



**Las Vegas, Nevada
The Palms
October 19-21**



**2009 ASWA/AWSCPA
Joint National Conference**

MESSAGE FROM THE PRESIDENTS

Dear ASWA and AWSCPA Members and Colleagues,



Stacey L. Craig



Stefanie A. Yurus

We hope that you will join us in October for the 2009 Joint National Conference (JNC) in Las Vegas, Nevada. This year marks our societies' sixth annual JNC, and, as with previous JNCs, provides a program that offers a myriad of opportunities to help you meet your continuing education goals, whether technical or "soft-skills" focused, as well as an opportunity to network with other women of similar backgrounds. Las Vegas has so much to offer in the way of entertainment outside the conference. That being said, we recommend that you schedule some extra time with your family and friends either before or after the conference in order to explore all that Las Vegas has to offer! See page 6 in the program for some highlights of this great American City.

In terms of the program, we are excited to announce our feature speaker Charlotte Stallings an Investment Strategies expert with Getting Smart! LLC, on the afternoon of Monday, October 19th. She will highlight our own psychology and behaviors around money, making us clear and accountable for our finances as she presents "Getting Smart About Money: Regardless of the Economy." Television and print media such as CNN and The Wall Street Journal have relied on Charlotte's keen thinking for years.

This keynote session will be followed by a program schedule running from Monday afternoon through Wednesday's luncheon with bonus CPE sessions on each morning and on Wednesday afternoon. The program is designed to offer you the opportunity to earn twenty-four hours of CPE credit during the conference. As with previous JNCs, this year's program consists of four tracks: Accounting & Auditing, Controllershship, Personal & Professional Development, and Tax - each one providing a mix of current topics and levels.

A few other items to highlight from the program schedule include the **JNC Welcome Reception** on Monday evening where we will have the opportunity to network with our peers, sponsors and exhibitors; the **2009 Forrest A. Kessler Walk for Humanity** directly following the Monday reception, where we can put on our sneakers to support the Leukemia and Lymphoma Society; the **Awards Luncheon** on Tuesday, during which we'll celebrate the phenomenal women and companies that comprise the winners of the ASWA Educational Foundation's "Foundation Awards" and AWSCPA's "National Awards;" Wednesday's Joint Foundation-sponsored luncheon and the closing of the annual silent auction where we will cap off a wonderful conference with a bonus raffle offering a \$300 gift card to the lucky winner who is in attendance. All full conference attendees are eligible for the prize.

This conference is a wonderful opportunity to network and learn in a relaxing and supportive environment. We encourage you to take advantage of all that the conference has to offer. We promise... it will be worth it!

See you in Vegas!

Stacey L. Craig, CPA
ASWA National President
2009-2010

Stefanie A. Yurus, CPA
AWSCPA National President
2009-2010

What are ASWA and AWSCPA?



American Society of Women Accountants

The American Society of Women Accountants (ASWA) represents professional women in accounting and finance and provides them an opportunity for networking and continuing education with peers at the local, regional and national levels. Members of ASWA and their companies benefit from practical resources and benefit programs that strengthen their professional growth. ASWA members tap into an extensive knowledge base of accounting and finance professionals with technical expertise to provide solutions for the most complex issues. Our members communicate both virtually and in-person through online discussion forums, national and regional conferences and chapter meetings. ASWA boasts 4,000 national members, over 1,500 of whom are CPA's - making it the premier association for women in accounting and all related fields.

ASWA is proud to recognize Accountemps and Robert Half Finance & Accounting and BDO Seidman, LLP as our Honorary Trustee - Visionary Partners and Becker Professional Review and YAEGER CPA Review as our Honorary Trustee - Patron Partners.

Check out the ASWA Web site at www.aswa.org or call the ASWA Headquarters at (703) 506-3265.



American Woman's Society of Certified Public Accountants

The American Woman's Society of Certified Public Accountants (AWSCPA) is a national organization founded in 1933 dedicated to serving all women CPAs. The AWSCPA provides a supportive environment and valuable resources for members to achieve their personal and professional goals through various opportunities including leadership, networking and education.

As the only resource exclusively for women CPAs and those aspiring to become certified, the Society provides information as well as scholarships to those in the profession. The Society is a leader in addressing concerns such as gender equity, the glass ceiling, and work and family issues. AWSCPA members work in all segments of the accounting and financial profession, from individual practitioners to professionals in industry, academia, and government, as well as partners in all of the largest firms.

AWSCPA is proud to partner with MassMutual Financial Group, ADP, Becker CPA Review and Microsoft to increase professional awareness.

Check out the AWSCPA Web site at www.awscpa.org or call the Society's office at (800) AWSCPA1 (297-2721).

You Should Attend if You Are...

- Responsible for monitoring developments in accounting and taxation.
- Responsible for the quality and profitability of your company or firm.
- Supervising and/or training accounting and finance staff.
- Interested in developing a network of outstanding professionals.
- Ready to promote your company or product in today's marketplace.
- A beginner or veteran, with or without a degree, in private or public accounting, financial or academia.

Conference Sponsors



ASWA Corporate Sponsors

Exclusive Staffing Visionary Partner and Foundation Awards Sponsor

Foundation Awards Sponsor



Exclusive Professional Services Visionary Partner



Patron Partners



AWSCPA Corporate Sponsors

Corporate Financial Services Sponsor



We'll help you get there.



What You Will Learn at the JNC...

- The latest technical developments in accounting, auditing, tax, management, leadership, government and industry; including E-commerce and budgeting, the Revised Texas Franchise (Margin) Tax, and accounting software applications.
- Motivational strategies that work.
- Methods for effective management of people and the marketplace.
- Effective means of identifying and responding to economic problems.
- Valuable leadership techniques.
- Means for achieving effective communication.
- Professional contacts in a variety of industries.

SCHEDULE AT A GLANCE

SCHEDULE AT A GLANCE

Accounting & Auditing

Controllership

Personal & Professional Development

Tax

SUNDAY, OCTOBER 18, 2009

10:00 am - 4:30 pm Women's Leadership Academy

MONDAY, OCTOBER 19, 2009

7:00 am - 5:30 pm Registration Open
 8:00 - 8:50 am (EB1) Next Generation Accountant, Darren Root, The CPA Technology Advisor
 8:00 - 9:00 am ASWA Regional Director Strategic Planning Meeting
 9:00 - 10:00 am ASWA Leadership Meeting
 9:00 - 9:50 am (EB2) Information Risk Coverage for Accounting Firms, Mark Silvestri, CNA
 10:00 am - 12:00 pm ASWA Chapter Exchange Meeting
 10:00 am - 12:00 pm ASWA Member-at-Large Meeting
 10:00 am - 12:30 pm AWSCPA Member Exchange Meeting
 12:00 - 12:30 pm ASWA Bylaws Forum
 12:50 - 2:30 pm Opening Keynote Session - Getting Smart About Money: Regardless of the Economy, Charlotte Stallings, Getting Smart! LLC
 2:40 - 3:30 pm Concurrent Sessions 1

Four Strategic Technologies that will Rule Accounting in Three Years (A1)
Ken Garen

Latest Trends in ERP (C1)
Kim Yang

The Most Common Mistakes Managers Make in an Uncertain Economy (P1)
Craig Kapper

Taxes from the State's Point of View (T1)
Kim Wallin

3:30 - 3:50 pm Break
 3:50 - 5:30 pm Concurrent Sessions 2

The Impact of IFRS on IT, HR and Supply Chain (A2)
Jim Larsen

The Wisdom of an Inspired Financial Forecast; Budgeting and Forecasting through Uncertain Times (C2)
Diane Dutton

Finding a Balance in the Midst of Chaos (P2)
Sandy Hansen

The Steps to Going Paperless (T2)
Roger Mongeon

5:30 - 7:00 pm Welcome Reception (in exhibit area of hotel)
 7:00 - 9:00 pm Kessler Walk (separate registration required)
 7:00 pm Dinner (on your own)
 7:00 - 11:00 pm Hospitality Suite Open

TUESDAY, OCTOBER 20, 2009

6:45 - 8:00 am Continental Breakfast
 6:45 am - 5:30 pm Registration Open
 6:45 am - 3:50 pm Exhibit Area Open
 7:00 - 7:50 am (EB3) Building Your Ideal Practice: Using LinkedIn as a Business Development Tool, Chip Lambert, Network2Network, LLC
 8:00 - 8:50 am Concurrent Sessions 3

Nonprofit Accounting in QuickBooks (A3)
Bonnie Mackey

Relationship Banking: Surviving and Growing During a Credit Crunch (C3)
Larry Charlton & Corby White

Financial Literacy in These Tough Economic Times... and Beyond (P3)
Melody King

The Role of the TIGTA Special Agents and Their Relevance to the Tax Practitioner Community (T3)
Vince Picardi

9:00 - 9:50 am General Session - Economic Update, Thomas Cunningham, Federal Reserve Bank of Atlanta
 9:50 - 11:00 am "Meet and Greet" with Exhibitors & Refreshment Break

Accounting & Auditing

Controllership

Personal & Professional Development

Tax

11:00 - 11:50 am Concurrent Sessions 4

Corporate Fraud: The Statistics, the Suspects & the Solutions (A4)
Anne V. Renna

Sharpening the Focus on Accountability (C4)
Kim McCormick

Mentoring From a Woman's Perspective (P4)
Cheryl Leitschuh

IRS Hot Topics (T4)
Geraldine Kelly-Brenner

12:00 - 1:30 pm Awards Luncheon
 1:40 - 3:20 pm Concurrent Sessions 5

Shore Up Practice Revenue by Using Online Payroll as the Catalyst (A5)
James Matousek & Jody Padar

Good Governance (C5)
Karen L. Durkin

The Bust Through Mind (P5)
Sandy Hansen

2009 Federal Tax Update (T5)
Claude D. Renshaw

3:20 - 3:50 pm Break in Exhibit Area
 3:50 - 5:30 pm Concurrent Sessions 6

Red Flags in Financial Reporting (A6)
Ron Ellis

Nonprofit Financial Management (C6)
Dianna Russo

Market-Based Management: How to Use it to Add Value in Tough Economic Times (P6)
Steve Daley

An In-Depth Look at the IRS Appeals Process (T6)
Jay Wein

5:30 pm Dinner (on your own)
 5:30 - 11:00 pm Hospitality Suite Open
 6:30 - 8:30 pm ASWA Annual Business Meeting

WEDNESDAY, OCTOBER 21, 2009

7:15 - 8:30 am Continental Breakfast
 7:15 am - 6:00 pm Registration Open
 7:30 - 8:20 am (EB4) AICPA Women's Initiatives Executive Committee Update, Misaan Reed and Cheryl Leitschuh
 8:30 - 10:10 am Concurrent Sessions 7

SEC, FASB & IFRS Technical Update Part I (A7)
Robert Tebbs & Patricia Morris

The Bottom Line is Green (C7)
Mary MacBain

Eat Mindfully, Live Vibrantly: Investing in Your Personal Health (P7)
Michelle May

Nonprofit Organizations and the New 990 Form (T7)
Brenda Blunt

10:10 - 10:20 am Break
 10:20 am - 12:00 pm Concurrent Sessions 8

SEC, FASB & IFRS Technical Update Part II (A8)
Paul Alta & Larens Vosloo

Business Intelligence for Performance and Profit Improvement (C8)
Gary Cokins

Preparing AND Passing the CPA Exam (P8)
Liliana Hickman Riggs

The Death of Discounts for Family Limited Partnerships? (T8)
Kevin Yeanoplos

12:00 - 1:30 pm Joint Foundation-Sponsored Fundraiser Luncheon
 1:30 - 3:10 pm (PL1) An Update on the Changing Tax Reporting Requirements for Exempt Organizations, GERALYN HURD, Crowe Horwath, LLP
 3:20 - 4:10 pm (PL2) ABCs of Event Planning, Tina Polf, CPA
 4:20 - 5:10 pm (PL3) Why Most Small Businesses Don't Work and What To Do About It, Robert Clements, E-Myth Benchmark
 5:10 pm Joint National Conference Ends

Forrest A. Kessler Walk for Humanity 2009 – National Charity Fundraiser

After the Welcome Reception, the Forrest A. Kessler Walk for Humanity 2009 provides you the opportunity to join your ASWA and AWS CPA friends from across the country for a National Charity Fundraiser sponsored by the American Society of Women Accountants, the American Woman's Society of CPAs and The Leukemia & Lymphoma Society. This is an event to remember all Humanitarians we have loved and lost. It is also an event to recognize and support those who are struggling with treatments and healing.

The Ninth Annual Walk will be held on Monday, October 19, 2009 from 7:00 – 9:00 pm. The tax-deductible registration fee is \$50. The experience includes participation in an exciting event in Las Vegas, a signature T-shirt and a raffle ticket for special prizes. All of the proceeds from this event will go to The Leukemia & Lymphoma Society. This Society is the leader in the fight against the number one disease killer of children. Adult women and men are also victims of leukemia, lymphoma and myeloma - cancers of bone marrow and blood. Go to the ASWA Web site (www.aswa.org) or the AWS CPA Web site (www.awscca.org) to download a registration form today!

Awards Lunch

Join ASWA and AWS CPA for a joint awards lunch that will celebrate the winners of the ASWA Educational Foundation's "Foundation Awards" and AWS CPA's "National Awards." Each year, the ASWA Educational Foundation (The Foundation) recognizes the "best in market" companies whose commitment to work/life balance and individuals whose influence on others in the profession have placed them in the enviable position of earning the prestigious Foundation Award. This year, The Foundation is also recognizing an individual or group that has supported their community by teaching a Financial Literacy program through our new Financial Literacy Award. The AWS CPA recognizes the individual achievements of its members and non-members with the following awards: the Woman CPA of the Year Award, Educator of the Year Award, Public Service Award, and the Woman of Courage Award.



DISCOVER LAS VEGAS

Las Vegas continues to build upon its reputation as a vibrant showcase for the extraordinary. This is the city that attracts more than 37.5 million visitors a year by offering the grandest hotels, the biggest stars in entertainment, the highest caliber of award-winning chefs and master sommeliers, and, of course, the brightest lights.

DINING – While planning an evening of entertainment, look to the growing roster of gourmet restaurants and unparalleled wine and food adventures in Las Vegas. A host of fine dining and lifestyle magazines – including Bon Appetit, Wine Spectator, Gourmet, Robb Report and Esquire – have honored the city for its fantastic fare and hailed individual restaurants for their exquisite cuisine, created by the likes of Bradley Ogden, Hubert Keller, Alain Ducasse, Emeril Lagasse, and Wolfgang Puck. To accompany its growing list of world-class chefs, Las Vegas has attracted more master sommeliers than any other U.S. city.

NIGHT LIFE – The city famous for having "something for everyone" furthers the proof to its claim when the sun goes down. After dinner, you can experience a variety of night spots with personalities as varied as their own. From elaborately themed clubs to the new wave of upscale "ultra lounges" sweeping the Strip, you can choose from a wide array of offerings, including Pure (Caesars Palace), Rain in the Desert (Palms), Red Square (Mandalay Bay), Studio 54 (MGM Grand), Tao (The Venetian). Tryst (Wynn Las Vegas) is one of the newest, while Drai's (Bill's Gamblin' Hall) is one of the nightlife pioneers. With hip surroundings, signature drinks and an "anything goes" attitude, ultra lounges have redesigned Vegas nightlife, providing a new way to party on the Strip.

SHOPPING – Drawing an influx of designers and upscale specialty boutiques, Las Vegas has become one of the premium world-class shopping destinations in the country. Headliners such as Harry Winston, Manolo Blahnik, Juicy Couture, Jimmy Choo, and Dolce and Gabbana now populate the Strip at the Fashion Show, Forum Shops at Caesars, Mandalay Place, Miracle Mile Shops, Grand Canal Shoppes, Via Bellagio and the shops at Wynn Las Vegas.

FIELDS OF GREEN – Whether you are dancing under the lights of the Fremont Street Experience in Downtown Las Vegas or strolling the shops at Monte Lago Village at Lake Las Vegas, you are never far from a golf course. The sixty-plus golf courses in Las Vegas, designed by the likes of Jack Nicklaus, Pete Dye, Tom Weiskopf and Robert Trent Jones Jr., have put Vegas on the map for golf connoisseurs. Each course is within a one-hour radius of the city, offering challenging play and beautiful desertscapes, flowing waterfalls, rolling greens and mountain views.

RELAX AND RECHARGE – Now home to 4 Mobil 4-Star Spas, more than any other city in the country, Las Vegas resorts offer the most luxurious and varied spa experiences anywhere, from the famous Canyon Ranch Spa (The Venetian), the sleek and modern BATHHOUSE (The hotel at Mandalay Bay), to the young, hip vibe of the Rock Spa (Hard Rock).

ENTERTAINMENT CAPITAL – There are many reasons why Las Vegas commands the title as "The Entertainment Capital of the World." Some of the world's most famous entertainers perform here including Cher and Bette Midler (Caesars Palace), Barry Manilow (Las Vegas Hilton), and George Wallace (Flamingo). Also, hot selling tickets with Las Vegas' 37.5 million annual visitors include Broadway hits such as "Phantom - The Las Vegas Spectacular" (Venetian), "Jersey Boys" (The Palazzo) and "Tony & Tina's Wedding" (Planet Hollywood). Other entertainment options include comedy and music headliners like Jerry Seinfeld and Ray Romano who regularly bring their world tours to Las Vegas' showrooms and arenas; as well as six resident Cirque du Soleil productions, comedy clubs, classic Las Vegas showgirl revues, and more.

Joint Foundation-Sponsored Fundraiser Luncheon

Join your friends and colleagues at the joint foundation fundraising lunch where we will network and make our final bids on silent auction items. The ASWA Educational Foundation and the AWS CPA Foundation will be hosting this event to raise important funds to support their missions. The 90-minute event will feature items donated by affiliates, chapters, firms and individuals across the country. Be sure to attend in order to be eligible for a bonus raffle offering a \$300 gift card to the lucky winner. All full conference attendees present at the luncheon are automatically eligible for the prize.

The ASWA Educational Foundation was created in 2004 to promote and advance financial literacy, scholarship and life skills through programs of recognition, mentoring, research and outreach for women in accounting and related fields. The AWS CPA Foundation was created in 1982 to support the research and educational activities of the AWS CPA and provide scholarship opportunities for women in the accounting profession.

CONFERENCE SCHEDULE

SUNDAY, OCTOBER 18

Optional Pre-Conference Session 10:00 am – 4:30 pm Women's Leadership Academy

Conducted by Mary Bennett, MBA, CEC, Executive, Crowe Horwath

Program Level: Intermediate

NASBA Field of Study: Personal Development

CPE Credit: 5.5 hours

Join us for this comprehensive customized leadership development program where leadership development planning, dialogue with peers regarding the advancement of women leaders, the building of leadership networks, and career/life integration planning will be delivered. For those attending the 2008 Women's Leadership Academy, a separate alumni course will be conducted to review, track, and modify goals and plans originally established. This intensive academy will include pre-work assignments, the establishment of an ongoing network with a post-event coaching/mentoring circle and provide attendees the ability to participate in subsequent courses and networks. The session will be led by Mary Bennett, Executive with Crowe Horwath with more than 22 years of experience in the accounting and consulting industry. Mary is the founder of the Women Into Leadership Program within Crowe and has been instrumental to the firm's success with expertise in practice leadership, business development, market expansion, and women's leadership and inclusiveness programs. She has served as account relationship executive, engagement executive and certified executive coach.

MONDAY, OCTOBER 19

7:00 am – 5:30 pm Registration Open

8:00 – 8:50 am Early Bird (EB1) Next Generation Accountant

Darren Root, CPA.CITP, Executive Editor, The CPA Technology Advisor

Program Level: Basic

NASBA Field of Study: Personal Development

CPE Credit: 1 hour

For Next Generation Accounting Firms, change represents an opportunity for improvement and elevated success. To get there requires following a simple formula: Define. Communicate. Deliver.

Learn about the steps required to elevate your firm to Next-Generation status. Examine the ever-changing climate of the profession and how to manage paradigm shifts. Evaluate the newest technologies and how to properly assess them for use in your firm. Discuss the value of integrated systems and a paperless work environment. And hear about the benefits of SaaS and the virtual office.

8:00 – 9:00 am ASWA Regional Director Strategic Planning Meeting

9:00 – 10:00 am ASWA Leadership Meeting

9:00 – 9:50 am Early Bird (EB2) Information Risk Coverage for Accounting Firms

Mark Silvestri, NetProtect Product Line Manager, CNA

Program Level: Appropriate for All Levels

NASBA Field of Study: Management Advisory Services

CPE Credit: 1 hour

Did you know . . . privacy laws are on the rise, and so are CPA firms' exposures. Despite your diligence in securing your network, it can still be used without your knowledge to attack others, causing network damage. This session will explain the information exposures that CPA firms face everyday as well as provide an overview of CPA NetProtect – network risk and privacy claim coverage offered through the AICPA Professional Liability Insurance Program.

10:00 am – 12:00 pm ASWA Chapter Exchange Meeting

10:00 am – 12:00 pm ASWA Member-at-Large Meeting

10:00 am – 12:30 pm AWS CPA Member Exchange Meeting

12:00 – 12:30 pm ASWA Bylaws Forum

12:50 - 2:30 pm Opening Keynote Session — Getting Smart About Money: Regardless of the Economy

Charlotte Stallings, Investment Strategies Expert, Getting Smart! LLC

Program Level: Basic
NASBA Field of Study: Management Advisory Services

CPE Credit: 2 hours

Even before the U.S. economic downturn, many people drove, wore and lived in their money, but they had no money. Remember, it's not what you make, but what you keep. Learn to avoid the financial pitfalls and move from mindlessly spending your money, to saving and growing it. You will leave with several tactics that you can immediately implement to live within your means and create a wealthy future at the same time.

2:40 – 3:30 pm Concurrent Sessions 1

Accounting & Auditing (A1) Four Strategic Technologies that will Rule Accounting in Three Years

Ken Garen, CPA, Co-Founder and President, Universal Business Computing Company

Program Level: Basic

NASBA Field of Study: Computer Science

CPE Credit: 1 hour

Strategic technologies are those with the greatest potential for significant impact on the accounting profession during the next three years. In this session, Mr. Garen will explore and discuss the four strategic technologies of Social Networking, Greener, Web-Centric and Cloud Computing.

Controllershship (C1) Latest Trend in ERP

Kim Yang, Group Manager, Accounting and Controls, Microsoft

Program Level: Basic

NASBA Field of Study: Business Management & Organization

CPE Credit: 1 hour

Have you worked with an ERP system before? Have you gone through an ERP implementation in your life? Have you ever struggled with a costly new system that took hours after hours of customizing, adjusting and learning? Do you want to know what comes next? What is the trend in the ERP industry? When will your nightmare with

a new system implementation stop repeating? We will answer these questions for you.

Personal and Professional Development (P1) The Most Common Mistakes Managers Make in an Uncertain Economy

Craig Kapper, Regional Vice President, Robert Half International

Program Level: Basic

NASBA Field of Study: Communications

CPE Credit: 1 hour

This presentation examines the types of management mistakes companies have made in past recessions and provides tips for avoiding common pitfalls. You'll learn how to effectively communicate with your team during times of change and gain insight into low-cost incentives that can improve morale and productivity levels. You'll also get advice on how to create a strong, efficient team that's prepared for the inevitable upturn.

Tax (T1) Taxes from the State's Point of View

Kim Wallin, CPA, CMA, Contoller, State of Nevada

Program Level: Basic

NASBA Field of Study: Taxes

CPE Credit: 1 hour

Join us for a special "insider's" look at state taxation with the Controller for the state of Nevada. Kim will give us an in-depth look at how the State sees issues such as enforcement and audits. She'll also talk about the future of Nevada taxation – are more tax increases expected? If so, what types? This is a great opportunity to get a unique perspective on taxes and government, as well as hear about Kim's experiences in public service.

3:30 – 3:50 pm Break

3:50 – 5:30 pm Concurrent Sessions 2

Accounting & Auditing (A2) The Impact of IFRS on IT, HR and Supply Chain

Jim Larsen, National Director of Operations, Resources Global Professionals

Program Level: Intermediate

NASBA Field of Study: Accounting (Governmental)

CPE Credit: 2 hours

The conversion to IFRS will have significant impact on an organization, with some of the impact touching parts of the organization that have nothing directly to do with the generation of accounting entries and financial statements. This session will examine how the information technology, human resources and supply chain areas will see significant changes with the migration to IFRS.

Controllership (C2) The Wisdom of an Inspired Financial Forecast; Budgeting and Forecasting through Uncertain Times

Diane Dutton, MBA, CPA, Founder, ESO Business Services International

Program Level: Intermediate

NASBA Field of Study: Finance

CPE Credit: 2 hours

In uncertain economic conditions, the financial forecast is critical in the business decision matrix. The CPA's role in creating a comprehensive bridge between a Top-Level Forecast and the companion budgets will be scrutinized by both internal and external forces. We will look at the process, methodology of presentation and role that gender plays in presenting and/or critiquing the Financial Forecast. We will also look at how, as female CPAs, we can utilize our talents and skills to produce the desired result.

Personal and Professional Development (P2) Finding a Balance in the Midst of Chaos

Sandy Hansen, Owner/President, Rock Solid Motion

Program Level: Overview

NASBA Field of Study: Personal Development

CPE Credit: 2 hours

Come to this session to learn about how you can:

- Manage stress and make on-going positive changes
- Live life with more energy, and move forward to find your hidden potential
- Manage time to confidently juggle life obligations
- Draw on your inner powers to set and reach new goals
- Break out of old routines and shake off bad habits that drain energy and creativity
- Lead from your intuition and with a creative and open mind
- Reach new goals and truly prosper in your career

Tax (T2) The Steps to Going Paperless

Roger Mongeon, Vice President, Doc.It

Program Level: Intermediate

NASBA Field of Study: Business Management & Organization

CPE Credit: 2 hours

The modern CPA firm has a greater emphasis on information technology today, and for many, that means exploring the "paperless" option. Firms often get started in a rush to go paperless but discover they don't really understand how to have an effective program for file storage. Roger will look at the steps for going paperless, best practices, and data retention and archiving, including the differences between dynamic versus static file storage. This is a must-see session for anyone in a firm considering the move to paperless storage.

5:30 – 7:00 pm Welcome Reception

7:00 – 9:00 pm Kessler Walk (separate registration required)

7:00 pm Dinner (on your own)

7:00 – 11:00 pm Hospitality Suite Open

TUESDAY, OCTOBER 20

6:45 – 8:00 am Continental Breakfast

6:45 am – 5:30 pm Registration Open

6:45 am – 3:50 pm Exhibit Area Open

7:00 – 7:50 am Early Bird CPE (EB3) Building Your Ideal Practice: Using LinkedIn as a Business Development Tool

Chip Lambert, Network2Networth, LLC

Program Level: Appropriate for All Levels

NASBA Field of Study: Business Management & Operations

CPE Credit: 1 hour

You've heard the hype about Social Media and know you can use it to be successful. You've likely received the invitations to join LinkedIn. But what is LinkedIn.com really about? How can it help you achieve your goals? Join this session as participants discuss fundamentals of building your ideal practice and explore how LinkedIn can help you leverage your relationships with your current clients, past clients, friends, and colleagues into the practice you've always dreamed about.

8:00 – 8:50 am Concurrent Sessions 3

Accounting and Auditing (A3) Nonprofit Accounting in QuickBooks

Bonnie Mackey, CPA, CSEP, Levin, Silvey, Zelko & Mackey

Program Level: Basic

NASBA Field of Study: Accounting

CPE Credit: 1 hour

This session features new and old financial statement formatting, new reports and functionality.

Controllership (C3) Relationship Banking: Surviving and Growing During a Credit Crunch

Larry Charlton, Senior VP, City National Bank and Corby White, Senior VP Nevada Cash Management, City National Bank

Program Level: Basic

NASBA Field of Study: Management Advisory Services

CPE Credit: 1 hour

With the current economic situation, businesses need to know how to best manage their banking relationships to ensure they survive the recession. The days of loose lending policies and abundant credit have passed, but banks are still lending and businesses are still operating. Learn how to partner with your financial institution and what you should be doing to position yourself for a successful future.

Personal and Professional Development (P3) Financial Literacy in these Tough Economic Times...and Beyond!

Melody King, CPA, Controller, Mountain Run, LLC

Program Level: Basic

NASBA Field of Study: Personal Development

CPE Credit: 1 hour

This session will give ASWA chapter and AWS CPA affiliate members and individuals ideas on how to set up a financial literacy program in their communities. It will give them information on programs that are already available (i.e. – MoneySmart) and how to customize these to meet the needs of their audience.

Tax (T3) The Role of TIGTA Special Agents and Their Relevance to the Tax Practitioner Community

Vince Picardi, Special Agent, Internal Revenue Service

Program Level: Basic

NASBA Field of Study: Taxes

CPE Credit: 1 hour

Through the investigative efforts of only a few hundred special agents, the Treasury Inspector General for Tax Administration (TIGTA) is tasked with ensuring the integrity of over 116,000 IRS employees while protecting the IRS's ability to collect revenues totaling approximately \$2 trillion. Vince will discuss examples of actual investigations to illustrate the TIGTA's impact regarding criminal and administrative violations committed by IRS employees, criminal activities by third parties to impede or defraud the IRS and the relevance of TIGTA's mission to the tax practitioner community.

9:00 – 9:50 am General Session – Economic Update

Thomas Cunningham, Federal Reserve Bank of Atlanta

Program Level: Intermediate

NASBA Field of Study: Business Management & Organization

CPE Credit: 1 hour

This session will provide a picture of a U.S. economy that was very weak but is now in a position to begin a modest recovery during the second quarter of 2009. The Federal Reserve Bank of Atlanta feels the need to ground views in a sober, unvarnished assessment of reality, but this session will leave participants with a sense that the Fed is ready and able to respond decisively to emergent problems in the economy and that the Fed's actions are buttressed by other public policy programs and vice versa. This outlook will look broadly at the national economy including a look at the various financial segments, pressures and public policy response in the near and long term.

9:50 – 11:00 am "Meet and Greet" with Exhibitors & Refreshment Break

11:00 – 11:50 am Concurrent Sessions 4

Accounting & Auditing (A4) Corporate Fraud: The Statistics, the Suspects and the Solutions

Anne V. Renna, CPA, CFE, Owner, Anne V. Renna, CPA, CFE

Program Level: Basic

NASBA Field of Study: Auditing

CPE Credit: 1 hour

Come to this session to examine the growing crisis of corporate fraud today. Knowledge gained includes the following:

- A look at recent studies revealing the alarming rate and financial impact of corporate fraud in America;
- A review of the major fraud categories, the prevalent fraud schemes within each category and "The Fraud Triangle";
- Profiles of employees who commit fraud and common "red flags";
- Best practices for preventing and detecting fraud in the workplace

Controllership (C4) Sharpening the Focus on Accountability

Kim McCormick, CPA, Partner-in-Charge, West Coast Not for Profit Practice, Grant Thornton

Program Level: Overview

NASBA Field of Study: Business Management & Organization

CPE Credit: 1 hour

Over the past few years, there has been an increased focus on the governance of not-for-profit organizations nationwide. This session will review the latest Grant Thornton Not-For-Profit Organization Survey. Improve your organization's awareness of the latest trends for implementing governance best practices among your board of directors. The presentation will give an overview of:

- Board structure and responsibilities
- Oversight of investments
- Audit committee and the internal audit function
- Independence and accountability

Personal & Professional Development (P4) Mentoring From a Woman's Perspective

Cheryl Leitschuh, President, Leitschuh Leadership Consulting
Program Level: Overview
NASBA Field of Study: Personal Development
CPE Credit: 1 hour
Mentoring is a critical strategy for individuals and organizations! However, there are important considerations for women in mentoring relationships. This session will focus on understanding these differences and developing strategies that work!

Tax (T4) IRS Hot Topics

Geraldine Kelly-Brenner, Stakeholder Liaison, Internal Revenue Service
Program Level: Basic
NASBA Field of Study: Taxes
CPE Credit: 1 hour

A friend at the IRS? If you've never heard of the Stakeholder Liaison, you may not have known that you do indeed have a friend at the IRS. There's someone you can call who can lead you to the right person to talk to about a problem you are having, or someone who can help you with an issue that you believe may be a systemic problem. With the local Stakeholder Liaison in your corner, life may just be a little easier. Jeanne will also discuss other hot topics such as the new Dirty Dozen scams and the latest issues at the IRS.

12:00 – 1:30 pm Awards Luncheon

1:40 – 3:20 pm Concurrent Session 5

Accounting & Auditing (A5) Shore Up Practice Revenue by Using Online Payroll as the Catalyst

James J. Matousek, CPA, LTD and Jody Padar, CPA
Program Level: Basic
NASBA Field of Study: Marketing
CPE Credit: 2 hours
Come to this session to learn how to sell an online service like payroll and how to use it as an effective client-recruiting tool. You can successfully transform an individuals-only tax

practice into a multi-faceted practice that thrives year-round. You will be advised on low-cost and highly effective marketing tools and learn how to leverage these tools to prospect for small business clients.

Controllership (C5) Good Governance

Karen L. Durkin, MBA, PCC, Principal, Houldsworth, Russo & Company, P.C.
Program Level: Basic
NASBA Field of Study: Business Management & Organization
CPE Credit: 2 hours
Governance is the process of decision-making and the implementation of these decisions. In nonprofit organizations, both volunteer board leadership and hired executives share the responsibility to ensure ethical and trustworthy behavior of everyone. This session will cover recently established standards dedicated to strengthening governance, transparency and ethics within the charitable community. We will exchange ideas on how organizations obtain the highest standards of governance and ethical practices that the communities we serve expect and deserve.

Personal & Professional Development (P5) The Bust Through Mind

Sandy Hansen, Owner/President, Rock Solid Motion
Program Level: Overview
NASBA Field of Study: Personal Development
CPE Credit: 2 hours
Don't just survive - live and thrive! Turn times of trial into opportunities and life victories. Empower yourself, move forward and live a life of fulfilled dreams. Whether your issue is business or personal, Sandy will help you get to the root of it. Once there, you can develop a platform for creating a strategy to overcome difficulties and struggles. Bust through the stumbling blocks in your life to create positive energy and live your dreams.

Tax (T5) 2009 Federal Tax Update

Claude D. Renshaw, CPA, Professor Emeritus, St. Mary's College Department of Business Administration & Economics
Program Level: Intermediate
NASBA Field of Study: Taxes
CPE Credit: 2 hours
Back by popular demand! Join conference favorite, Professor Claude Renshaw, CPA as he emphasizes some of the most recent activity and gives participants an opportunity for both

learning about new rules and reviewing previous legislation still in effect. This session promises to reflect any up to the minute tax law changes.

3:20 – 3:50 pm Break in Exhibit Area

3:50 – 5:30 pm Concurrent Sessions 6

Accounting & Auditing (A6) Red Flags in Financial Reporting

Ron Ellis, CIA, CFE, Governor, Institute of Internal Auditors
Program Level: Intermediate
NASBA Field of Study: Auditing
CPE Credit: 2 hours
Come to this session to identify the key red flags that are present when financial reporting fraud has occurred.

Controllership (C6) Nonprofit Financial Management

Dianna Russo, CPA, Managing Principal, Houldsworth, Russo & Company, P.C.
Program Level: Intermediate
NASBA Field of Study: Finance
CPE Credit 2 hours
Nonprofit organizations should be managed like for-profit businesses to achieve success, prosperity and the organization's mission. However, there are unique challenges including fundraising and grant money. Utilizing a volunteer board to lead and paid staff and volunteers to provide services, also requires distinctive procedures to ensure the appropriate use of resources. This session will highlight the top twenty issues that impact a nonprofit organization financially from audit concerns, internal controls, financial reporting and budgeting.

Personal & Professional Development (P6) Market-Based Management: How to Use it to Add Value in Tough Economic Times

Steve Daley, Director, Koch Industries: Market-Based Management
Program Level: Overview
NASBA Field of Study: Personal Development
CPE Credit: 2 hours
Showing up is not enough – as if it ever was. Do you know if you are succeeding in your current role? While results are important, it is the "how" that will determine if you are a key member of

your team or business. Could you be doing more, earning more and finding greater satisfaction in your work? Learn how Market-Based Management can help you think about your job, compensation and the business you work for.

Tax (T6) An In Depth Look at the IRS Appeals Process

Jay Wein, Appeals Team Case Leaders, Internal Revenue Service
Program Level: Intermediate
NASBA Field of Study: Taxes
CPE Credit: 2 hours

For most tax practitioners, the IRS appeals program is a little understood and mysterious part of the tax system. Who qualifies for appeals? How do you get into the process? What kinds of cases are settled in appeals? Jay's IRS background promises that this will be a fascinating behind the scenes look at how the appeals process actually works and what it can do for you.

5:30 pm Dinner (on your own)

5:30 – 11:00 pm Hospitality Suite Open

6:30 – 8:30 pm ASWA Annual Business Meeting

WEDNESDAY, OCTOBER 21

7:15 – 8:30 am Continental Breakfast

7:15 am – 6:00 pm Registration Open

7:30 – 8:20 am Early Bird CPE (EB4) AICPA Women's Initiative Executive Committee Update

Misean Reed, Manager – Work/Life & Women's Initiatives, AICPA and Cheryl Leitschuh, Chair, AICPA Women's Initiatives Executive Committee, President, Leitschuh Leadership Consulting
Program Level: Appropriate for All Levels
NASBA Field of Study: Personal Development
CPE Credit: 1 hour

How are women CPAs faring in the profession? What progress have women made? This session will discuss these topics, current research data and trends, and other initiatives the AICPA is conducting to address the profession's human capital issues.

8:30 – 10:10 am Concurrent Sessions 7

Accounting & Auditing (A7) SEC, FASB & IFRS Technical Update Part I

Robert Tebbs, Manager, Deloitte and Patricia Morris, Sr. Manager, Deloitte
Program Level: Basic
NASBA Field of Study: Accounting (Governmental)
CPE Credit: 2 hours
Come to this session for an update on new accounting pronouncements and SEC regulations.

Controllership (C7) The Bottom Line is Green

Mary MacBain, MS, CPA, CITP
Program Level: Basic
NASBA Field of Study: Management Advisory Services
CPE Credit: 2 hours
Learn why embracing "Green IT" is a smart business decision. Walk away with a 7-step plan to help your business commit to working toward a cleaner, less energy-dependent environment, as well as realize potential savings to the bottom line. Listen and contribute to a laundry list of ideas to help your company do a "green makeover," transforming the "wash" from white collars to green collars.

Personal & Professional Development (P7) Eat Mindfully, Live Vibrantly: Investing in Your Personal Health

Michelle May, MD, Founder, Am I Hungry? PLLC
Program Level: Overview
NASBA Field of Study: Personal Development
CPE Credit: 2 hours
A balanced, healthy lifestyle is a crucial element for a successful personal and professional life. This interactive and entertaining session will delve far beyond the obvious advice of "eat less and exercise more" and explore practical strategies for mindful eating and active living for the busy professional woman. Participants will learn how to choose food without guilt or deprivation, fit fitness in and place high priority on caring for their mind, body, heart and spirit.

Tax (T7) Nonprofit Organizations and the New 990 Form

Brenda Blunt, CPA, Director, CBIZ MHM LLC
Program Level: Intermediate
NASBA Field of Study: Taxes
CPE Credit: 2 hours
The newly revised 990 form, effective for 2008 returns, represents a drastic change for tax exempt organizations and the accounting professionals who help them. Learn about changes in the type and volume of required disclosures. Brenda will also discuss a brief history of how we got here, what the IRS is trying to accomplish and highlight some of the more controversial or misunderstood areas. If you work in an exempt organization, sit on a nonprofit board, or provide services to them, this session is a must-attend for you!

10:10 – 10:20 am Break

10:20 am – 12:00 pm Concurrent Sessions 8

Accounting & Auditing (A8) SEC, FASB & IFRS Technical Update Part II

Paul Alfa, Manager, Deloitte and Laurens Vosloo, Manager, Deloitte
Program Level: Basic
NASBA Field of Study: Accounting (Governmental)
CPE Credit: 2 hours
Come to this session for an update on new accounting pronouncements and SEC regulations.

Controllership (C8) Business Intelligence for Performance and Profit Improvement

Gary Cokins, CPIM, Manager of Performance Management Solutions, SAS
Program Level: Intermediate
NASBA Field of Study: Management Advisory Services
CPE Credit: 2 hours
Business intelligence tools are intended to align manager and employee behavior and limited resources to focus on the organization's strategic priorities and objectives. Hospitality and gaming industries face additional challenges and need performance management since their assets are not easily adjustable and quickly perishable.

Executives need good strategy and execution. Performance management focuses on execution. Its purpose is not just better reporting, but on improving performance through better decision making.

Personal & Professional Development (P8) Preparing and Passing the CPA Exam

Liliana Hickman Riggs, CPA, CITP, CFF, CMA, CIA, CFE, FCPA, DABFA, MS

Program Level: Basic
NASBA Field of Study: Personal Development
CPE Credit: 2 hours
Liliana will discuss format, content and components of the exam. She will give detailed information on the four sections and the topics covered in each. She will walk participants through a sample of testlet and simulation. Additionally, she will offer suggestions for the application process and education requirements. Participants will leave with a thorough understanding of what is needed for the CPA exam, motivated and eager to begin this important journey for their professional careers.

Tax (T8) The Death of Discounts for Family Limited Partnerships?

Kevin Yeanoplos, CPA, ABV, CFF,ASA, Director of Valuation Services, Brueggeman and Johnson, Yeanoplos PC

Program Level: Intermediate
NASBA Field of Study: Taxes
CPE Credit: 2 hours

The recent change in the presidential administration has created a great deal of activity and uncertainty for estate planning, as well as rumors of forthcoming changes to estate tax law. Is it a real threat or simply a lot of noise? Noted business valuation expert Kevin Yeanoplos will discuss current events impacting discounts for family limited partnerships and similar entities, current trends in determining discount valuations, and qualitative and quantitative methods for determining discounts.

12:00 – 1:30 pm Joint Foundation-Sponsored Fundraiser Luncheon

1:30 – 3:10 pm Plenary Session 1 (PL1) An Update on the Changing Tax Reporting Requirements for Exempt Organizations

Geralyn R. Hurd, CPA, Partner, Crowe Horwath LLP

Program Level: Intermediate
NASBA Field of Study: Taxes
CPE Credit: 2 hours

The IRS released the draft Form 990 more than two years ago but the exempt sector and practitioners are still struggling with compliance with the new requirements as well as the project management challenges these requirements have created. This session will share how to best align your approach to the new Form 990 to ensure compliance and streamline the process.

3:20 – 4:10 pm Plenary Session 2 (PL2) ABCs of Event Planning

Tina Polf, CPA

Program Level: Basic
NASBA Field of Study: Business Management & Organization

CPE Credit: 1 hour

This session will be developed for those attendees with event planning responsibilities or interests. Participants will learn the keys to determining an event's purpose, how to plan the event from selecting a planning committee to date and location selection techniques. The development of timelines and identification of tasks such as facility selection, program development, hospitality and social activity determination, budgeting and marketing plans will be reviewed with some interaction to assist in the learning process. This session will also identify and explain the implementation process for events of all sizes.

4:20 – 5:10 pm Plenary Session 3 (PL3) Why Most Small Businesses Don't Work and What to Do About It

Robert Clements, Marketing Director and Co-Owner, E-Myth Benchmark

Program Level: Appropriate for All Levels
NASBA Field of Study: Personal Development
CPE Credit: 1 hour

In this presentation, attendees will learn the secret to creating a business that works for them, not just because of them. Those who are ready to hear the message will experience a wake-up call that will forever change how they go to work every day, what they do when they get there, how they experience their business, their people, their customers, and their vendors. They will discover the way to get more life out of their business, instead of letting their business drain the life out of them.

5:10 pm Joint National Conference Ends

*No advanced preparation or prerequisites are required for any of these courses.

Participation in the Joint National Conference is limited to those registered. Full registration includes:

- Admission to all sessions (Monday, Tuesday, & Wednesday)
- Access to the exhibit area
- Monday's Welcome Reception
- Daily continental breakfasts, refreshment breaks and luncheons
- Registration materials

REGISTRATION FEES

	By 9/25/09	After 9/25/09 and Onsite
ASWA or AWSCPA Member	\$595	\$645
Nonmember	\$695	\$745
One-Day*	\$300	\$350
Speaker — full conference**	\$500	\$550

Membership in ASWA or AWSCPA is individual. Member registration fees apply only to individuals holding a current membership in either organization.

The official JNC name badge is required for all sessions, social activities and exhibits. You may register in advance or onsite at the Joint National Conference.

* One day registration includes that day's educational sessions, refreshment breaks, luncheon and handout materials. You may register for one day only; otherwise, you must register for the entire conference.

** Speakers may attend the conference on the day of their presentation on a complimentary basis. Speakers who wish to register for one additional day will pay the appropriate one-day fee. Speakers who wish to attend the full conference may do so at the special "Speaker — full conference" fee listed. This special fee is available only to speakers.

THE JOINT NATIONAL CONFERENCE OFFERS SEVERAL REGISTRATION OPTIONS FOR THE CONVENIENCE OF CONFERENCE REGISTRANTS:

ONLINE OPTION:

You may submit your registration form through the ASWA and AWSCPA Web sites at www.aswa.org or www.awscpa.org. On these Web sites, you will find a complete registration form that will process your completed registration with a credit card payment via a secure server.

MAIL OPTION:

If you prefer to mail your registration with a check (or credit card information), complete the registration form and mail to:

ASWA Lockbox
P.O. Box 826131
Philadelphia, PA 19182-6131

FAX OPTION

You may fax your registration form with your VISA, MasterCard or American Express information to (703) 506-3266, 24 hours a day, seven days a week. Registrations cannot be processed without complete credit card information.

Special Note to the Disabled:

ASWA and AWSCPA wish to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of an auxiliary aid or service. If an auxiliary aid or service identified with the Americans with Disabilities Act is required, please contact ASWA Headquarters at (703) 506-3265.

CONTINUING PROFESSIONAL EDUCATION HOURS

Select from 61 hours of CPE credit to earn up to 24 hours of credits at the Joint National Conference. Three days of sessions are offered during the meeting with topics of interest to those in public and private accounting as well as education and government. Attendees are responsible for determining their individual state's

requirements for CPE.

ASWA and AWSCPA are registered with the National Association of State Boards of Accountancy (NASBA) as sponsors of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

HOTEL ACCOMMODATIONS

The Joint National Conference has reserved a block of rooms for conference attendees at The Palms Casino Resort at a special rate of \$129 per night, single or double occupancy + tax. Rates are good two days prior and two days post the JNC, based on availability.

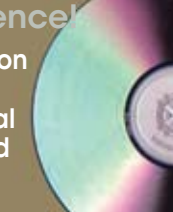
To reserve a room contact The Palms Casino Resort reservations department at 866-942-7771. Be sure to mention that you are attending the ASWA/AWSCPA Joint National Conference to receive the discounted room rate. The room block will be held until Monday, September 25, 2009 at 5:00 p.m. Pacific Time. Room requests after the cut-off date will be accepted but subject to the hotel's availability at the group rate, so don't delay!

The Palms Casino Resort offers its guests some of the city's most spectacular views of the Las Vegas Strip, unique rooms, memorable nightlife venues and a bevy of dining options. From ghostbar on the 55th floor to Rain Las Vegas just off the casino, the Palms is the hotel for the MTV generation. So much so that the 12th season of MTV's "The Real World" was shot at the resort, and now hotel guests can stay in the 2,900-square-foot suite created for the show's cast.

The main tower has 702 rooms and contains a 95,000 square foot casino, a recording studio and a 2,200 seat showroom.

Resources to Complement Your Learning Experience!

Each full conference registrant will receive one copy of all session handouts in a keyword searchable format on compact disc accompanied by a notepad for taking notes during educational sessions. A link to the handouts will also be available to all paid registrants to download from the Internet prior to the JNC.



GENERAL INFORMATION

GUEST ROOM AMENITIES

With floor-to-ceiling windows, all guestrooms at The Palms Casino Resort offer high-speed Internet access; beds have pillow top mattresses, Frette Italian linens, and down comforters and pillows. The Palms Casino Resort is located at 4321 West Flamingo Road, Las Vegas, Nevada 89103, Tel: 702-942-7777.

ROOMMATES

Contact AWSCPA headquarters at (800) 297-2721 to inquire about sharing a room with another meeting attendee. A file will be kept of those who request roommates and you will be given those names and numbers upon request. It is up to you to actually make contact and set up rooming arrangements.

GETTING THERE/UPON ARRIVAL

Las Vegas is easily accessed by air, road and rail, leaving your travel options covered across the map. Once here, getting around town is made easy, too.

By Air

If traveling by air, you will arrive at Las Vegas' McCarran International Airport. Several shuttle-bus services operate from the airport, while taxis are also readily available. The Las Vegas Airport is ranked among the 12 busiest airports in the world based on the amount of passenger activity, serving over 40 air carriers. With over 1,100 flights arriving and departing daily, McCarran International Airport offers direct flights to more than 125 U.S. cities.

By Rail

There is no train service to Las Vegas, but you can travel via Amtrak to destinations in California and Arizona, then connect to Vegas on a Greyhound bus. Bus service is available between Las Vegas and major centers like Phoenix, Los Angeles, San Diego and San Francisco.

By Ground

If you will be traveling by car, several major interstates provide easy connections and access to Las Vegas.

- The principal highway connecting Las Vegas to Southern California and Utah is I-15.
- Take U.S. 93 North out of Phoenix, and follow it right into Las Vegas.
- Take I-80 East to Reno, and then follow U.S. 95 South to Las Vegas.

Around Town

In addition to taxi, shuttle and limousine service to anywhere in Las Vegas, the following services give you even more transportation options:

- The Las Vegas Monorail travels along the east side of The Strip behind the resorts. Runs 7 days a week from 7 a.m. - 2 a.m. Monday through Thursday and until 3 a.m. Friday through Sunday from the Sahara Hotel to the MGM Grand with the following stops in between - Las Vegas Hilton, Las Vegas Convention Center, Harrah's/Imperial Palace, the Flamingo/Caesar's Palace and Bally's/Paris. See website for individual, multi-day and group ticket prices.
- Public bus transportation in Las Vegas is operated by Citizens Area Transit (CAT). There are numerous bus routes throughout the area; a one-way fare on the Strip costs \$3, and slightly less in the rest of the city. Buses on the Strip run 24 hours a day, seven days a week.
- There is also a trolley that runs the length of the Strip. Reasonable fares and day passes are available, and the trolley runs from 9:30 a.m. to 1:30 a.m.

PAYMENT CONFIRMATION

All registrations must be accompanied by a check or credit card number for the full registration fee. Checks are to be made payable in U.S. funds to "JNC." Registrations will not be processed without full payment.

Advance registration will be confirmed in writing before the conference. Badges and program materials may be picked up at the Joint National Conference registration desk at the conference.

CANCELLATIONS

Notification of cancellation must be submitted in writing to the Joint National Conference headquarters. Cancellations received by Monday, September 25, 2009

will be subject to a \$100 cancellation fee. Substitutions are allowed at any time but must be submitted in writing. Registrants who fail to attend the Joint National Conference are responsible for full payment.

BECOME AN ASWA OR AWSCPA MEMBER

For information on ASWA membership, please contact ASWA headquarters at (703) 506-3265 or aswa@aswa.org. Membership information is also available on ASWA's Web site: www.aswa.org.

For information on AWSCPA membership, please contact AWSCPA headquarters at (800) AWSCPA1 or info@awscpa.org. Membership information is also available on AWSCPA's Web site: www.awscpa.org.

ATTIRE

Conference participants should wear casual business attire, defined as dress slacks or casual dress wear. No jeans, please.

QUESTIONS

If you have any questions regarding registration, refunds, complaints or program cancellation policies, please contact either ASWA at (703) 506-3265 or AWSCPA at (800) AWSCPA1 or visit their respective Web sites at www.aswa.org or www.awscpa.org.

EXHIBITORS & SPONSORS

Exhibitors and Sponsors confirmed at press time are: BDO Seidman, L.L.P., ADP, Financial Executives International (FEI), The Walt Disney Company, Crowe Horwath, L.L.P., Accountemps and Robert Half Finance and Accounting, AON Insurance Services, Becker Professional Review, Federal Deposit Insurance Corporation (FDIC), FINRA - Financial Industry Regulatory, MassMutual, Pridestaff, U.S. Securities and Exchange Commission (SEC) and YAEGER CPA Review.

Exhibiting and sponsorship opportunities are still available! Contact Julia Cockren Merrill at ASWA headquarters, (703) 506-3265 or Fred Young at AWSCPA headquarters, (800) AWSCPA1, for details.

ASWA/AWSCPA Joint National Conference Registration Form

Please print or type:

First Name _____ Last Name _____
 Title _____
 Company Name _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____
 E-mail _____
 Please circle all that apply: ASWA AWSCPA AICPA Nonmember
 Membership ID# _____ (if applicable)

JNC REGISTRATION FEES

	By 9/25/09	After 9/25/09 and Onsite
ASWA or AWSCPA Member	<input type="checkbox"/> \$595	<input type="checkbox"/> \$645
Non-member	<input type="checkbox"/> \$695	<input type="checkbox"/> \$745
One-Day*	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350
Speaker—full conference**	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550

If registering for one day only, check the day you will be attending:
 Monday Tuesday Wednesday

OPTIONAL EVENTS

Pre-Conference Session – Women's Leadership Academy
 \$175 ASWA or AWSCPA Member \$250 Non-member

EXTRA GUEST TICKETS

of tickets _____ Monday's Welcome Reception @ \$60

of tickets _____ Tuesday's Awards Luncheon @ \$60

of tickets _____ Wednesday's Foundation Fundraiser Luncheon @ \$60

TOTAL CONFERENCE FEES \$ _____

Membership in ASWA or AWSCPA is individual. Member registration fees apply only to individuals holding a current membership in either organization. The official JNC name badge is required for all sessions, social activities and exhibits. You may register in advance or onsite at the Joint National Conference.

* One day registration includes that day's educational sessions, refreshment breaks, luncheon and handout materials. You may register for one day only; otherwise you must register for the entire conference.

** Speakers may attend the conference on the day of their presentation on a complimentary basis. Speakers who wish to register for one additional day will pay the appropriate one-day fee. Speakers who wish to attend the full conference may do so at the special "Speaker—full conference" rates listed. This special rate is available only to speakers.

Full conference registration for members and nonmembers includes admission to all educational sessions, exhibits, luncheons, refreshment breaks, receptions and handout materials.

PAYMENT INFORMATION

Registrations will be accepted with credit card information online at www.aswa.org or www.awscpa.org or by fax at (703) 506-3266. Completed forms with checks made payable to "JNC" should be returned to:

ASWA Lockbox • PO Box 826131 • Philadelphia, PA 19182-6131

Registrations cannot be processed without full payment.

CREDIT CARD INFORMATION

Visa MasterCard American Express

Card number _____

Expiration date _____

Security Code _____

Name on card (please print) _____

Signature _____

EDUCATION & NETWORKING – Please complete.

For educational sessions, please refer to the conference schedule for session numbers and descriptions and indicate your CPE session selections to ensure adequate seating (check no more than one session per time slot).

MONDAY, OCTOBER 19

10:00 a.m. ASWA Chapter Exchange AWSCPA Member Exchange
 2:40 – 3:30 p.m. A1 C1 P1 T1
 3:50 – 5:30 p.m. A2 C2 P2 T2

TUESDAY, OCTOBER 20


8:00 – 8:50 a.m. A3 C3 P3 T3
 11:00 – 11:50 a.m. A4 C4 P4 T4
 1:40 – 3:20 p.m. A5 C5 P5 T5
 3:50 – 5:30 p.m. A6 C6 P6 T6

WEDNESDAY, OCTOBER 21

8:30 – 10:10 a.m. A7 C7 P7 T7
 10:20 a.m. – 12:00 p.m. A8 C8 P8 T8

Please check if you are: First Time Attendee

Business Setting (please check):
 Agribusiness Insurance Religion
 Automotive International Business Restaurant/Food Service
 Banking/Lending Investments Retail/Wholesale
 Construction/Real Estate Development Law Tax – Corporate/Personal
 Education Manufacturing Tax – Sales & Use
 Financial Planning Non-Profit/Associations Tech/Software/Computers
 Government Oil & Gas Transportation
 Healthcare/Medical/Hospitals Public Accounting/Auditing Utilities
 Human Resources/Staffing Real Estate/Brokerage Other: _____

 Please indicate any special needs regarding accessibility: _____

Special Dietary Concerns/Allergies* _____

*At meals, please alert your server of any food allergies you have.

QUESTIONS

Any questions regarding the program or registration, please contact:

ASWA headquarters:
 Tel: (703) 506-3265
 Fax: (703) 506-3266
 E-mail: aswa@aswa.org
 Web site: www.aswa.org

Or

AWSCPA headquarters:
 Tel: (800) 297-2721
 Fax: (937) 222-5794
 E-mail: info@awscpa.org
 Web site: www.awscpa.org



ASWA/AWSCPA JNC
136 South Keowee Street
Dayton, OH 45402

ASWA/AWSCPA Joint National Conference
October 19 – 21, 2009
The Palms Casino Resort
Las Vegas, Nevada, USA

This brochure contains information regarding the American Society of Women Accountants/American Woman's Society of Certified Public Accountants' Joint National Conference. Please circulate to the appropriate financial professionals within your organization. If not deliverable to addressee, please route to your organization's accountant, treasurer or controller.

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