2019 Accounting Education Conference

October 4-5, 2019
Hilton Austin Airport | Austin
Registration and Breakfast:
7 a.m. both days

CPE Hours:
14 hours. CPE HOURS ARE BASED ON ACTUAL ATTENDANCE.

Program Fees:
☐ $195 Early Bird TXCPA Members
☐ $245 Early Bird Nonmembers
☐ $225 TXCPA Members
☐ $275 Nonmembers

TXCPA Early Bird Discount:
Register by September 20, 2019 to receive early bird registration rates. TXCPA is not responsible for checks or registrations delayed or lost in the mail.

Hotel:
Hilton Austin Airport
9515 Hotel Dr.
Austin, TX 78719
512-385-6767

Room Rate:
$129 single/double + applicable taxes.

Hotel Cut-Off Date:
5 p.m. CST on September 19, 2019 or when block fills. Call 1-800-548-5091 for hotel reservations and ask for the Texas Society of CPAs room block.

Hotel Parking Rates:
Complimentary self-parking for overnight guests.
Self-parking - Day use guests - $5 plus tax.
Contact hotel for additional parking information. Parking prices are subject to change and are not included as part of the registration fee.

Shuttle Service:
The hotel offers 24-hour complimentary airport shuttle service.

Handouts:
Handouts will be available beginning October 1, 2019. On October 1, 2019, TXCPA will send an email that contains the link to the handout website.

Cancellation Fee:
Cancellations received less than five business days prior to the conference start date are subject to a $50 cancellation fee. Substitutions will be allowed until the start time of the program at no charge by calling 800-428-0272 or 972-687-8500. NO SHOWS WILL FORFEIT THE ENTIRE REGISTRATION FEE.

TSBPA Info:
Designed For: Accounting Educators
Prerequisite: None
Course Level: Intermediate

TXCPA policies can be found at www.tscpa.org

TXCPA Registered Sponsor # 260
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.</td>
<td>Breakfast and Registration</td>
<td></td>
</tr>
<tr>
<td>8 a.m.</td>
<td>General Session: Navigating Challenges While Attracting the Next Generation to the Profession</td>
<td>Jodi Ann Ray, CAE/President &amp; CEO/Texas Society of CPAs/Dallas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How can educators respond, and keep up with, the rapid pace of change that affects both the classroom and the profession they are preparing students to join? And what impact can you have on positioning the ever-changing CPA profession as a lucrative and exciting career opportunity for your students? Participate in an interactive discussion exploring the latest changes facing CPAs, and the opportunities they present to continue to grow and shape the profession in Texas.</td>
</tr>
<tr>
<td>9:10 a.m.</td>
<td>Texas State Board of Public Accountancy Update</td>
<td>Donna Hiller/Director of Qualifications/Texas State Board of Public Accountancy/Austin William Treacy/Executive Director/Texas State Board of Public Accountancy/Austin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Get the latest information and updates on initiatives from the Texas Sunset Review Commission’s recommendations for TSBPA to the Texas Legislature. This session provides faculty members an opportunity to ask questions about TSBPA requirements to sit for the CPA Exam, including updates on the content coverage and statistical analysis of pass rates.</td>
</tr>
<tr>
<td>9:40 a.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>9:50 a.m.</td>
<td>Introducing Data Analytics in Accounting Courses</td>
<td>Tracie L. Miller-Nobles, CPA/Associate Professor/Austin Community College/Austin Wendy Tietz, Ph.D., CPA, CMA, CSFA, CGMA/Professor/Kent State University/Kent, OH</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In this session, we’ll be sharing examples of teaching materials that introduce data analytics concepts in accounting courses, including financial and managerial accounting. Projects will include the use of Excel, Tableau and PowerBI.</td>
</tr>
<tr>
<td>11:05 a.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Everything You Wanted to Know About Working with Students with Disabilities But Were Afraid to Ask!</td>
<td>Lauren C. Sebel, Ed.D./Austin Community College/Austin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Working with students with disabilities is both challenging and rewarding. This session will help alleviate any apprehension you may feel when an accommodation letter is presented to you and offer solutions for working with students with all abilities. This is your chance to ask all the questions you’ve wanted to ask, but were afraid to!</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Lunch and Outstanding Educator Awards</td>
<td></td>
</tr>
<tr>
<td>1:30 p.m.</td>
<td>Getting Students to Practice! Gamifying Your Class</td>
<td>Linda Vello, CPA/Lecturer II/University of Texas at San Antonio/San Antonio</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Getting students to practice and learn the material can be a challenge. In this session, in which Linda Vello, CPA, will share with her tips for gamifying the classroom. You’ll learn about developing calculated problems, creating achievement milestones, using the Gamegogy Leaderboard and more.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:45 p.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>3 p.m.</td>
<td>Straw Towers - Active Learning Project for Cost Accounting</td>
<td>Marie Kelly, CPA, CGMA/Lecturer/Stephen F. Austin State University/Nacogdoches Nikki Shoemaker, CPA, CGMA/Associate Professor/Stephen F. Austin State University/Nacogdoches</td>
</tr>
<tr>
<td></td>
<td></td>
<td>We’ll cover an active learning project used to enhance student comprehension of job order costing. Once the project is complete, students calculate materials, labor and overhead cost, and determine which team had the most efficient use of resources.</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Award Winning Teaching Tips</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Come hear a panel of this year’s outstanding educator award winners share their “tools of the trade.”</td>
</tr>
<tr>
<td>5:30 p.m.</td>
<td>Adjourn</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>7 a.m.</td>
<td>Breakfast and Registration</td>
<td></td>
</tr>
</tbody>
</table>
| 8 a.m.    | Preferences in Communication Methods in Face-to-Face and Online Classes in Accounting  
Pamela Baker, Ph.D., CPA, CGMA/Professor/Texas Woman’s University/Dallas  
Historically, students and faculty members communicated in person in classes and by phone or in person during set faculty office hours. New forms of class delivery and communication now allow faculty members to communicate with students daily via email, discussion board, social media platforms, and virtual office hours.  
Conquer Accounting - The 12-Step Method  
Dennis Elam, Ph.D., CPA/Associate Professor/Texas A&M University/San Antonio  
This is not a session on accounting. This is on the far more important topic of how to succeed at the study of accounting. Students struggle because they do not commit to completely immersing themselves in the discipline. Adopting the 12 steps should move the average student to the next level.  
Ethics for Today’s CPA  
Kathryn W. Kapka, CPA, CIA, CGMA/Instructor/Kathryn Kapka, CPA/Whitehouse  
This session will meet the Texas State Board of Public Accountancy’s requirement for a four-hour ethics course. We’ll explore ethical theory, discuss ethical dilemmas and case studies, and the current TSBPA rules. |
| 9 a.m.    | Break                                                                   |
| 9:15 a.m. | From Financial Statements to the Tax Return                             
Felicia C. Farrar, CPA, CFE/Internal Revenue Service/Richmond  
You’ll learn about the relationship and knowledge needed to prepare the tax return from the financial statements.  
Cybersecurity: What You Need to Know!  
Camille Hamilton/Owner/CMIT Solutions - Northwest Houston Suburbs/Spring  
This session will provide an overview and the basics of what people must know about cybersecurity in today’s world. You’ll learn about what your students must know to protect themselves and their client data.  
Ethics for Today’s CPA  
Kathryn W. Kapka, CPA, CIA, CGMA/Instructor/Kathryn Kapka, CPA/Whitehouse  
Continued |
| 10:15 a.m.| Break                                                                   |
| 10:30 a.m.| Accounting in Craft Breweries and Manufacturing                         
Donny Kilbourn/CFO/Saint Arnold Brewing Company/Houston  
We’ll look at how accounting and finance is utilized within a craft brewery. Additionally, we’ll discuss challenges in applying accounting in a small business that crosses both the manufacturing and the hospitality and restaurant industries.  
Teach Tax Using Free and Open Educational Resources  
Renee Foshee, JD, LLM, CPA/Assistant Professor of Accounting/Angelo State University/San Marcos  
Incorporate free and open educational resources (OER) into your tax course. This presentation will provide an overview of open source materials that are available. The presenter will discuss activities that were used for lessons and share her experience using OER materials in the classroom.  
Ethics for Today’s CPA  
Kathryn W. Kapka, CPA, CIA, CGMA/Instructor/Kathryn Kapka, CPA/Whitehouse  
Continued |
| 11:30 a.m.| Student Panel                                                           
This panel of current and former students of both community colleges and four-year universities will discuss their student experience. Learn from their perspectives about how their experiences in the classroom contributed to their success in college and on the job. They’ll also cover what opportunities they recommend for preparing students. |
| 12:30 p.m.| Adjourn                                                                 |

Special Thanks To Our Sponsors:

**WILEY**  
:: Exhibitor ::

**TXCPA EDUCATION FOUNDATION**  
:: Conference Sponsor ::

**TXCPA INSURANCE TRUST**  
:: Conference Partner ::

Follow Us:

- [Facebook](/TXCPAs)  
- [Instagram](/TexasSocietyofCPAs)  
- [Twitter](/TXCPAs)  
- [LinkedIn](/company/Texas-Society-of-CPAs)
COMPANY AND CONTACT INFORMATION:

Name: ___________________________ Member #: ___________________________

Company/Firm: ___________________________

Address: ___________________________

City: ___________________________ State: _______ Zip: ___________________________

Phone: ___________________________ Email: ___________________________

☐ I have special needs under the Americans with Disabilities Act and/or food restrictions. (Please list)

REGISTRATION OPTIONS:

☐ $195 Early Bird TXCPA Members
☐ $245 Early Bird Nonmembers
☐ $225 TXCPA Members
☐ $275 Nonmembers

TXCPA Early Bird Discount: Register by September 20, 2019 to receive early bird registration rates. TXCPA is not responsible for checks or registrations delayed or lost in the mail.

METHOD OF PAYMENT:

Credit Card #: ___________________________ Exp. Date: ___________________________

Name as it Appears on the Credit Card: ___________________________

Cardholder Signature: ___________________________

Check #: ___________________________ Amount Due: ___________________________

Additional event and cancellation policy information located at www.TSCPA.org.

HOW TO REGISTER:

1. Register online at www.TSCPA.org

2. Mail your check and registration form to:
   TXCPA CPE Foundation, Inc.
   14651 Dallas Parkway, Suite 700
   Dallas, TX 75254

   Make check payable to:
   TXCPA CPE Foundation, Inc.

3. Fax credit card registrations to:
   972-687-8696 or 800-207-0273

4. Phone your registration in to:
   972-687-8500 or 800-428-0272