

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



**American  
Accounting  
Association**

Accounting Programs  
Leadership Group



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

2:00 pm–7:00 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

# Friday, February 10, 2017

8:55 am–10:10 am

## **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

10:45 am–11:35 am

## **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

# Saturday, February 11, 2017 (continued)

11:40 am–12:30 pm

## 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

12:30 pm–1:50 pm

## 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

# Saturday, February 11, 2017 (continued)

1:50 pm–2:40 pm

## 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  
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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

