13th Annual Accounting Programs Leadership Group/Federation of Schools of Accountancy Joint Seminar

American Accounting Association
Accounting Programs Leadership Group

FSA
Federation of Schools of Accountancy

February 10–11, 2017
Renaissance Phoenix Downtown Hotel
Phoenix, Arizona

Sponsored by the American Accounting Association’s Accounting Programs Leadership Group and the Federation of Schools of Accountancy
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13th Annual APLG/FSA Joint Seminar Planning Committee

Co-Chair
Elizabeth Oliver, Washington & Lee University

Co-Chair
Craig White, The University of New Mexico

Members
APLG and FSA Board Members participated in planning the meeting. Scott Collins (The Pennsylvania State University), Tracy Manly (The University of Tulsa), and Shirley Maxey (University of Southern California) developed and organized the sessions specifically designed for program leaders.
2017 Accounting Program Leadership Group / Federation of Schools of Accountancy Joint Seminar Thursday, February 9, 2017

7:00 am–5:00 pm
Registration
Meeting Level Foyer

Friday, February 10, 2017

7:00 am–5:00 pm
Registration
Meeting Level Foyer

7:00 am–7:55 am
Networking Breakfast
South Ballroom

7:55 am–8:00 am
Welcome Remarks
North Ballroom

Speakers: Elizabeth Oliver, Lewis Whitaker Adams
Professor and Chair of Accounting, Washington & Lee University
Craig White, Dean of the Anderson School of Management, The University of New Mexico

8:00 am–8:50 am
Session 1: The Audit of the Future: A Look into the Evolving Needs of the Investing Public
North Ballroom
Auditing - 1.0 CH

Speaker: Joe Ucuzoglu, Chairman and Chief Executive Officer, Deloitte & Touche LLP
Session 2: Gen Z Comes to College  
North Ballroom  
Social Environment of Business - 1.5 CH  

Moderator: Kathleen Davisson, Assistant Director of the School of Accountancy University of Denver  

Panelists: Anne Donovan, U.S. People Innovation Leader, PwC  
Peter Farrell, Managing Director & Senior Principal, EAB | Royall & Company  
Yvonne Hinson, Academic in Residence, AICPA  
Dale Johnson, Adaptive Program Manager, EdPlus at Arizona State University

10:10 am–10:45 am  

Break  
Sponsored by Beta Alpha Psi  
Foyer

Session 3: Strategic Planning  
North Ballroom  
Business Management & Organization - 1.0 CH  

Speaker: Charles E. Bamford, Ph.D., Bamford Associates, LLC

11:40 am–12:30 pm  

Session 4: Where Are We on Increasing Diversity? Successful Strategies  
North Ballroom  
Administrative Practice - 1.0 CH  

Panelists: Christine Clements, Chief Diversity Officer, AACSB  
Kevin James, Department Chair and Associate Professor, North Carolina Agricultural and Technical State University  
Scott Wiley, CAE, President & CEO of the Ohio Society of CPAs, Chair ASAE

12:35 pm–1:50 pm

Welcome Lunch and Award Presentation  
South Ballroom  

Speakers: Sandra Richtermeyer, President, APLG and Dean of Manning School of Business, University of Massachusetts Lowell  
Rebecca Shortridge, President, FSA, Donald E. Kieso Endowed Chair in Accountancy, Northern Illinois University
Friday, February 10, 2017 (continued)

1:50 pm–2:40 pm

Session 5: Hiring into Advisory and Tax: The Impact on Recruiting in Audit
North Ballroom
*Business Management & Organization - 1.0 CH*

**Moderator:** Parveen Gupta, William L. Clayton
Distinguished Professor, Lehigh University

**Panelists:**
- Steve Matzke, Director of Faculty and University Initiatives, AICPA
- Natasha Stough, Americas Director of Campus Recruiting, EY
- Chelie Marton, Director of University Recruiting, Grant Thornton LLP

2:45 pm–3:35 pm

Session 6: Is Certification Still Important?
North Ballroom
*Administrative Practice - 1.0 CH*

**Moderator:** Sharon Lassar, Director of the School of Accountancy, University of Denver

**Panelists:**
- Lisa Beaudoin, CMA, CAE, Director of Educational Partnerships, IMA
- Travis Laird, Vice President at Robert Half
- Jimmy J. Williams, CPA/PFS, CFP(R), MT, Compass Capital Management LLC

3:35 pm–4:00 pm

Break
Sponsored by IMA
Foyer

4:00 pm–5:15 pm

Session 7: Big Data Resources
North Ballroom
*Administrative Practice - 1.5 CH*

**Moderator:** Anne Magro, Interim Dean, George Mason University

**Panelists:**
- Catherine Banks, Director, Ernst & Young Foundation and EY Academic Resource Center Max S. Carrier, KPMG U.S. National Partner-in-Charge, eAudIT, Global Delivery Center and Audit Data & Analytics
- Julie Peters, U.S. University Relations Leader at PwC
- Kathleen Shoztic, Executive Director, Deloitte Foundation
Friday, February 10, 2017
(continued)

6:00 pm–7:30 pm
Reception
Skyline
Dinner on Your Own

Saturday, February 11, 2017

7:00 am–4:15 pm
Registration
Meeting Level Foyer

7:00 am–8:25 am
Breakfast with Interest Groups/Topical
Breakout Tables
South Ballroom
Personal Development - 1.0 CH

8:30 am–9:20 am
Session 8: Expanding Your Recruiting Base
North Ballroom
Business Management & Organization - 1.0 CH

Moderator: Shirley Maxey, University of Southern California, Assistant Vice Dean for Academic Affairs

Panelists: Cathy Cowan, University of Southern California Leventhal School of Accounting Program Director, MAcc and Master of Business Taxation Michael Schmidt, The University of North Carolina at Chapel Hill Kenan-Flagler Business School MAC Program Director, Admissions & Career Services Philip Shane, College of William & Mary Accounting Department Chair and KPMG Professor

9:25 am–10:15 am
Concurrent Sessions

Session 9A: What is the Value Proposition for MAcc Program Marketing?
North Ballroom
Marketing - 1.0 CH

Moderator: Scott Collins, The Pennsylvania State University

Panelists: Frank Buckless, KPMG Professor and Department Head, Department of Accounting, North Carolina State University Jeffrey Wilks, Director and EY Professor, Brigham Young University School of Accountancy Fred Mittelstaedt, Deloitte Foundation Professor of Accountancy, and Chair of the Accountancy Department, University of Notre Dame
Saturday, February 11, 2017
(continued)

9:25 am–10:15 am

Session 9B: AACSB Update
Salon 5-6
Administrative Practice - 1.0 CH

Speakers: Robert Reid, AACSB Executive Vice President and Chief Accreditation Officer
Mark Higgins, Dean, St. Louis University

10:15 am–10:45 am

Break
Foyer

10:45 am–11:35 pm

Concurrent Sessions

Session 10A: MAcc Curriculum: Breadth versus Depth
North Ballroom
Administrative Practice - 1.0 CH

Moderator: Stephen Smith, Senior Director, MPA Program, The University of Texas at Austin

Panelists: William Brown, Master of Science in Accounting Program Director, University of Massachusetts Amherst
Gia Chevis, Graduate Program Director, Baylor University
Mary Stanford, Department Chair, Texas Christian University

Session 10B: Engaging Professionally Oriented Faculty in Academic Research
Salon 5-6
Administrative Practice - 1.0 CH

Moderator: Frank Buckless, KPMG Professor, North Carolina State University

Panelists: Cynthia E. Bolt, The Citadel
Jim Fuehrmeyer, Faculty Director of the M.S. in Accountancy Program, University of Notre Dame
Scott Showalter, Professor of Practice, North Carolina State University
Concurrent Sessions

Session 11A: How to Make Sure That Departments Have Enough Resources
North Ballroom
Administrative Practice - 1.0 CH

Moderator: Craig White, Dean of the Anderson School of Management, The University of New Mexico

Panelists: Frances Ayres, Professor and Dale Looper Chair in Accounting, Associate Dean for Faculty Relations, Research Innovation and Accreditation, The University of Oklahoma
Jon Davis, Professor of Accountancy, Department Head and R.C. Evans Endowed Chair in Business, University of Illinois at Urbana-Champaign
Sandra Richtermeyer, President, APLG and Dean of Manning School of Business, University of Massachusetts Lowell

Session 11B: MAcc Programs Delivered on Campus, On-Line, and Hybrid: Experiences from the Field
Salon 5-6
Administrative Practice - 1.0 CH

Moderator: Carol Sullivan, Associate Professor of Accounting, The University of Texas of the Permian Basin

Panelists: Gretchen Handlos, Director of Graduate Accounting Programs, Indiana University
Karen Cravens, Chapman Professor of Accounting Director of the School of Accounting and MIS, The University of Tulsa
George Young, Director and Associate Professor, School of Accounting, Florida Atlantic University

Lunch
South Ballroom
Personal Development - 1.0 CH

Introduction: William Stout, APLG Past President, University of Louisville

Speaker: Bruce Behn, AAA Past-President, The University of Tennessee, Knoxville
Concurrent Sessions

Session 12A: Changes in the CPA Exam
North Ballroom
*Administrative Practice* - 1.0 CH

**Speaker:** Michael Decker, Vice President, Examinations, AICPA

Session 12B: Developing Teaching Skills of Doctoral Students: Techniques and Strategies
Salon 5-6
*Administrative Practice* - 1.0 CH

**Moderator:** Uday Murthy, Director, Lynn Pippenger School of Accountancy and Eminent Scholar, University of South Florida

**Panelists:**
- Mark Kohlbeck, Professor, Florida Atlantic University
- Steve Sutton, KPMG Professor of Accounting, Ph.D. Program Director and Advisor, University of Central Florida
- Nate Sharp, Pricewaterhouse Coopers Professor and Ph.D. Coordinator, Texas A&M University
- Jim Wahlen, James R. Hodge Chair of Excellence and Chairperson of Accounting, Indiana University Bloomington

2:45 pm–4:00 pm

Session 13: Coaching: An Innovating Approach to Developing Leaders
North Ballroom
*Personnel/HR* - 1.5 CH

**Speaker:** Joanne Schlosser, FACHE, MBA, PCC, SPHR, President, Rising Stars LLC
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Future AAA Annual Meetings

August 5-9, 2017
San Diego, California

August 4-8, 2018
National Harbor, MD

August 10-14, 2019
San Francisco, California

August 8-12, 2020
Atlanta, Georgia

Other AAA Meetings

February 16, 2017-February 18, 2017
American Taxation Association
Midyear Meeting
Phoenix, Arizona

February 24, 2017-February 25, 2017
Forensic Accounting Research Conference
Orlando, Florida

March 8, 2017-March 11, 2017
Southwest Region/FBD Meeting
Little Rock, Arkansas

March 10, 2017-March 11, 2017
Government and Nonprofit Section
Midyear Meeting
Long Beach, California

March 31, 2017-April 1, 2017
Conference of the Public Interest Section
Washington, DC

April 6, 2017-April 8, 2017
Western Region Meeting
San Francisco, California

April 27, 2017-April 29, 2017
Southeast Region Meeting
Miami, Florida

May 4, 2017-May 6, 2017
Mid-Atlantic Region Meeting
Arlington (Crystal City), Virginia

May 11, 2017-May 13, 2017
Ohio Region Meeting
Columbus, Ohio

September 7, 2017-September 8, 2017
Accounting IS Big Data Conference
Brooklyn, New York