

**AMERICAN WOMAN'S SOCIETY OF  
CERTIFIED PUBLIC ACCOUNTANTS**


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**Annual Seminar:** February 6, 2010

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**AWSCPA**  
*American Woman's Society of  
Certified Public Accountants*

**Houston Affiliate**

Presents

***Accounting Updates,  
Taxes, And More!***

***27<sup>th</sup> Annual Seminar***

**Saturday, February 6, 2010**

**Location:**  
H.E.S.S. Club  
5430 Westheimer  
Houston, TX 77056





**7:15 – 7:50 AM - Registration and Continental Breakfast**

**7:50 – 8:50 AM**

**WELCOME AND OPENING SESSION: Marketing for Women CPA's** - Most women CPA's are excellent at their chosen jobs. However, they normally feel very uncomfortable about marketing their work, their company, or themselves. Learn ideas to assist you in marketing your best asset as a CPA – YOU.

*Speaker: Joe Heller, Brooke Companies*

**8:50 – 9:00 AM – Session Break**

**Track 1**

**Track 2**

**TAX**

**SPECIALITY TOPICS**

**9:00 – 9:50 AM**

**Annual Tax Update**

**Developing Banking Relationships for CPA's**

In recent years, there has been new legislation affecting both individual and business taxes. This session will focus on those developments including recent tax legislation, rulings, regulations, and up-to-the-minute tax law changes. Topics will include tax rates, various credits and deductions, capital gains issues and more.

This session will deal with best practices in developing a mutually productive and long lasting relationship with your bank. Our speaker will teach us what banks need from their customers in this difficult economic climate.

*Speakers: Laura D. Nowicki, CPA, Tax Partner, Tax and Legal Services, and Team from PricewaterhouseCoopers, LLP*

*Speaker: Donna Draudt, ExecVP and Regional Bank Manager, Woodforest National Bank*

**9:50 - 10:00 AM – Session Break**

**10:00 -10:50 AM**

**Annual Tax Update, Part 2**

**What CPA's Need to Know About Diversity**

Continuation of discussion started before the break

Business outcomes are defined by relationships. Management and employees who possess communication competencies regarding diversity reduce potential workplace tensions and create competitive advantages in sales and service. This presentation will address how culturally diverse perceptions produce tensions, and by understanding basic culture and communication competencies, businesses can provide relational opportunities and greater productivity.

*Speakers: Laura D. Nowicki, CPA, Tax Partner, Tax and Legal Services, and Team from PricewaterhouseCoopers, LLP*

*Speaker: Martha Shoemaker, Ph.D., UHD*

**\*\*\* MORNING BREAK \*\*\***

**10:50 – 11:10AM**

**Please visit our vendors**

**11:10 - 12:00 AM**

**Social Security Update**

**Business Combinations**

This presentation is a concise explanation of the Social Security rules that impact your life. The speaker will use her experience from her personal financial planning practice to teach you to help your clients reach their financial goals, including what part Social Security will provide. All of this discussion will help the practitioner give her clients financial simplicity and peace of mind.

The speaker will dive into the changes that have happened as a result of the changes in FASB 141R and FASB 160: Business Combinations and Non Controlling Interests in Consolidated Financial Statements. The presentation will expand the knowledge of accounting applications for purchases of businesses or properties and introduce information about accounting and presentation guidelines effective January 1, 2009 for what was formerly referred to as "minority interests."

*Speaker: Christine A. Romsdahl, CPA/PFS, CFP*

*Speaker: Lis Fisher, CPA, Deloitte Touche LLP*

**12:00 – 12:30 – Session Break and Lunch**



12:30 – 1:20 PM

**LUNCH SESSION: Social Networking for the Professional.** Social networking is being touted in many places, even the Journal of Accountancy magazine. Our speaker will discuss using social media such as Facebook to help your professional life. Learn the benefits and how you can avoid some of the pitfalls of this new communication tool.

*Speaker: TBD*

1:20 - 1:30 PM – Session Break

Track 1	Track 2
<b>TAX</b>	<b>SPECIALITY TOPICS</b>

1:30 – 2:20 PM

<b>Fraud and Its Tax Implications</b>	<b>Social Networking for Professionals, Part 2</b>
<p>Since fraud is alive and present in the US economy, the tax code is addressing some of the tax concerns relating to these issues. This presentation will address the old yet profitable forms of fraud that take place and those who perpetrate those schemes, how the schemes can be spotted and prevented and the new parts of the tax code that address the financial outcomes of these frauds.</p> <p><i>Speaker: David Ahola, CPA, CFE; Jay Brollier, CFE; Rudy Martinez, CPA, Mir, Fox &amp; Rodriguez, P.C.</i></p>	<p>At lunch we learned about the benefits of using social networking for professionals. Using the AWSCPA/Houston affiliate site (<a href="http://facebook.com/awscpahouston">facebook.com/awscpahouston</a>) as an example, this presentation will demonstrate setting up and using Facebook.</p> <p><i>Speaker: Gil Vela, Services Coordinator, HAL-PC</i></p>

2:20 – 2:40 PM

**\*\*\* AFTERNOON BREAK \*\*\***

**Please visit our vendors**

2:40 – 3:30 PM

<b>The Ins and Outs of Homeowners Associations</b>	<b>IFRS is Here! A Practical Guide to Catching-up and Keeping-up</b>
<p>This presentation will give an overview of the IRS requirements for an HOA to qualify as a tax exempt organization. The presentation will also include the various reporting requirements and the appropriate financial statement presentations.</p> <p><i>Speaker: Lynda G.Harrison, CPA</i></p>	<p>Whether the U.S. formally adopts, permits, or just converges, international financial reporting standards (IFRS) are here and are currently used by over 40% of the Fortune 500 companies. New IFRS for small and medium sized enterprises have been issued and may be used in the U.S. Come learn how you can catch up, keep up, and be prepared to find resources when you need them.</p> <p><i>Speaker: Dr. Susan Sorensen, CPA</i></p>

3:30 – 3:40 PM – Session Break

3:40 – 4:40 PM

**Closing Session: Estate Planning Update** – This presentation will address what is the current law, what tax changes have been made to date with the new administration, and what changes might be on the horizon (after they finish beating apart the healthcare reform).

*Speaker: Nancy Hamilton, Attorney at Law*

**Note:** Satisfactory meeting room temperatures are difficult to maintain. Participants may wish to bring a sweater or jacket to ensure comfort.



Visit our website @ [www.awscpa.org/houston](http://www.awscpa.org/houston)



Houston Affiliate  
 27<sup>th</sup> Annual Seminar  
 Saturday, February 6, 2010  
 Seminar Schedule

### REGISTRATION FORM

**Seminar Date:** Saturday, February 6, 2010  
**Pre-Registration Deadline:** Thursday, January 21, 2010  
 (After that date there will be no refunds)

AWSCPA Members: \$170  
 Non-Members: \$190  
 Late Registration: \$ 25  
 (Postmarked after 01/28/10)

*Fee includes continental breakfast, lunch, snacks, and 8 hours of CPE.*

**MAKE CHECKS PAYABLE TO: AWSCPA**

Name: \_\_\_\_\_ Amount Paid: \_\_\_\_\_  
 Address: \_\_\_\_\_ Business Phone: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
 Firm Name: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

*For credit card payments - Select  at: [www.awscpa.org/houston](http://www.awscpa.org/houston)*

Concurrent Session Preferences – List 1<sup>st</sup> and 2<sup>nd</sup> choices.

	Track 1	Track 2
9:00 – 9:50		
10:00 – 10:50		
11:10 – 12:00		
1:30 – 2:20		
2:40 – 3:30		

**Mail Registration Form to:**  
**AWSCPA**  
 c/o Susan Taylor  
 2306 Briarbrook Dr.  
 Houston, TX 77042-2908



The seminar will be held in Houston, Texas at the H.E.S.S. Club at 5430 Westheimer, off of Westheimer between Yorktown and Bering.

The purpose of the American Woman’s Society of Certified Public Accountants is to help our members achieve their full potential and to ensure equity within the profession. Our seminar offers a variety of speakers and topics, allowing you to create a seminar experience suited to your needs. Eight hours of continuing professional education credit is available for the full day’s attendance.

### General Information

To register for the seminar, detach the registration form and mail it to AWSCPA with your payment before *January 28, 2010*. You will not receive written confirmation of your registration prior to the seminar.

All questions may be addressed to:

Wendy Lewis at (713) 622-9933 (w), [wendy@jrsmithco.com](mailto:wendy@jrsmithco.com) or Susan Taylor at 281-233-1354 (w), [staylor@sbcglobal.net](mailto:staylor@sbcglobal.net)

**Note to Non-Members:** If you join AWSCPA during the seminar, you will be required to pay national dues, but the local affiliate dues will be waived.

All Sessions: Level is Basic  
 No Prerequisites Required

*Note: Please be aware that since our speakers do not receive compensation, some may have books, tapes, and other materials available for sale.*

**Who Made Things Happen? ...  
 The Seminar Committee!**

**Chairpersons: Wendy Lewis & Mary Ross**

Darlene Ayoub	Cynthia Cox	Kathryn Harriss
Patty Hunt	Mary McDonald	Lynn Menard
Rhonda Ryan	Janet Scudder	Danielle Supkis
Susan Taylor	Frances Weatherly	Annette Williamson