



Northwest Regional Conference
2010 Program Guide
June 18th and 19th

Stop and Count the Roses in Portland Oregon

Don't miss our Keynote Speaker Ann Schatz at 8:20 AM on Friday!



Keynote Speaker:

Ann Schatz, CBS College Sports

"Follow the Female Leader:

The Balance of Power and Progress"

Ann is widely known and regarded as an accomplished sports broadcaster, speaker and entrepreneur. With a sports broadcasting career spanning two decades, Ann's imprint on national broadcasting is impressive. Ann has provided live coverage for top competition and venues across the globe including the NBA Championships, the Summer and Winter Olympic Games, the Boston Marathon, NCAA Men's and Women's Basketball tournaments and the US Women's Open Golf Championship.

Throughout her broadcasting career Ann has had access to the world's top athletes, coaches and sport companies; including Lance Armstrong, Tiger Woods, Michael Jordan, Mia Hamm, Nike and adidas. Weaving her personal experiences with this elite group of individuals along with real life techniques and tools, Ann inspires audiences to challenge the status quo and develop a plan to achieve breakthrough personal and professional results.

2010 ASWA Northwest Regional Conference

Offering
16 Hours of CPE

Continuing Professional Education Credit

Each session is a 100 minute block . **Sign-in is required at each session.** Each session is considered technical, unless noted otherwise.

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 final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417.

REGISTRATION TABLE HOURS

Thursday 6:00—8:00 p.m.
Friday 7:00 a.m. – 5:00 p.m.
Saturday 7:00 a.m. – 10:00 a.m.

Our Mission Statement

The mission of the American Society of Women Accountants (ASWA) is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

Continental Breakfasts and Lunches

All meals will be served in Belmont A adjoining the training session rooms.

Fun Night! Casino Gaming

Join us for appetizers and casino games. Learn to play like the pros in a no pressure setting. Win raffle tickets for exciting prizes at the end of the night. Tables will be open from 7—10pm in room Belmont A.

Chapter Exchange

There will be a chapter exchange on Friday afternoon starting at 5:15 in a training session room to be determined. It is open to all ASWA members and serves as an opportunity to share the successes and challenges of the Chapters.

Hospitality Suite

The Portland Chapter wishes to thank the Billings Chapter for graciously hosting the hospitality suite! Hours and room location will be posted at the registration desk.

Speaker Materials

We will provide what speaker materials we have in an electronic format at the conference. We will also post the materials one week in advance on our website at www.portlandaswa.org. We strongly encourage you to print and bring with you the materials you would like to have at the conference.

Please contact: questions@portlandaswa.org if you cannot download the materials from the website.

The following members were instrumental in the success of this conference. We thank them for their dedication and all their hard work.

Portland Chapter Regional Conference Committee:

Laura King President-Elect
Julie Maury Current President
Gale Pudlitzke Chapter Member
Teri Albano Chapter Member

Lindy Tannenbaum Former President
Jennifer Taylor Chapter Member
Shelley Reeder-Lueth Chapter Member

Regional and National ASWA Members:

Sandi Pendleton
Leslie Miller
Eleanor Siverts-Akerman
Tamara Larson
Lee Lowery

Spokane Regional Director
Spokane
Seattle Regional Director
President-Elect Tacoma
Executive Director ASWA

Special Thanks to the Billings Montana Chapter - Hosts and sponsor of our Hospitality Suite

We wish to thank all the volunteers who helped to make this a successful event.

2010 ASWA Northwest Regional Conference

Technical Sessions—Tax and Audit Track

2010 Tax Update

Jason Orme, CPA

In this session we will discuss Federal and Oregon tax law changes from 2009 and 2010. The primary focus will be business related tax issues, but we will also cover some of the provisions affecting individuals.

Exempt Organizations Tax Update

Jason Orme, CPA

In this session we will discuss the new Federal Form 990 and what we have learned after the first year of filing on the new form. We will also discuss Unrelated Business Income Tax issues.

IRS Hot Topics

Brian Wozniak and John Blakeman

2009 and 2010 tax years present new challenges with the passage of new laws for the tax professional. The IRS Hot Topics session will address these recent tax law changes including the national electronic filing mandate for tax professionals, the 1040 Modernized e-file Program (MeF), Issue Management Resolution System (IMRS), and national regulation of paid tax preparers.

IFRS

Dr. Raymond Johnson

The SEC recently voted unanimously to affirm supporting a single high-quality globally accepted accounting standard. The proposed road map considers the convergence of U.S. GAAP with the International Financial Reporting System (IFRS). A presentation of the proposed roadmap will be highlighted by case studies comparing the differences between the two accounting standards.

Practical Approach to Internal Controls Building, Implementing & Documenting

Rob Moody, CPA

This session will take a practical approach to development and implementation of effective internal controls over some common risk areas. We will also cover effective documentation of controls to support audit or other similar requirements.

Business Valuations

Tom Napier, CPA

What value added valuation and consulting services can be offered in your practice? How can your practice generate revenue through these valuation services? Come to our presentation and learn how!

Tax Consequences of Short Sales & Foreclosures

Joyce Jakubiak, CPA

In this presentation we will discuss the tax implications of short sales, foreclosures and debt modifications for individuals as well as businesses. The presenter will also discuss cancellation of debt income and exclusion of such income under section 108.

2010 ASWA Northwest Regional Conference

Technical Sessions—Controllershship & Personal Development

Work / Life Balance vs. Upward Mobility of Women

Dr. Elizabeth Almer

For over two decades women have comprised more than 50% of new hires into public accounting. Yet women still make up only a small fraction of partners. Current trends of advancement, reasons for lagging upward mobility and the emergence of a new “glass ceiling” will all be considered.

Conduct and Ethics Requirements for OR and WA Auditing & Accounting Professionals (2 session class)

Charles Hester, CPA

A transparent ethical environment is crucial within any organization. Ethical decision-making has never been as important as it is today for public and private sector employees, managers and leaders. This course goes beyond compliance, beyond reviewing the rules, codes of conduct and conflicts of interest. It is designed to help participants recognize, analyze and resolve ethical dilemmas they face every day. Ethical and professional conduct standards, as well as statutory and regulatory requirements in the States of Oregon and Washington will be reviewed. A general understanding of the types of activities perceived to be of violation of ethical standards will be given. This is a well-rounded course to comply with professional ethics requirements in Oregon and Washington.

Fraud Risk - The CPA's Role in Educating Clients

Tiffany Couch CPA/CFF, CFE

There is no better time than now to sit down and consider your client's fraud risk. Many of your client's organizations and playing fields are no longer the same. How does that affect their fraud risk? While fraud is nothing new, circumstances at play in today's culture and business climate have created a “perfect storm” for financial shenanigans to occur. Don't let yourself or your clients get caught in the storm. In this session. You will learn how to empower your clients with knowledge and the tools to mitigate their risk no matter what the climate.

Financial Planning for Individuals & Small Business Owners

Joseph Ridinger, CRPC, AWMA.

In this presentation on financial planning we will cover the important areas for both individuals and business owners to pay attention to from cash flow and protection planning to investments and taxes. We will address the market volatility that we have experienced in the last decade and discuss how to better manage your investments. This is important to individuals trying to reach their future goals but also for business owners ensuring their business is working as hard for them as they are for their business.

Advanced Excel

Kay Kendall, Instructor

The Pivot table is an interactive table within the Excel utility that is one of the most useful tools for disaggregating and summarizing data. They can generate and extract meaningful information from a large table of data within a matter of minutes. Pivot tables allow the user to group and summarize large amounts of data in a concise, tabular format for easier reporting and analysis without using formulas.

Power Media:

Using Facebook, Twitter, & Foursquare for Growing Your Customer Base

Dr. Dene Grigar

Did you know that Facebook has almost as many users as there are people in the U.S.? Did you know that over 40% of Twitter users have an annual income of over \$75K? Are you aware that Foursquare and other location based social media sites are helping companies to build presence—for free? This workshop is aimed at providing participants with insights into how they can harness the power of media to grow a customer base for their business.

The ASWA Portland Chapter Thanks the following sponsors for their generous support of this conference:

Friday Fun Night: Robert Half International
Saturday Lunch: Merrill Lynch
Breaks – Talbot Korvola and Warwick
Printing— Vierck & Rakoski, CPA's, PC
Registration Bags: Becker CPA Review

Raffle Prizes

McCormick & Schmick's
TTM Finance, LLC
Stellar Realty NW
the Friendly Vine
Roger CPA Review
Becker Professional Education
Irvine & Company



VIERCK & RAKOSKI, CPAs, P.C.

Friday, June 18th	Tax / Audit Track	Controllership / Personal Development Track
8:00 a.m.–8:20 a.m.	Announcements and Breakfast	
8:20 a.m. – 10:00 a.m.	Keynote Speaker: Ann Schatz – CBS College Sports “Follow the Female Leader: The Balance of Power & Progress”	
10:00 a.m. – 10:15 a.m.	Break	
10:15 a.m. – 11:55 a.m.	2010 Tax Update Jason Orme, CPA	Work / Life Balance vs. Upward Mobility of Women Dr. Elizabeth Almer
12:00 p.m. – 1:10 p.m.	Lunch	
1:20 p.m. – 3:00 p.m.	Exempt Organizations Tax Update Jason Orme, CPA	Session 1 Conduct and Ethics Requirements for OR and WA Auditing & Accounting Professionals* Charles Hester, CPA
3:00 p.m. – 3:20 p.m.	Break	
3:20 p.m. – 5:00 p.m.	IRS Hot Topics Brian Wozniak, John Blakeman	Session 2 Conduct and Ethics Requirements for OR and WA Auditing & Accounting Professionals* Charles Hester, CPA
5:00 p.m. – 5:15 p.m.	Break	
5:15 p.m. – 6:30 p.m.	Friday Night Chapter Exchange Open to all ASWA members and serves as an opportunity to share the successes and challenges of the Chapters.	
7:00 p.m.	FUN NIGHT – Casino Games	
Saturday, June 19th	Tax / Audit Track	Controllership / Personal Development Track
7:30 a.m. – 8:30 a.m.	Breakfast	
8:30 a.m. – 10:10 a.m.	Practical Approach to Internal Controls Building, Implementing and Documenting Rob Moody, CPA	Financial Planning for Individuals & Small Business Owners Joseph Ridinger, CRPC, AWMA
10:10 a.m. – 10:30 a.m.	Break	
10:30 a.m. – 12:10 p.m.	Valuation Services for your CPA Practice Tom Napier, CPA	Advanced Excel Kay Kendall, Instructor
12:10 p.m. – 1:20 p.m.	Lunch	
1:20 p.m. – 3:00 p.m.	Tax Consequences of Short Sales and Foreclosures Joyce Jakubiak, CPA	Fraud Risk – The CPA’s Role in Educating Clients Tiffany Couch CPA/CFF, CFE
3:00 p.m. – 3:20 p.m.	Break	
3:20 p.m. – 5:00 p.m.	IFRS Dr. Raymond Johnson	Power Media Dr. Dene Grigar

Note: All courses are considered an overview with no-prerequisites required. All courses are technical level, except for Power Media, Upward Mobility of Women, and the Key note address; which are considered non-technical.

**This course is approved by the Washington State Board of Accountancy as meeting the minimum requirements which requires four CPE credit hours in the subject area of professional ethics and regulations with specific application to the practice of public accounting in Washington and Oregon.*