

# TXCPA



## 2019 Accounting Education Conference

October 4-5, 2019


Hilton Austin Airport | Austin

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Austin

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## 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](http://www.tscpa.org)

TXCPA Registered Sponsor # 260

# Day One - October 4, 2019

7 a.m.	<b>Breakfast and Registration</b>		
8 a.m.	<b>General Session: Navigating Change While Attracting the Next Generation to the Profession</b> <i>Jodi Ann Ray, CAE/President &amp; CEO/Texas Society of CPAs/Dallas</i> How can educators respond to, 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.		
9:10 a.m.	<b>Texas State Board of Public Accountancy Update</b> <i>Donna Hiller/Director of Qualifications/Texas State Board of Public Accountancy/Austin</i> <i>William Treacy/Executive Director/Texas State Board of Public Accountancy/Austin</i> 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.		
9:40 a.m.	<b>Break</b>		
9:50 a.m.	<b>Introducing Data Analytics in Accounting Courses</b> <i>Tracie L. Miller-Nobles, CPA/Associate Professor/Austin Community College/Austin</i> <i>Wendy Tietz, Ph.D., CPA, CMA, CSCA, CGMA/Professor/Kent State University/Kent, OH</i> 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.		
11:05 a.m.	<b>Break</b>		
11:15 a.m.	<b>Everything You Wanted to Know About Working with Students with Disabilities But Were Afraid to Ask!</b> <i>Lauren C. Sebel, Ed.D./Austin Community College/Austin</i> 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!	<b>Fraud and Internal Controls: Revenue Recognition</b> <i>Sara E. Grenier, CPA/Director/BKD/Fort Worth</i> <i>Neely D. Duncan, CPA, CFE/Partner/BKD/Dallas</i> You'll review and evaluate the fraud risks within your organization, as well as the controls that can be put into place to avoid them. You'll also learn about up and coming revenue recognition guidance.	<b>Migrations of Academic Research From an Idea to a Publication</b> <i>Mary Fischer, Ph.D. CGFM/Professor/The University of Texas at Tyler/Tyler</i> <i>Amy Holmes, CPA/Assistant Professor of Accounting at Trinity University/Boerne</i> <i>Dr. Carolyn Conn, CPA/Texas State University/Austin</i> The panel discussion will combine the expertise of senior academic researchers with the ideas and experiences of new academic researchers on how to move from a "great idea" to a proposal to a working paper and finally to an academic publication.
12:30 p.m.	<b>Lunch and Outstanding Educator Awards</b>		
1:30 p.m.	<b>Getting Students to Practice! Gamifying Your Class</b> <i>Linda Vaello, CPA/Lecturer II/University of Texas at San Antonio/San Antonio</i> Getting students to practice and learn the material can be a challenge. In this session, UTSA instructor Linda Vaello, 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.	<b>Connecting Students to Community</b> <i>Kimberly J. Webb, Ph.D., CPA/Associate Professor of Accounting/Texas Wesleyan University/Fort Worth</i> <i>Bonnie R. Albritton, Ph.D., CPA/Assistant Professor of Accounting/Texas Wesleyan University/Fort Worth</i> <i>Amy Holmes, CPA/Assistant Professor of Accounting at Trinity University/Boerne</i> Studies have shown that providing students with volunteer experiences can lead to increased self-efficacy toward service and higher levels of involvement in communities. We'll discuss examples of how to add service learning into the curriculum.	<b>Federal Tax Update</b> <i>Blaise C. Bender, MS, MPA, CPA, JD/Blaise C. Bender, PC/San Antonio</i> You'll receive updated information on matters associated with individuals and businesses that can be useful in the classroom setting. The individual update side will include a discussion on tax forms, income inclusions, income exclusions, itemized deductions, standard deductions and adjustments to AGI. The business update will cover developments associated with travel, meals and entertainment expense, section 179 expense, bonus depreciation and business entities.
2:45 p.m.	<b>Break</b>		
3 p.m.	<b>Straw Towers - Active Learning Project for Cost Accounting</b> <i>Marie Kelly, CPA, CGMA/Lecturer/Stephen F. Austin State University/Nacogdoches</i> <i>Nikki Shoemaker, CPA, CGMA/Associate Professor/Stephen F. Austin State University/Nacogdoches</i> 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.	<b>Aspects of Forensic Accounting Relevant to Accounting Educators</b> <i>Gilbert C. Barrera Jr., JD, CPA, MPA/Asst. Professor of Accounting/Texas A&amp;M University/San Antonio</i> In addition to providing guidance on the implementation of a student internship program, this session includes discussion topics on conducting the program. We also cover how to use Excel and QuickBooks in producing the final work product and provide practical advice on managing a file through its different stages.	<b>FASB Update</b> <i>Mary Fischer, Ph.D. CGFM/Professor/The University of Texas at Tyler/Tyler</i> The Energizer bunny accounting board is at it again. New GAAP is evolving. Academics cannot be lax, because what is in the text can easily no longer be GAAP since FASB issues an ongoing stream of Accounting Standards Updates (ASUs). This session identifies the ASUs that have been issued since the last TXCPA Accounting Education Conference and how the new ASUs impact various accounting classrooms.
4:15 p.m.	<b>Award Winning Teaching Tips</b> Come hear a panel of this year's outstanding educator award winners share their "tools of the trade."		
5:30 p.m.	<b>Adjourn</b>		

# Day Two - October 5, 2019

7 a.m.	<b>Breakfast and Registration</b>		
8 a.m.	<b>Preferences in Communication Methods in Face-to-Face and Online Classes in Accounting</b> <i>Pamela Baker, Ph.D., CPA, CGMA/Professor/Texas Woman's University/Dallas</i> 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.	<b>Conquer Accounting - The 12-Step Method</b> <i>Dennis Elam, Ph.D., CPA/Associate Professor/Texas A&amp;M University/San Antonio</i> 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.	<b>Ethics for Today's CPA</b> <i>Kathryn W. Kapka, CPA, CIA, CGMA/Instructor/Kathryn Kapka, CPA/Whitehouse</i> 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.	<b>Break</b>		
9:15 a.m.	<b>From Financial Statements to the Tax Return</b> <i>Felicia C. Farrar, CPA, CFE/Internal Revenue Service/Richmond</i> You'll learn about the relationship and knowledge needed to prepare the tax return from the financial statements.	<b>Cybersecurity: What You Need to Know!</b> <i>Camille Hamilton/Owner/CMIT Solutions - Northwest Houston Suburbs/Spring</i> 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.	<b>Ethics for Today's CPA</b> <i>Kathryn W. Kapka, CPA, CIA, CGMA/Instructor/Kathryn Kapka, CPA/Whitehouse</i> Continued
10:15 a.m.	<b>Break</b>		
10:30 a.m.	<b>Accounting in Craft Breweries and Manufacturing</b> <i>Donny Kilbourn/CFO/Saint Arnold Brewing Company/Houston</i> 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.	<b>Teach Tax Using Free and Open Educational Resources</b> <i>Renee Foshee, JD, LL.M., CPA/Assistant Professor of Accounting/Angelo State University/San Marcos</i> 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.	<b>Ethics for Today's CPA</b> <i>Kathryn W. Kapka, CPA, CIA, CGMA/Instructor/Kathryn Kapka, CPA/Whitehouse</i> Continued
11:30 a.m.	<b>Student Panel</b> 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.	<b>Adjourn</b>		

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# 2019 Accounting Education Conference – EDU01

## October 4-5, 2019

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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.

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**Additional event and cancellation policy information located at [www.TSCPA.org](http://www.TSCPA.org).**

### HOW TO REGISTER:

- 1 Register online at [www.TSCPA.org](http://www.TSCPA.org)
- 2 Mail your check and registration form to:  
TXCPA CPE Foundation, Inc.  
14651 Dallas Parkway, Suite 700  
Dallas, TX 75254
- 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

Make check payable to:  
TXCPA CPE Foundation, Inc.



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