



Trinity University  
and  
American Society of Women Accountants  
San Antonio Chapter  
presents

**2011**  
**SOUTH AND CENTRAL TEXAS**  
**CONFERENCE**

*For Accounting and Finance Professionals*

**Friday, August 12 & Saturday, August 13, 2011**

On the campus of Trinity University  
Chapman Graduate Center

**Sixteen Hours of Continuing Professional Education**

**Keynote Speakers**

Phil Willingham, Robert Half international

Sheryl Tynes, Ph.D., Trinity University

Blake Hastings, Federal Reserve of Dallas

Tim Derk, Spurs Sports and Entertainment

**Premier Sponsor**



**Corporate Sponsors**



<b>Friday, August 12, 2011</b>			
		Accounting / Tax	Finance / Management
Registration Opening Remarks	7:00 – 7:40	Continental Breakfast sponsored by <b>Robert Half International</b>	
Keynote Speaker	7:40 – 8:30	<b>Using Social Media to Advance your Career</b> Phil Willingham District Director, Robert Half International	
Vendor Visitation	8:30 – 8:45		
Session 1	8:45 – 10:25	<b>International Financial Reporting Standards Update</b> Russ Collins, CPA Managing Director, Protiviti Inc.	<b>Building Strong Nonprofit Boards</b> Michael Bacon, CFRE Barbara Anne Stephens BaconLee & Associates
Vendor Visitation / Break	10:25– 10:45		
Session 2	10:45 – 12:20	<b>Estates and Trusts: Accounting and Tax Issues</b> John T. Newman Shareholder, Hornberger Sheehan Fuller & Better, Incorporated	<b>Violence in the Workplace</b> Manuel A. Peleaz – Prada, J.D. Peleaz Prada, PLLC
Vendor Visitation	12:20 – 12:50		
Lunch	12:50 – 1:30	Lunch sponsored by <b>Ernst &amp; Young LLP</b>	
Keynote Speaker	1:30 – 2:20	<b>The Shape of the Recovery</b> Blake Hastings Vice President in Charge, Federal Reserve of Dallas San Antonio Branch	
Vendor Visitation / Break	2:20 – 2:50		
Session 3	2:50 – 4:30	<b>Cloud Computing</b> Mitch Sowards ENTRUST Technology Consulting Services	<b>Leading at Speed of Trust</b> Jim Symcox, President, Hard Fact Soft Skills
ASWA Networking Event	4:30 – 5:30	Wine and Cheese Reception	
<b>Saturday, August 13, 2011</b>			
Registration Opening Remarks	7:00 – 7:40	Continental Breakfast sponsored by <b>American Express OPEN</b>	
Keynote Speaker	7:40 – 8:30	<b>Leading by Counting Beans: Making a Difference with Data</b> Sheryl R. Tynes, Ph.D. Assoc. Vice President for Academic Affairs, Trinity University	
Vendor Visitation	8:30 – 8:45		
Session 1	8:45 – 10:25	<b>Getting the Best Bang for the Assurance Buck: Audits vs. Reviews</b> Dennis Elam, Ph.D., CPA Anthony S. Ridout, CPA Shirley Peterson, CPA	<b>Understanding the Financial Markets</b> Victor J. Larsen, CPA, CFP Chief Investment Officer, Larsen Financial Management
Vendor Visitation / Break	10:25 – 10:45		
Session 2	10:45 – 12:20	<b>Not For Profit Tax Update</b> Josie Behrend, CPA Tax Senior Manager, Padgett, Stratemann & Co., L.L.P.	<b>Financial Derivatives</b> Guy Conger, RFE, CFE President, Money Concepts FPC
Vendor Visitation	12:20 – 12:50		
Lunch	12:50 – 1:30	Lunch sponsored by <b>American Express OPEN</b>	
Keynote Speaker	1:30 – 2:20	<b>Hi Mom, Send Sheep.</b> Tim Derk Fan Experience Advocate, Spurs Sports & Entertainment	
Vendor Visitation / Break	2:20 – 2:50		
Session 3	2:50 – 4:30	<b>Fraud and Computer Forensics</b> John Dupree, CPA, CFE	<b>The Top 10 Mistakes Leaders Make</b> Sharon McGee Founder, Sharon McGee Enterprises

CPE credits are granted based on a 50-minute hour. Participants must remain in a particular session for at least 50 minutes to earn a minimum of 1 CPE credit. All attempts have been made to ensure that these classes qualify for CPE credit under the rules of the Texas State Board of Accountancy. Attendees have the responsibility to ensure that the classes they attend conform to the CPE credit guidelines and policies of the association managing their certification or the state issuing their license.

# REGISTRATION

Register on-line at: [www.trinity.edu/sctc](http://www.trinity.edu/sctc)

OR

## CONFERENCE REGISTRATION (Please Print Clearly)

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT WORK PHONE: \_\_\_\_\_

INFORMATION HOME PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

NAME TAG \_\_\_\_\_

### FULL CONFERENCE REGISTRATION (Lunch Included)

- Member - \$ 250 \$ \_\_\_\_\_  
 Non-Member \$ 300 \$ \_\_\_\_\_

### SINGLE DAY REGISTRATION (Lunch Included)

Friday, August 12, 2011

- Member ASWA \$ 170 \$ \_\_\_\_\_  
 Non-member \$ 200 \$ \_\_\_\_\_

Saturday, August 13, 2011

- Member ASWA \$ 170 \$ \_\_\_\_\_  
 Non-member \$ 200 \$ \_\_\_\_\_

### EARLY REGISTRATION DISCOUNT

(Postmarked by July 15, 2011)

- Full Conference \$(25) \$(\_\_\_\_\_)  
 Single Day \$(10) \$(\_\_\_\_\_)

### ASWA Networking Reception

- ASWA Member / Prospect \$ 10 \$ \_\_\_\_\_

**TOTAL REGISTRATION FEE** \$ \_\_\_\_\_

#### Refund Policy:

80% refunds - cancellation requests postmarked on or before July 15, 2011  
50% refunds - cancellation requests postmarked on or before August 1, 2011  
Substitution of attendees from the same company is permitted

We share attendee mailing addresses with conference sponsors and vendors. If you do not wish us to share your address, please check here. \_\_\_\_\_

Master Card / Visa / American Express / Discover:

Expiration Date \_\_\_\_\_ Billing Address Zip Code: \_\_\_\_\_

Signature \_\_\_\_\_

## CONCURRENT SESSIONS

PLEASE MARK THE BOXES FOR THE SESSIONS YOU PLAN ON ATTENDING

Friday, August 12, 2011

<u>Time</u>	<u>Acct/</u> <u>Tax</u>	<u>Fin</u> <u>Fin</u>
8:45 - 10:25	<input type="checkbox"/>	<input type="checkbox"/>
10:45 - 12:20	<input type="checkbox"/>	<input type="checkbox"/>
2:50 - 4:30	<input type="checkbox"/>	<input type="checkbox"/>

Saturday, August 13, 2011

<u>Time</u>	<u>Acct/</u> <u>Tax</u>	<u>Fin</u> <u>Fin</u>
8:45 - 10:25	<input type="checkbox"/>	<input type="checkbox"/>
10:45 - 12:20	<input type="checkbox"/>	<input type="checkbox"/>
2:50 - 4:30	<input type="checkbox"/>	<input type="checkbox"/>

Please specify membership

- ASWA  
 IMA  
 Trinity Alumni

MEAL CHOICE:

- REGULAR  VEGETARIAN

Register on-line at:

[www.trinity.edu/sctc](http://www.trinity.edu/sctc)

Or

Fax to:

210-999-7056

Or

Send Payment/Registration to:

Trinity University  
William Knox Holt Center  
106 Oakmont Court  
San Antonio, Texas 78212-7200

### QUESTIONS?

Info: Please leave a message at 830-438-5605, option 2