (C5)
 William "Andy" Downs

Company Financing for Growth and Prosperity (P5)
 Robin McIntire

IRS Hot Topics (T5)
 IRS Speaker

3:20 – 3:50 pm Break in Exhibit Area
 3:50 – 5:30 pm Concurrent Sessions 6

Valuations (A6)
 Yvonne Hinson

Analytics and Finance - Impact to Your Business (C6)
 Lisa Vulinec

Destroy the Myth - Small Firm Advocacy Does Exist (P6)
 Jim Metzler

International Tax Update (T6)
 Kristin Hanson

5:30 pm Dinner (on your own)
 6:30 – 8:30 pm ASWA Annual Business Meeting
 7:00 – 11:00 pm Hospitality Suite Open

Wednesday, October 26, 2011

7:00 – 8:30 am Continental Breakfast
 7:00 am – 5:30 pm Registration Open
 7:30 – 8:20 am (EB4) Title TBD, Jodi Morton
 8:30 – 10:10 am Concurrent Sessions 7

The Future of Accounting and Financial Instruments (A7)
 Linda Bergen

What Accountants Need to Know About Risk (C7)
 AJ Desai

Utilizing LinkedIn for Competitive Intelligence and Practice Development (P7)
 Carolyn Thompson

Multistate Taxation - Hot Topics in the Sales/Use Tax Area (T7)
 Kay Gotshall

10:10 – 10:20 am Break
 10:20 am – 12:00 pm Concurrent Sessions 8

A New View of Peer Review (A8)
 LaVonne Montague

Charitable Board Service - What You Should Know as a Finance Professional (C8)
 Laura A. Collins

2011 CPA Top Issues - What Keeps You Up at Night? (P8)
 Heidi Brundage

Section 1202 - 100% Exclusion of Gain - A Limited Time Offer! (T8)
 Susan Price

12:00 – 1:30 pm Joint Foundation-Sponsored Fundraiser Luncheon
 1:30 – 3:10 pm Plenary Session 1 (PL1) 2011 Federal Tax Update, Claude D. Renshaw
 3:10 – 3:30 pm Break
 3:30 – 4:20 pm Plenary Session 2 (PL2) Bringing Financial Literacy to Your Community, ASWA Educational Foundation Speaker
 4:30 – 5:20 pm Plenary Session 3 (PL3) Business Etiquette – The New Rules in a Digital Age, Stephanie Searcy
 5:20 pm Annual Conference for Women in Accounting Ends

First Time Attendee Orientation

Will this be the first time you attend an ASWA/AWSCPA annual conference? If so, join us on Sunday, October 23rd at 3:30 pm for a 30 minute informal meet and greet session. This is a great way to learn how to maximize your time at the Annual Conference over the course of the next three days. You won't want to miss this informative session!

Fun Night at the Mint Museum Uptown

Kick off the conference with us at the Mint Museum Uptown at the Levine Center for the Arts for appetizers on the terrace and the opportunity to explore two full floors of expansive galleries – one dedicated to the Mint Museum of Craft & Design and one dedicated to American art, contemporary art and a selection of European art.

Mint Museum Uptown combines inspiring architecture with ground breaking exhibitions to provide its visitors with an unparalleled art experience. Nestled at the heart of uptown Charlotte, the new Mint is part of the Levine Center for the Arts, an urban cultural campus housing some of Charlotte's most vibrant arts and cultural organizations. Join us on Sunday, October 23rd at 6:00 pm. Participate in this experience exclusively catered to Annual Conference attendees, family and friends for just \$75 per person.

Foundation Fundraising

Join your friends and colleagues at the Joint Foundation Fundraising Luncheon where we will network and make our final bids on silent auction items. The ASWA Educational Foundation and the AWSCPA Foundation will host this event to raise important funds to support their missions. The 90-minute event will feature items donated by affiliates, chapters, firms and individuals from across the country.

The ASWA Educational Foundation was created in 2004 to promote and advance financial literacy, scholarship and life skills through programs of recognition, mentoring, research and outreach for women in accounting and related fields. The AWSCPA Foundation was created in 1982 to support the research and educational activities of AWSCPA and provide scholarship opportunities for women in the accounting profession. Download a registration form from www.awscpa.org today!

Awards Lunch

Join ASWA and AWSCPA for a Joint Awards Lunch that will celebrate the winners of ASWA's "Excellence in Accounting and Finance Awards" and AWSCPA's "National Awards." ASWA promotes professional excellence, and each year recognizes members who have demonstrated excellence in an array of categories, all of which have influenced others in the profession. AWSCPA recognizes the individual achievements of its members and non-members with the following awards: the Woman CPA of the Year Award, Educator of the Year Award, Public Service Award and the Woman of Courage Award.



Charlotte – “The Queen City”

LOOK CLOSELY AT CHARLOTTE AND YOU'LL DISCOVER A LOT

Never-before-seen masterpieces on display, exquisite entrees from renowned chefs, and mind-blowing museums are among the debuts that Charlotte, North Carolina has welcomed.

Once you're here, explore off-the-beaten-path Charlotte neighborhoods, high octane adventures at attractions like the NASCAR Hall of Fame and time-tested, year-round things to see and do. No matter where you go in Charlotte, you'll find a lot to your liking ...not to mention plenty of Southern comforts and urban excitement along the way.

DINING

If you are what you eat, then while dining in Charlotte you'd be a Southern-fried supper with a side of mac n' cheese...or a Mediterranean mouthful of heavenly hummus...or a phenomenal filet cooked to 1600 degrees of perfection. Guess that proverb doesn't work too well in the Queen City of Charlotte.

With so many restaurants to choose from, this city literally is a feast for the senses. Charlotte restaurants range from don't miss hole-in-the-wall joints with fried pickles you'll never forget, to French-inspired fine dining with panoramic views of the city below, or "farm-to-fork" fare that's fresher than you can imagine. If your mouth isn't watering yet, check your pulse. Charlotte's culinary treasures await.

NIGHTLIFE

Hit up Charlotte's rockin' nightlife scene at the NC Music Factory to sample hotspots and live music along a signature stroll district set amid historic mill buildings. Swing by the EpiCentre, where you can roll a strike, croon to your favorite covers, or explore global cuisine and cocktails. Root for

the Carolina Panthers (or other favorite team if you dare) in a friendly brew pub with more plasma and projection screen TVs than you can count. Or take in a blockbuster movie or "indie" flick at a comfy Charlotte theater.

SHOPPING

As the largest and most accessible city between Washington, D.C. and Atlanta, Charlotte's got style and plenty of shopping. With a changing face sure to surprise most fashionistas, this Southern hub offers up some of the best designer labels this side of Manhattan.

Shop at high end boutiques peppered with labels like Narciso Rodriguez and Michael Kors or local shopping destinations that offer every name in fashion and home décor. These regular mainstays are not to be missed. Here's an additional sampling of some of the great places for retail therapy you'll find as you shop in Charlotte, North Carolina.

Shopping is just one of the many reasons why people make plans to visit Charlotte!

ATTRACTIONS

So many things to do, so little time... Isn't that always the way it goes? Charlotte's attractions are no exception. This city may have a reputation for NASCAR roots, but its ways to play stretch far beyond the track (although riding shotgun at speeds of 160 mph is nothing to sneeze at!).

The elegant orchids at Daniel Stowe Botanical Garden, the rip-roaring coasters at Carowinds, and the Broadway show tunes at Belk Theatre are just a few of the countless reasons to shut off the BlackBerry and book an extra day for all the Charlotte attractions in the fine Southern city of Charlotte, North Carolina.

Joint Foundation-Sponsored Fundraiser Luncheon

Join your friends and colleagues at the Joint Foundation Fundraising Luncheon where we will network and make our final bids on silent auction items. The ASWA Educational Foundation and the AWSCPA Foundation will host this event to raise important funds to support their missions. We will feature items donated by affiliates, chapters, firms and individuals across the country. All full conference attendees present at the luncheon are automatically entered into a bonus raffle offering a \$300 gift card prize.

The ASWA Educational Foundation was created in 2004 to promote and advance financial literacy, scholarship and life skills through programs of recognition, mentoring, research and outreach for women in accounting and related fields. The AWSCPA Foundation was created in 1982 to support the research and educational activities of the AWSCPA and provide scholarship opportunities for women in the accounting profession.

CONFERENCE SCHEDULE



SUNDAY, OCTOBER 23, 2011

4:00 – 6:00 pm
Registration Open

3:30 – 4:30 pm

First Time Attendee Orientation

6:00 – 9:00 pm

Fun Night: The Mint Museum
(separate registration fee required)

MONDAY, OCTOBER 24, 2011

7:00 am - 5:30 pm
Registration Open

8:00 - 8:50 am

(EB1) Environmental and Sustainability Performance Management

Gary Cokins, CPIM, Principal, Professional Services, SAS

Program Level: Basic
NASBA Field of Study: Business Management & Organization
CPE Credit: 1

Managers are increasingly shifting from reacting to after-the-fact outcomes to anticipating the future with predictive analysis and proactively making adjustments with better decisions. In the past century, free-market capitalism has done a lot to raise the economic prosperity of citizens in developed nations. Now capitalism appears to be accepting an advanced mission - to help and possibly save our planet. For example, with escalating CO2 emissions globally, we have been running an uncontrolled experiment on the only home we have. Can we fix it? Only our unborn great-grandchildren and their offspring will be able to judge whether we succeeded.

8:00 – 9:00 am

ASWA Regional Director Strategic Planning Meeting

9:00 – 10:00 am

ASWA Leadership Meeting

9:00 - 9:50 am

(EB2) The MOVE Project

Joanne Cleaver, President, Wilson-Taylor Associates, Inc.

Program Level: Basic
NASBA Field of Study: Personal Development
CPE Credit: 1

Millennials are confident and assertive. They're loyal — to technology and to their own ambitions. They're smart. And in accounting, they're women. Find out how Millennials are fitting into the MOVE equation of Money, Opportunity, Vital supports for work life and Entrepreneurship. And find out how to get your firm involved in the 2012 MOVE Project which will zero in on community service and its correlation to career advancement.

10:00 am - 12:00 pm

ASWA Chapter Exchange Meeting

10:00 am – 12:00 pm

ASWA Member-at-Large Meeting

10:00 am - 12:30 pm

AWSCPA Member Exchange Meeting

12:00 – 12:30 pm

ASWA Bylaws Forum

12:50 - 2:30 pm

Opening Keynote Session – Navigating the Journey – A Roadmap to Success

Mary L. Bennett, Founder, MLBennett Consulting

Program Level: Intermediate
NASBA Field of Study: Personal Development
CPE Credit: 2



The session will cover Mary's journey into public accounting, consulting and the corporate world. The journey includes a dive into the key success strategies for women in the accounting profession, such

as networking, mentors and advocates, career navigation, learning to integrate life and career in alignment with personal values, leadership authenticity and understanding the cultures in which we work.

2:40 - 3:30 pm

Concurrent Sessions 1

Accounting & Auditing (A1)

A Changing Industry – New Guidance from the FASB and Congress

Christina Danile, CPA, Senior Manager & Camille Asaro, CPA, Principal, Rothstein Kass

Program Level: Overview
NASBA Field of Study: Accounting
CPE Credit: 1

The regulatory landscape in business and across the world is constantly changing. The session will focus on new guidance issued this year by the FASB to update US GAAP, most notably for revenue recognition and leases. In addition, the presenters will outline the impact the newly enacted Dodd-Frank Act will have on many companies.

Controllership (C1)

Update on Qualified Retirement Plans

Judith Bingle, QKA, QPD, CPC, ERISA Consultant, The Newport Group

Program Level: Basic
NASBA Field of Study: Specialized Knowledge
CPE Credit: 1

Attendees will learn how to time upcoming reinvestments – when and how to add flexibility to a document design, how to correct plan failures by plan design and how to correct plan errors using EPCRS.

Personal & Professional Development (P1)

Let's Talk! – The Secret of Powerful Communication Skills for Women

Monica Cornetti, Owner, EntrepreNow!

Program Level: Overview
NASBA Field of Study: Communications
CPE Credit: 1

Let's Talk – This unique communication workshop is designed specifically for professional women. We've picked the most important communication skills you need to get your ideas across, resolve longstanding conflicts, shine in meetings and persuade and influence others! In this workshop you'll learn the major communication mistakes that damage women's careers – and how to avoid them and master the how-to's of confident and credible communication.

Tax (T1)
Maximizing the Benefit of Credits and Incentives

Allea Newbold, Managing Director, True Partners Consulting

Program Level: Overview
 NASBA Field of Study: Taxation
 CPE Credit: 1

Learn how to maximize the benefits of credits and incentives. Even with states facing economic uncertainty, there are numerous opportunities at the state and local level for tax incentives. The ability to reduce the overall costs of a project has taken on renewed importance. Learn how to recognize the economic factors normally considered to qualify for an incentive, the major types of credit and incentive programs offered and the difference between statutory and negotiated incentives.

3:30 - 3:50 pm
Break

3:50 - 5:30 pm
Concurrent Sessions 2

Accounting & Auditing (A2)
Is Little GAAP Back?

Danielle Supkis, Audit Manager, Prather Kalman, PC

Program Level: Update
 NASBA Field of Study: Accounting
 CPE Credit: 2

In December 2010, the Blue Ribbon Panel established by the AICPA, FAF and NASBA, met and discussed the potential creation of a new standard setting body for the oversight of accounting principles for private entities. The panel's soon to be released formal report to the FAF is expected in early 2011. This session will cover the panel's recommendations, pros vs. cons, the similarities and difference to IFRS SME and the potential consequences of the recommendations.

Controllership (C2)
Health Care Reform – The Next Wave

Cathy Graham, Director, Benefit Services, The Employer Association

Program Level: Update
 NASBA Field of Study: Business Law
 CPE Credit: 2

On March 23, 2010 health care reform legislation was passed that has impacted numerous aspects of employer sponsored health plans.

Three government agencies, IRS, HHS and DOL, have continued to pump out guidance for employers. At least two courts have already ruled that the individual mandate, an integral part of the scheme, is unconstitutional. The details surrounding how and when health care reform will impact us continues to change. Join us for a current overview of the status of the monumental legislation.

Personal & Professional Development (P2)
Empowered! – Achieve Your Maximum Potential

Melody Juge, Managing Director, Life Income Management

Program Level: Overview
 NASBA Field of Study: Personal Development
 CPE Credit: 2

Visualize achieving your maximum potential as a woman. Have some fun! Join in on a purely selfish session to reacquaint you with you. Learn tools that will help you be more who you “really” are as you embark on this new journey of self discovery. You are guaranteed to leave with a renewed sense of personal power. Reclaim your femininity. Feel more empowered and able to achieve your goals. Nothing works well unless you do.

Tax (T2)
Domestic Production Activities Deduction – Time for a Second Look

Jason R. Orme, Tax Partner, Talbot, Korvola & Warwick LLP

Program Level: Intermediate
 NASBA Field of Study: Taxation
 CPE Credit: 2

Now that the Domestic Production Activities Deduction has reached the 9% maximum, it is time to revisit this deduction. After reviewing the basic rules, we will explore the deduction's practical application as we discuss several case studies. The case studies will include a variety of activities, including some which could be overlooked. We will also discuss the deduction's application in expanded affiliated groups.

5:30 - 7:00 pm
Welcome Reception
 (in exhibit area of hotel)

7:00 pm
Dinner (on your own)

7:00 - 11:00 pm
Hospitality Suite Open

TUESDAY, OCTOBER 25, 2011

6:45 - 8:00 am
Continental Breakfast

6:45 am - 5:30 pm
Registration Open

6:45 am - 3:50 pm
Exhibit Area Open

7:00 - 7:50 am
(EB3) How Successful Women Create Brands that Make Them Unforgettable

David Pinkley, Founder and Managing Director, The Resume Sage and Executive Insight

Program Level: Intermediate
 NASBA Field of Study: Personal Development
 CPE Credit: 1

What makes you memorable in the eyes of your clients or your boss? What distinguishes the most successful financial women at the top? David Pinkley, former CPA and Ernst & Young auditor, is a career strategist who helps accounting executives and Wall Street professionals tactically navigate and advance their careers. His powerful, compelling yet plain-spoken insights will redefine your professional self-image and demonstrate how you can create a brand that's confident and meaningful.

8:00 - 8:50 am
Concurrent Sessions 3

Accounting & Auditing (A3)
Accounting & Finance Reporting Matters Unique to NFP Organizations

Jeff Smyre, Senior Manager, Grant Thornton, LLP

Program Level: Intermediate
 NASBA Field of Study: Specialized Knowledge
 CPE Credit: 1

This presentation will include discussion of matters specifically unique to not-for-profit (NFP) organizations, including: Accounting for pledges received (promises to give), including, unconditional, irrevocable and capital campaigns (multi-year pledges); accounting for contributions made; contributions-in-kind; tax-exempt debt; and

financial reporting to NFP organizations, and the meaning of unrestricted, temporarily restricted and permanently restricted.

Controllership (C3)
Obtain Financing to Help Your Business Survive and Thrive

Mary Ramsey, VP – Senior Large Commercial Relationship Manager & Jenna Kelly, VP Commercial Relationship Manager, Fifth Third Bank

Program Level: Update
 NASBA Field of Study: Business Management & Organization
 CPE Credit: 1

We have all been experiencing the tumultuous economic times, both on an organizational and family level. A team of two bankers from Fifth Third Bank will provide an overview of how the banking and financing environment has changed over the past few years, what organizations need to do to obtain financing and other current trends in the banking industry.

Personal & Professional Development (P3)
Women's Advancement to Leadership in Public Accounting – A Status Report Based on the 2010 AICPA WIEC

Louise Single, PhD, CPA, MACT Program Director/Accounting Chair, St. Edward's University, School of Business and Management

Program Level: Overview
 NASBA Field of Study: Accounting
 CPE Credit: 1

A 2010 AICPA Women's Initiatives Committee survey finds stark contrasts in the patterns of female advancement between large and small firms. In addition to data on the gender composition of professional staff at each level of advancement, and the gender breakdown of hiring, promotions and turnover, firms supplied information about their biggest challenges and innovative approaches to female talent management. Survey results and implications for female professionals and public accounting firms will be discussed.

Tax (T3)
Protect Yourself from Lawsuits

Lance Wallach, President, Veba Plan LLC

Program Level: Intermediate
 NASBA Field of Study: Taxation
 CPE Credit: 1

Your clients are sold many plans that are audited by the IRS, including retirement, welfare benefit, captive insurance, life insurance and Section 79 plans. 6707A requires both you and your client to report these transactions. Lance Wallach, the National Society of Accountants Speaker of the Year, receives hundreds of calls from accountants in trouble due to lawsuits, large fines, etc. resulting from improper reporting and other issues. Protect yourself and your client, and learn legitimate alternatives, before you, like thousands of other unsuspecting victims, get into serious trouble.

9:00 - 9:50 am
General Session – The Accounting Profession 2025



Jim Metzler, Vice President of Small Firm Interests, AICPA

Program Level: Overview
 NASBA Field of Study: Accounting
 CPE Credit: 1

This forward looking session will highlight the driving forces that will reinvent firms as well as their clients. Jim will blend the output and analysis from the AICPA Horizons 2025 initiative with his practical insight into what firms can be doing today to harness the many opportunities that will unfold over the next 15 years.

9:50 - 11:00 am
“Meet and Greet” with Exhibitors & Refreshment Break

11:00 - 11:50 am
Concurrent Sessions 4

Accounting & Auditing (A4)
Addressing Risk – Identification, Assessment, Management

Barbara J. Steelman, CIA, CMA, Management Consultant & Jennifer R. Cavender, CPA, Audit Manager, Haskell & White LLP

Program Level: Overview
 NASBA Field of Study: Audit
 CPE Credit: 1

Organizations set their risk tolerance and auditors perform their work based on risk, whether it is a periodic risk assessment or continuous monitoring via enterprise risk management. This session will look at the value of an auditor based on how the auditor addresses the question of risk. The session will also address how a company can benefit from risk assessments and how a company can implement an enterprise risk management program.

Controllership (C4)
Merchant Services – What's New in Credit Card Processing

Chris Cedrone, Business Sales Consultant & Richard Mashburn, Market Sales Manager, Wells Fargo Merchant Services

Program Level: Overview
 NASBA Field of Study: Business Management & Organization
 CPE Credit: 1

Presented by bankers from one of the industry leaders in financial services, this session will address the ins and outs of credit card processing services, also known as merchant services. Chris and Richard will explain merchant services and the payment processing cycle, payment processing costs and trends in the industry. Learn what payment processing options, such as PayPal, are best for your company or organization. The session will also include a discussion about Payment Card Industry Compliance (PCI Compliance) requirements.

Personal & Professional Development (P4)
Foundations of Empowerment – Envisioning & Creating an Authentic Life and Career

Mary L. Bennett, Founder, MLBennett Consulting

Program Level: Basic
 NASBA Field of Study: Personal Development
 CPE Credit: 1

Empowerment is a collection of skills that enable an individual to clarify and move towards what he or she wants most in his or her work and life. Each of us has the power to make our lives what we wish. If you ever feel you are having a “near life” experience, that you are living someone else's life or that there are specific areas of your life that you wish to adjust and change, this session is for you. Participants will learn the elements of empowerment and will be introduced to several techniques and tools to support a more empowered life. The session is based on the work of Gail Straub and will be conducted by Certified Empowerment Coach, Mary L. Bennett of MLBennett Consulting.

Tax (T4)

Section 1031 Exchanges in the 21st Century – Regulatory Changes and Case Law Update

David Gorenberg, Esq., CES, Senior Vice President – 1031 Exchanges, Citibank

Program Level: Appropriate for all levels
NASBA Field of Study: Taxation
CPE Credit: 1

Section 1031 exchanges are a mainstay in commercial real estate transactions. However, they are also integral to other business transactions including those involving intellectual property, equipment, vehicles, aircraft, artwork and more. Section 1031 exchanges pose a potential minefield for the unwary. This program will review the requirements of 1031 exchanging, as well as recent case law and regulatory changes that are critical to a successful 1031 exchange.

**12:00 - 1:30 pm
Awards Luncheon**

**1:40 - 3:20 pm
Concurrent Sessions 5**

**Accounting & Auditing (A5)
IFRS overview & IFRS for SMEs**

Bonnie L. Mackey, CPA, CSEP, MBA, AEP®, Levin, Silvey, Zelko & Mackey, PA

Program Level: Intermediate
NASBA Field of Study: Accounting
CPE Credit: 2

In this session, Bonnie will offer a comparison of IFRS to GAAP terminology and timelines, along with how they interplay with small & medium sized enterprises.

**Controllership (C5)
Identity Theft – Protecting Yourself**

William “Andy” Downs, Vice President/Financial Crimes Manager, Wells Fargo

Program Level: Basic
NASBA Field of Study: Business Law
CPE Credit: 2

Andy will explain how identity theft happens by focusing on how criminals steal personal information, use it and sell it on the “black” market. He will discuss safeguarding information at home and at work. Together the class will review recent case studies and Andy will show examples of how easily a person can become a victim. Andy

will demonstrate how ATM Fraud occurs using skimming devices. He will also address the “Red Flags” to identity theft.

**Personal & Professional Development (P5)
Company Financing for Growth and Prosperity**

Robin McIntire, Business Counselor, Small Business & Technology Development Center

Program Level: Basic
NASBA Field of Study: Social Environment of Business
CPE Credit: 2

Robin will provide an overview of the capital and financing packages accessible to businesses, especially a small business, to enhance growth and prosperity. She will also outline the conditions and requirements that will make these resources available to your company to give it the cash flow and income needed to carry on, grow and prosper.

**Tax (T5)
IRS Hot Topics**

IRS Speaker

Program Level: Intermediate
NASBA Field of Study: Taxation
CPE Credit: 2

This session will cover emerging issues from the Internal Revenue Service’s perspective. This may include return preparer and Circular 230 issues, audit issues, e-filing changes and foreign issues.

**3:20 - 3:50 pm
Break in Exhibit Area**

**3:50 - 5:30 pm
Concurrent Sessions 6**

**Accounting & Auditing (A6)
Valuations**

Yvonne Hinson, Wake Forest University

Program Level: Intermediate
NASBA Field of Study: Audit
CPE Credit: 2

The session will review the primary methods used in business valuation and their applications. Yvonne will focus on the three most common models for valuation; inputs needed for these methods, common errors in the methods and examples of each model.

**Controllership (C6)
Analytics and Finance – Impact to Your Business**

Lisa Vulinec, Corporate Finance Manager, SAS

Program Level: Overview
NASBA Field of Study: Computer Science
CPE Credit: 2

Lisa will give a brief overview of what analytics is and isn’t so that attendees will be able to identify the key elements of true analytics (i.e., it’s not a historical picture of where you’ve been). Lisa will also discuss how the right analytics can transform/increase business performance and she will explain how to implement analytics in an effective and efficient way. To conclude, Lisa will provide examples of how the SAS finance department has leveraged analytics to deliver critical and timely results.

**Personal & Professional Development (P6)
Destroy the Myth – Small Firm Advocacy Does Exist**

Jim Metzler, Vice President, Small Firm Interests for the AICPA

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 2

The 29 million small businesses in the US have a voice. As do the 40,000+ small CPA firms. Jim’s AICPA role is responsible for ensuring that small firms are considered in every aspect of the profession, including legislation, regulation and standards in the areas of tax, accounting and auditing, specialty service lines and more. He will describe the efforts behind the tremendous amount of AICPA advocacy activity. This dynamic presentation will also cover specific hot topics, such as Private Company Financial Reporting, Tax Preparer Registration and the Dodd-Frank Act.

**Tax (T6)
International Tax Update**

Kristin Hanson, Manager, Crowe Horwath LLP

Program Level: Appropriate for all levels
NASBA Field of Study: Taxation
CPE Credit: 2

The session will include a technical update on the international tax issues facing US multinational companies. The class will discuss the most recent US tax legislation and guidance from the IRS for US companies with foreign operations. Kristin will also cover export tax incentives available to US taxpayers.

**5:30 pm
Dinner (on your own)**

**6:30 - 8:30 pm
ASWA Annual Business Meeting**

**7:00 – 11:00 pm
Hospitality Suite Open**

WEDNESDAY, OCTOBER 26, 2011

**7:00 - 8:30 am
Continental Breakfast**

**7:00 am – 5:30 pm
Registration Open**

**7:30 - 8:20 am
(EB4) Title TBD**

Jodi Morton, CPA, Vice President and Single Family Controller, Freddie Mac

Program Level: Basic
CPE Credit: 1

Session description not available at the time of print. The description is now available on the conference website.

**8:30 - 10:10 am
Concurrent Sessions 7**

**Accounting & Auditing (A7)
The Future of Accounting and Financial Instruments**

Linda Bergen, Director, Citigroup Inc.

Program Level: Intermediate
NASBA Field of Study: Accounting
CPE Credit: 2

The FASB and the International Accounting Standards Board have proposed sweeping changes to the accounting for financial instruments. Learn about their proposals for classification and measurement of financial assets and liabilities, recognizing impairment on financial assets, hedging and when it is appropriate to offset financial assets and recording liabilities on the balance sheet.

**Controllership (C7)
What Accountants Need to Know About Risk**

AJ Desai, Partner, Ernst & Young LLP

Program Level: Appropriate for all levels
NASBA Field of Study: Auditing
CPE Credit: 2

This is a panel discussion on key risk topics of which accountants need to be aware, focusing on Enterprise Risk Management, IT Risk and Fraud Risk. Each presenter will talk about key risks in their area and how to build an effective risk program.

**Personal & Professional Development (P7)
Utilizing LinkedIn for Competitive Intelligence and Practice Development**

Carolyn Thompson, Director, Employment Solutions Human Resource Division, Goodman and Company, LLP

Program Level: Overview
NASBA Field of Study: Personal Development
CPE Credit: 2

LinkedIn is the largest professional social network on the Web today. To date, more than 195,000 CPAs are utilizing LinkedIn to help build their business. LinkedIn has a multitude of networking opportunities, groups and connection tools to help you become more successful and profitable in marketing your business. You will learn how to communicate with other firms and accountants; collaborate, network, recruit, and pursue leads; locate educational opportunities; develop your business; and build a connection base.

**Tax (T7)
Multi State Taxation – Hot Topics in the Sales/Use Tax Area**

Kay Gotshall, Tax Senior Manager, Keiter Stephens

Program Level: Intermediate
NASBA Field of Study: Taxation
CPE Credit: 2

Worried about unknown pitfalls with sales and use tax? In this course, obtain a basic overview of sales and use tax, review types of exemptions for which your company may qualify and learn to avoid traps and pitfalls in the field of sales and use tax, such as issues with drop shipments and the affects of cloud computing or software as a service. In addition, there will be discussions on recent, key case studies including an update on Streamlined Sales Tax Project.

**10:10 - 10:20 am
Break**

**10:20 am - 12:00 pm
Concurrent Sessions 8**

**Accounting & Auditing (A8)
A New View of Peer Review**

Lavonne Montague, CPA, Technical Manager, Peer Review, AICPA

Program Level: Overview
NASBA Field of Study: Accounting and Auditing
CPE Credit: 2

This session will provide an overview of practice monitoring in accordance with the AICPA Peer Review Program. It will also explore the value of peer review to clients, CPA firms, and the accounting profession as a whole. Learn about common areas of non-compliance with professional standards and ways to improve the quality of an accounting and auditing practice within a CPA firm.

**Controllership (C8)
Charitable Board Service – What You Should Know as a Financial Professional**

Laura A. Collins, CPA, MSA, Senior Manager, KPMG, LLP

Program Level: Basic
NASBA Field of Study: Specialized Knowledge
CPE Credit: 2

As accounting professionals, we are often asked to serve on boards of directors of charitable organizations because they need our financial expertise. However, we find ourselves lacking in specific knowledge about charitable organizations, their governance, tax reporting requirements and exposure to public scrutiny. Charities have high expectations of their financially astute board members. Learn best practices of governance, public disclosure and working with the IRS to avoid common pitfalls facing charities and their boards.

**Personal & Professional Development (P8)
2011 CPA Top Issues – What Keeps You Up a Night?**

Heidi Brundage, Senior Technical Manager, AICPA

Program Level: Overview
NASBA Field of Study: Personal Development
CPE Credit: 2

With so much going on in the economy and in our profession, there are issues that CPAs grapple with every day. So, what keeps you up at night? More importantly, what concerns your competitors the most? In 2009, the PCPS CPA Firm Top Issues Survey showed that client retention topped the list as the greatest worry among practitioners. The AICPA's quarterly Business & Industry Economic Outlook Survey results show similar top issues. What has changed now that it's 2011? You won't want to miss a look at this year's CPA top issues!

**Tax (T8)
Section 1202 – 100% Exclusion of Gain – A Limited Time Offer!**

Susan Price, Tax Manager, Rothstein Kass

Program Level: Intermediate
NASBA Field of Study: Taxation
CPE Credit: 2

The partial exclusion for gain from certain small business stock has a long history but on September 27, 2010, became very interesting. The exclusion has temporarily grown from 50% to 100% and also applies to AMT, a tax incentive for investors. The exclusion also applies when structuring the exit transaction as a sale of stock or assets. This presentation will cover the tax rules, as well as examples for a typical investor and rules for when company is sold.

**12:00 - 1:30 pm
Joint Foundation-Sponsored Fundraiser Luncheon**

**1:30 – 3:10 pm
Plenary Session 1 (PL1)
2011 Federal Tax Update**

Claude D. Renshaw, CPA, Professor Emeritus, St. Mary's College Department of Business Administration & Economics

Program Level: Intermediate
NASBA Field of Study: Taxes
CPE Credit: 2

Back by popular demand! Join conference favorite, Professor Claude Renshaw, CPA as he emphasizes some of the most recent activity and gives participants an opportunity for both learning about new rules and reviewing previous legislation still in effect. This session promises to reflect any up to the minute tax law changes.

**3:10 – 3:30 pm
Break**

**3:30 – 4:20 pm
Plenary Session 2 (PL2)
Bringing Financial Literacy to Your Community**

ASWA Educational Foundation Speaker

Program Level: Appropriate for All Levels
NASBA Field of Study: Personal Development
CPE Credit: 1

Join us for ideas to bring back to your community on how to set up a financial literacy program. Learn about curriculums that are already available such as FDIC's MoneySmart program and how to customize them to meet the needs of your audience.

**4:30 – 5:20 pm
Plenary Session 3 (PL3)
Business Etiquette – The New Rules in a Digital Age**

Stephanie Searcy, Branch Manager, Robert Half International

Program Level: Basic
NASBA Field of Study: Communications
CPE Credit: 1

Is it OK to friend your boss? Can an email mistake jeopardize your career? There are many gray areas when it comes to communicating in the digital age. This presentation provides guidelines on digital protocols in the workplace, including LinkedIn, Facebook and Twitter, as well as traditional communication tools such as email. Find out what executives say about etiquette in the workplace, and learn how to tend to your network in just five minutes a day.

**5:20 pm
2011 Annual Conference for Women in Accounting Ends**

**No advanced preparation or prerequisites are required for any of these courses.*



Get up-to-the-minute information and share your ideas and experiences by following the Annual Conference for Women in Accounting twitter feed at either <http://twitter.com/ASWANational> or <http://twitter.com/AWSCPANational> and the hashtag #ACWA11.

Participation in the Annual Conference is limited to those registered. Full registration includes:

- Admission to all sessions (Monday, Tuesday and Wednesday)
- Access to the exhibit area
- Monday's Welcome Reception
- Continental breakfasts, refreshment breaks and luncheons
- Registration materials

REGISTRATION FEES

	By 9/30/11	After 9/30/11 and Onsite
ASWA or AWSCPA Member.....	\$625	\$675
AICPA Member	\$625	\$675
Nonmember.....	\$725	\$775
One-Day*	\$299	\$349
Speaker — full conference**	\$515	565

Membership in ASWA or AWSCPA is individual. Member registration fees apply only to individuals holding a current membership in either organization.

The official Annual Conference for Women in Accounting name badge is required for all sessions, social activities and exhibits. You may register in advance or onsite at the Annual Conference.

** One day registration includes that day's educational sessions, refreshment breaks, luncheon and handout materials.*

*** Speakers may attend the conference on the day of their presentation on a complimentary basis. Speakers who wish to register for one additional day will pay the appropriate one-day fee. Speakers who wish to attend the full conference may do so at the special "Speaker—full conference" fee listed. This special fee is available only to speakers.*

The Annual Conference offers several registration options for the convenience of conference registrants:

ONLINE OPTION:

We encourage you to register online and pay by credit card via our secure server! Register at <http://tinyurl.com/womeninaccounting> and select, "Online Store."

MAIL OPTION:

If you prefer to mail your registration with a check or credit card information, complete the registration form and mail to:

For Check:
ASWA Lockbox
P.O. Box 826131
Philadelphia, PA 19182-6131

For credit card:
2011 Annual Conference Registration
c/o ASWA
1760 Old Meadow Road, Suite 500
McLean, VA 22102

FAX OPTION:

You may fax your registration form with your VISA, MasterCard or American Express information to (703) 506-3266, 24 hours a day, seven days a week. Registrations cannot be processed without complete credit card information.

Special Note to the Disabled

ASWA and AWSCPA wish to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of an auxiliary aid or service. If an auxiliary aid or service identified with the Americans with Disabilities Act is required, please contact ASWA Headquarters at (703) 506-3265.

CONTINUING PROFESSIONAL EDUCATION HOURS

Select from 63 hours of CPE credit to earn up to 24 hours of credits at the Annual Conference. Three days of sessions are offered during the meeting with topics of interest



to those in public and private accounting as well as education and government. Attendees are responsible for determining their individual state's requirements for CPE.

ASWA and AWSCPA are registered with the National Association of State Boards of Accountancy (NASBA) as sponsors of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org.

HOTEL ACCOMMODATIONS

The Annual Conference has reserved a block of rooms for conference attendees at the Westin Charlotte Hotel at a special rate of \$169 per night. Rates are good three days prior and three days post the Annual Conference, subject to rate and space availability.

To make your hotel reservation at the special group rate call 866-837-4148. When calling, please be sure to identify yourself as part of the "2011 ASWA & AWSCPA Annual Conference" to receive the group rate. The deadline to make reservations at the group rate is September 30, 2011. Room requests after the cut-off date will be accepted but subject to the hotel's availability at the group rate, so don't delay!

Situated in the uptown financial district of North Carolina's most exciting city, The Westin Charlotte strikes a stunning architectural note in Charlotte's skyline. The hotel is adjacent to the Charlotte Convention Center, Levine Cultural Campus and NASCAR Hall of Fame. The hotel is also steps from the Bank of America Stadium, Epicenter entertainment complex and Charlotte's hottest restaurants & nightlife.

GUEST ROOM AMENITIES

North Carolina's charm and style are reflected in each guest room, setting new standards for heavenly accommodations and lavish comfort. Offering 700 spacious guest rooms, you can stay productive with high-speed internet access, dual-line phones and large desktop workspace. Hotel

Resources to Complement Your Learning Experience!

Each full conference registrant will receive a private website link including all available session handouts. Attendees should print the handouts prior to the Annual Conference if they want them available during the sessions. At registration, all attendees will receive a notepad for taking notes during educational sessions.

GENERAL INFORMATION



guests are pampered with The Heavenly Bed®, Heavenly Bath®, in room coffee makers with complimentary Starbucks® coffee and 32-inch flat screen, high-definition TV's. Express check-in and check-out makes travelling that much easier at The Westin Charlotte.

The Westin Charlotte Hotel is located at 601 South College Street, Charlotte, NC 28202, Tel: (704) 375-2600

ROOMMATES

Contact AWSCPA headquarters at (800)-297-2721 to inquire about sharing a room with another meeting attendee. A file will be kept of those who request roommates and you will be given those names and numbers upon request. It is up to you to actually make contact and set up rooming arrangements.

GETTING THERE/UPON ARRIVAL

Charlotte, NC is easily accessible by air and ground, leaving your travel options covered across the map. Once there, getting around town is made easy, too.

By Air – If traveling by air, you will arrive at Charlotte-Dougllass International Airport. The Westin Charlotte Hotel is 5 miles from the airport. Options for getting to and from the hotel include: Taxi (approximately \$20) or rental car. Take the Airport Freeway to Billy Graham Parkway South. Take Interstate 77 North to John Belk Freeway (Exit 9B). Exit on College Street and continue to the hotel located on the right.

By Rail – Amtrak provides daily passenger rail service to the North and South lines that access most of the United States. (800) USA-RAIL or www.amtrak.com

By Ground From Interstate 85 (North)

Take Interstate 85 South and take Exit 38 to Interstate 77 South. Continue on I-77 South to John Belk Freeway (Exit 9B). Take the College Street Exit and proceed to the hotel located on the right.

From East

Take Interstate 40 West to Interstate 85 South. Continue on I-85 South to Interstate 77 South. Proceed on I-77 to the John Belk Freeway (Exit 9B). Take the College Street Exit and proceed to the hotel located on the right.

From Asheville (West)

Take Interstate 240 West to Interstate 26 East. Continue on I-26 East to County Road 74 East. Then proceed to Interstate 85 East. Continue on I-85 to Interstate 77 South. Exit onto John Belk Freeway (Exit 9B) and proceed to the College Street Exit. Exit onto College Street and proceed to the hotel located on the right.

From Interstate 85 (South)

Take Interstate 85 North to Freedom Drive (Exit 34). From Freedom Drive, merge onto Interstate 277 North via the ramp on the left. Then take the College Street Exit towards downtown. The hotel is located on the right.

Parking at the Westin Charlotte Hotel:

Valet service and self parking facilities are available on site. \$18/night for self parking.

PAYMENT CONFIRMATION

All registrations must be accompanied by a check or credit card number for the full registration fee. Checks are to be made payable in US funds to "Annual Conference for Women in Accounting." Registrations will not be processed without full payment.

Advance registration will be confirmed in writing before the conference. Badges and program materials may be picked up at the Annual Conference registration desk at the conference.

CANCELLATIONS

Notification of cancellation must be submitted in writing to the Annual Conference headquarters. Cancellations received by Friday, September 23, 2011 will be subject to a \$100 cancellation fee. Substitutions are allowed at any time but must be submitted in writing. Registrants who fail to attend the Annual Conference are responsible for full payment.

BECOME AN ASWA OR AWSCPA MEMBER

For information on ASWA membership, please contact ASWA headquarters at (703) 506-3265 or aswa@aswa.org. Membership information is also available on ASWA's website: www.aswa.org.

For information on AWSCPA membership, please contact AWSCPA headquarters at (800) AWSCPA1 or info@awscpa.org. Membership information is also available on AWSCPA's website: www.awscpa.org.

ATTIRE

Conference participants should wear casual business attire, defined as dress slacks or casual dress wear. No jeans, please.

QUESTIONS

If you have any questions regarding registration, refunds, complaints or program cancellation policies, please contact either ASWA at (703) 506-3265 or AWSCPA at (800) AWSCPA1 or visit their respective websites at www.aswa.org or www.awscpa.org.

EXHIBITORS & SPONSORS

Exhibitors and Sponsors confirmed at press time are: Accountemps and Robert Half Finance and Accounting, American Express, American Institute of Certified Public Accountants, CPAexcel, Crowe Horwath, Federal Deposit Insurance Corporation, Financial Executives Institute, Freddie Mac, Institute of Management Accountants, Internal Revenue Service, Ledgent, Life Income Management, MassMutual, and Office Tools Professional.

Exhibiting and sponsorship opportunities are still available! Contact Kathy Bradley at ASWA headquarters, resourcedevelopment@aswa.org or (703) 506-3265 or Don Gaitten at AWSCPA headquarters, info@awscpa.org or (800) AWSCPA1, for details.

Annual Conference for Women in Accounting Registration Form

Please print or type:

First Name _____ Last Name _____

Title _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____

Please circle all that apply: ASWA AWSCPA AICPA Nonmember

Membership ID# _____ (if applicable)

REGISTRATION FEES

	By 9/30/11	After 9/30/11 and Onsite
ASWA or AWSCPA Member	<input type="checkbox"/> \$625	<input type="checkbox"/> \$675
AICPA Member	<input type="checkbox"/> \$625	<input type="checkbox"/> \$675
Non-member	<input type="checkbox"/> \$725	<input type="checkbox"/> \$775
One-Day*	<input type="checkbox"/> \$299	<input type="checkbox"/> \$349
Speaker—full conference**	<input type="checkbox"/> \$515	<input type="checkbox"/> \$565

If registering for one day only, check the day you will be attending:

Monday Tuesday Wednesday

OPTIONAL EVENTS

Sunday's Fun Night \$75

EXTRA GUEST TICKETS

of tickets _____ Sunday's Fun Night @ \$75

of tickets _____ Monday's Welcome Reception @ \$60

of tickets _____ Tuesday's Awards Luncheon @ \$45

of tickets _____ Wednesday's Foundation Fundraiser Luncheon @ \$45

TOTAL CONFERENCE FEES \$ _____

Membership in ASWA or AWSCPA is individual. Member registration fees apply only to individuals holding a current membership in either organization. The official conference name badge is required for all sessions, social activities and exhibits. You may register in advance or onsite at the conference.

* One day registration includes that day's educational sessions, refreshment breaks, luncheon and handout materials.

** Speakers may attend the conference on the day of their presentation on a complimentary basis. Speakers who wish to register for one additional day will pay the appropriate one-day fee. Speakers who wish to attend the full conference may do so at the special "Speaker—full conference" rates listed. This special rate is available only to speakers.

Full conference registration for members and nonmembers includes admission to all educational sessions, exhibits, luncheons, refreshment breaks, receptions and handout materials.

PAYMENT INFORMATION

Registrations will be accepted with credit card information online at www.aswa.org or www.awscpa.org or by fax at 703-506-3266. Completed forms with checks made payable to "Annual Conference for Women in Accounting" should be returned to: **ASWA Lockbox • PO Box 826131 • Philadelphia, PA 19182-6131** Registrations cannot be processed without full payment.

CREDIT CARD INFORMATION

Visa MasterCard American Express

Card number _____

Expiration date _____

Security Code _____

Name on card (please print) _____

Signature _____

ADDITIONAL SESSIONS – Please complete.

Please select any extra sessions you will be attending in addition to the Annual Conference registration. Please note that you do not need to select your educational sessions; you may decide which sessions you will attend while at the conference.

Monday, October 24
10:00 am - 12:00 pm

ASWA Chapter Exchange

ASWA Member-at-Large Meeting

AWSCPA Member Exchange

Please check if you are: First Time Attendee

Will you attend the First time Attendee meeting on Sunday, October 23rd from 3:30 – 4:30 pm Yes No



Please indicate any special needs regarding accessibility: _____

Special Dietary Concerns/Allergies* _____

*At meals, please alert your server of any food allergies you have.

QUESTIONS

Any questions regarding the program or registration, please contact:

ASWA headquarters:
Tel: (703) 506-3265
Fax: (703) 506-3266
E-mail: aswa@aswa.org
Website: www.aswa.org

Or

AWSCPA headquarters:
Tel: (800) 297-2721
Fax: (937) 222-5794
E-mail: info@awscpa.org
Website: www.awscpa.org



2011
ANNUAL
CONFERENCE
for
WOMEN
in
ACCOUNTING



Annual Conference for
Women in Accounting
136 South Keowee Street
Dayton, OH 45402

**ASWA/AWSCPA Annual Conference
for Women in Accounting
October 24 – 26, 2011
Westin Charlotte, Charlotte, North Carolina, USA**

This brochure contains information regarding the American Society of Women Accountants/American Woman's Society of Certified Public Accountants' Annual Conference for Women in Accounting. Please circulate to the appropriate financial professionals within your organization. If not deliverable to addressee, please route to your organization's accountant, treasurer or controller.

