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# *Empowering Today's Accountant Seminar*



Saturday, August 15, 2009  
San Marcos Resort  
Chandler, AZ  
*Space is limited!*

**Early Registration Deadline: June 29th**

Today's accounting professionals are more than just number crunchers. They are business leaders creating a prosperous future for their company as well as their clients. This critical function requires strong technical and professional skills combined with integrity and a supportive network of peers.

Professional accounting associations benefit their individual members as well as the entire accounting profession. They provide great resources for professionals on technical issues, support for ethical dilemmas, best practices and networking opportunities.

With recent changes in continuing education requirements for Arizona CPAs and the need for lifelong learning for all accounting professionals, associations have an even greater opportunity to support their membership and communities. The ASWA Mesa East Valley Chapter is hosting this seminar to allow all accounting professionals an opportunity to learn and connect with their peers.

Promote your profession and make a small investment in your career by joining the Mesa East Valley Chapter of the American Society of Women Accountants for a day of education, inspiration, networking and fun.

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**Presented with the Support of our Sponsors**



**Technical Track****Professional Development Track**

7:30 - 8:10

Registration, Refreshments and Introductions

8:10 -9:50

Keynote Speaker: Arizona State Treasurer Dean Martin  
Title: 2009 Budget & Legislative Update**Session 1**CPE Credit:  
2 hours

Description: Treasurer Martin is the Chief Financial Officer for the State of Arizona and he will be discussing the current status of the Arizona Budget crisis and the Legislative process to create and pass the budget. He will also give an update on the estimates for revenue projections and cost cutting measures of the State of Arizona. The Treasurer will take questions from the audience.

Field of Study: Finance

Program Level: Overview

10:00 - 11:40

**Session 2**CPE Credit:  
2 hoursTitle: International Financial Reporting Update  
Speaker: Kevin Dueck  
Description: The session will cover the latest updates on the process of IFRS adoption and differences between US GAAP and IFRS standards.Field of Study: Accounting  
Program Level: OverviewTitle: Health Savings Accounts  
Speaker: Fred Adams  
Description: This session will introduce attendees to HSA option for employee benefits and compare different options available to help employers provide health benefits while controlling costs.Field of Study: Specialized Knowledge & Applications  
Program Level: Overview

11:40 - 1:10

Networking Lunch

1:10 - 2:50

Keynote Speaker: Amy Lieberman - Insight Employment  
Title: Effective Communication, Negotiation, and Facilitation Skills**Session 3**CPE Credit:  
2 hours

Description: As a skilled mediator, Ms. Lieberman finds resolution to difficult and sensitive matters by bringing both sides together to communicate the needs and desires of both parties. Learn how develop your softer skills to prevent workplace conflict and increase the tools necessary to be a successful leader.

Field of Study: Communication

Program Level: Overview

3:00 - 3:50

**Session 4**  
CPE Credit:  
1 hourTitle: LLC's Oh My! How do I tax this?  
Speaker: Shauna A. Wekherlien  
Description: This course will give background on AZ LLC's and the differences between the "legal" and "tax" sides. What forms are you looking for? How to explain the differences. Aid your clients into and thru this fairly new taxing realm!Field of Study: Tax  
Program Level: OverviewTitle: IT Risk Management  
Speaker: Debbie Christofferson  
Description: Successful companies must manage their risks including the risks associated with their information technology. This session will cover strategies for protecting your most important asset.Field of Study: Management Advisory Services  
Program Level: Overview

3:50 - 4:10

Networking Break

4:10 - 5:00

**Session 5**CPE Credit:  
1 hourTitle: Cost Accounting Practical Application  
Speaker: Michelle Tinsley  
Description: Examine the various ways that costs are aggregated and applied to change behaviors in an enterprise. Cost accounting is pervasive and leveraging cost accounting enables better decision making.Field of Study: Management Advisory Services  
Program Level: OverviewTitle: Using Social Media in the Workplace:  
Tips, Trends, and To Do's  
Speaker: Wendy Nelson Kenney  
Description: Ever wonder about the latest social networking craze and how you can use it to improve your business? Learn about Twitter, LinkedIn, UTube and other marketing avenues.Field of Study: Marketing  
Program Level: Overview

Please note, speakers or sessions may change if necessary.

### **Keynote Speaker Biographies:**

State Treasurer Dean Martin serves as the chief financial officer for the State of Arizona, overseeing more than \$12 billion in assets under management, responsible for the prudent custody and management of state and local monies. The State Treasurer is a statewide constitutional officer, third in line of succession to the Governor. The Treasurer also serves as the Chairman of the State Board of Investment, as the State Surveyor General and on the State Land Selection Board. Treasurer Martin was previously a State Senator, Chairman of the Senate Finance Committee, Vice-Chairman of Judiciary, and a senior member of Appropriations. Treasurer Martin's awards include recognition by the Business Journal as one of the top community leaders under age 40 for accomplishments in elected office and as a business owner, and the "Freedom of Information Award" for his leadership in opening government and improving access to public records. He has been recognized nationally as "Hero of the Taxpayer" by Americans for Tax Reform. As senator, Treasurer Martin sponsored and passed tax relief legislation that eliminated the marriage tax penalty, repealed Arizona's death tax, and repealed Arizona's statewide property tax. Treasurer Martin and his wife of twelve years, Kerry, are both graduates of Arizona State University, where he earned the first degree in Small Business Management/Entrepreneurship.

Amy L. Lieberman, Esq. is a full-time mediator and arbitrator of employment disputes. She is the Executive Director of Insight Employment Mediation, a full-service workplace consulting firm. Ms. Lieberman handles "early stage" mediations, where a charge is filed with the EEOC, a demand letter is sent by a lawyer, or an employee has requested mediation pursuant to a corporate Dispute Resolution Program, and she handles mediations involving cases in litigation. She also mediates internal workplace conflicts involving executives, managers and key personnel. Ms. Lieberman was one of the first to be recognized in Arizona as among the "Best Lawyers in America", "Southwest Super Lawyers" and "Top Lawyers in Arizona" in ADR. She is an "Advanced Practitioner" in Workplace Mediation and Employment Arbitration. She is mediator and arbitrator of employment disputes for the American Arbitration Association, a contract mediator for the EEOC, and the past Chair of the State Bar's ADR Section. Ms. Lieberman received national recognition when her article, "The A-List: Emotions in Mediation", was published in 2006 in the AAA's *Journal of Dispute Resolution*. She is a frequent panelist and speaker in the employment law, business and human resource communities.

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### **ASWA History & Mission:**

The American Society of Women Accountants is a professional organization whose purpose is to advance the interest of women in all fields of accounting and finance. The society was founded in 1938 and since then, has grown to include more than 100 chapters throughout the United States with approximately 6,000 members. Membership has been open to men since 1974. ASWA members work at all levels of the accounting profession, from individual practitioners to entry- and top-level positions in industry and government and from juniors to partners in major accounting firms. ASWA members can be found throughout the economy from academia and government to the private and public sectors. Members are highly educated, well-informed professionals and take part in a wide spectrum of activities including art, athletics, law, family life, music, travel and volunteerism.

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### **Official National Registry Statement:**

ASWA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have the 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. Web site: [www.nasba.org](http://www.nasba.org). ASWA's National Registry of CPE Sponsors ID number is 105423.

**Administrative Policies:** Please return the registration form with payment to the ASWA Mesa East Valley Chapter. If you are unable to attend, you may send a colleague in your place. Refunds will only be issued for reservations canceled more than two weeks prior to the final registration due date. For more information regarding administrative policies, please contact ASWA Mesa East Valley President, Laura Mangan at P.O. Box 8114 Chandler, AZ 85246, email [aswa\\_mev@earthlink.net](mailto:aswa_mev@earthlink.net) or call 480-598-6333.

## 2009 Empowering Today's Accountant Seminar

Date: Saturday, August 15, 2009

Time: 8:00 am - 5:00 pm

Location: Crown Plaza San Marcos Golf Resort  
One San Marcos Place  
Chandler, AZ 85225



Historic Downtown Chandler—just 1 mile north of the 202 San Tan Freeway - exit Arizona Avenue

Choose Sessions from 2 Tracks for 8 CPE hours

Presented by: American Society of Women Accountants Mesa East Valley Chapter #147

### Registration Form

Technical Track	Professional Development Track		Regular Rate	Early Reg.
<input type="checkbox"/> Session 2	<input type="checkbox"/> Session 2	<input type="checkbox"/> Regular Registration:	\$200	\$175
<input type="checkbox"/> Session 4	<input type="checkbox"/> Session 4	<input type="checkbox"/> Other Association Registration: (AICPA, ASCPA, IMA, etc)	\$150	\$125
<input type="checkbox"/> Session 5	<input type="checkbox"/> Session 5	<input type="checkbox"/> ASWA Member Registration:	\$125	\$100
		<input type="checkbox"/> Student Registration: (Current ID Required)	\$50	\$50

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Name

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Company

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Title

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Email

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Phone

Early Registration Due: June 29, 2009

Final Registration Deadline: August 5, 2009



Please make checks payable and mail with completed registration form to:

ASWA  
P.O. Box 8114  
Chandler, AZ 85246

Credit card registration available online at [www.aswa-mev.org](http://www.aswa-mev.org).