

2017 RMAC

ROCKY MOUNTAIN AREA CONFERENCE
FOR FINANCE & ACCOUNTING PROFESSIONALS

Thursday, September 28, 2017 & Friday, September 29, 2017

Arvada Center
6901 Wadsworth Boulevard
Arvada, Colorado 80003

To register or for more information, please visit our website at www.accountingconference.org

Presented By:



Accounting & Financial Women's Alliance
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16 Hours of Continuing Professional Education Includes Colorado Qualifying Ethics (CQE)

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- All sessions are presented in a group-live lecture format

Keynote Speakers

- Jenna Oliver
Scripting Your Success: Your Own Heroic Journey
- Don Lenovius
You Know You're Out Front When You Get Kicked in the Rear
- Jen Lester
Top 10 Digital Marketing Mistakes Businesses Make
- Anders Erickson, CISA, CISSP, CRISC
Eye of the Cyber-Storm: Protecting Your Organization from the Inside Out

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CPE credits are based on a 50-minute hour. Participants must remain in a particular session for at least 50 minutes to earn a minimum of 1 CPE credit. Under current Colorado State Board of Accountancy guidelines, all active Colorado licensees must complete four hours of ethics courses which may include two hours of Colorado Rules & Regulations in every two year reporting period, to maintain their license in an active status. All attempts have been made to ensure that these classes qualify for CPE credit under the rules of the Colorado State Board of Accountancy. Attendees have the responsibility to ensure that the classes they attend conform to the CPE credit guidelines and policies of the association managing their certification or the state issuing their license.

Keynote Speakers



Jenna Oliver, Regis University, College of Business and Economics

Scripting Your Success: Your Own Heroic Journey

Jenna Oliver holds a Master of Arts from The New School University. While at The New School, Oliver worked in a think-tank to utilize media as a means of social change. She carried that passion forward into a 20-year career in education at The Art Institutes, Metro State University, Colorado State University, University of Colorado, The National Coalition Against Domestic Violence and the Public Education and Business Coalition. Jenna has mentored several nationally and internationally acclaimed entrepreneurs and creatives. Now at Regis University, Oliver is an Affiliate Faculty member and the Innovation and Business Evolution Manager in the College of Business and Economics.



Don Lenovius, Victory Performance Consulting LLC

You Know You're Out Front When You Get Kicked in the Rear

As a consultant, coach, facilitator and speaker, Don draws on over 18 years of progressive leadership experience, including 13 years with Disney and four years with The Institute of Internal Auditors Global Headquarters. Since 2009, he has provided performance consulting, coaching and leadership development for prominent corporations, non-profit organizations and government agencies. Don holds master's degrees in human resource development and business & organizational security management.



Jen Lester, Philosophy Communication Inc

Top 10 Digital Marketing Mistakes Businesses Make

Jen Lester is a co-founder of Philosophy Communication Inc, a now 16-year old agency which develops advertising, marketing, public relations and digital campaigns for clients both large and small. Over the years, their 15-person team has worked with and grown such notable clients as Sub-Zero and Wolf, Colorado Proud, Smashburger, City of Littleton, Natural Grocers, Jefferson County, Caribou Coffee, and more. Jen serves as Philosophy Communication's strategic leader, consulting with clients on their overall business goals and identifying marketing and public relations solutions which solve their challenges.



Anders Erickson, CISA, CISSP, CRISC, Eide Bailly LLC

Eye of the Cyber-Storm: Protecting Your Organization from the Inside Out

Anders Erickson is the Director of Cyber Security Services at Eide Bailly LLP and has more than 15 years experience providing IT risk and control solutions within both public and private sectors. Anders assists clients in establishing a culture of security within their organization. He leads organizations through the process of identifying their cyber security risks and brings practical solutions to help manage and mitigate those risks. He executes assessments of IT security practices, risks, and controls against organizational, industrial and governmental standards. Anders also leads evaluations of logical and physical security, continuous monitoring programs, business continuity plans, change management process and system implementation.

2017 RMAC Conference Schedule

Accounting/Auditing Course Descriptions

Finance & Audit Operations Excellence

Ravi Mangipudi, CPA, CISA
Perceptive Control Solutions LLC

This presentation will focus on achieving finance and audit operations excellence in various aspects of your client's department/company/organization. Discussion will spotlight the Optimized Maturity model, COSO for process excellence, and the Leadership Value Contribution Continuum. Learning objectives include tips for excellence by 1) Aligning risk with management objectives 2) Considering ability versus fit 3) Using the PMBOK model 4) Determining data sources, root cause, and relevance, and 5) Moving from a transactional (reviewer) to a transformational (influencer).

Practical Approach to the New Lease Standard

Rob McCoy, CPA
BKD LLP

This presentation will address some common issues companies will face with the lease standard. This will allow you and/or your clients to address 1) When is this applicable 2) How will the transition work 3) What is or is not included 4) Likely issues related to related party leases and 5) The effect on contractual agreements.

Colorado Rules & Regulations – Or, How to Stay Off the State Board Agenda (COE)

Courtney Cowgill
CPA, CMA, CIA, CFE, CITP, CGMA

This course is designed for the CPA with experience practicing in public accounting or industry. While course content will include areas mandated by State Board rules, this class will identify the most common reasons CPAs get in trouble with the State Board and how to avoid and correct those issues.

Implementing the New Not-For-Profit Standard: Practical Considerations

Tim McCutcheon, CPA, CGMA
Eide Bailly LLP

FASB's new standard, ASU 2016-14, is the biggest change to not-for-profit financial statements in over two decades. Is your organization ready? Are your not-for-profit clients ready? During this presentation you will learn about the requirements and receive actionable tips to assist your organization or clients. Industry experts will share a sample implementation checklist and walk through illustrative financial statements and footnote disclosures. You will learn about policy changes not-for profit organizations may need to consider in order to comply with the new standard.

Accounting Standards Update

Steve Van Meter, CPA
CliftonLarsonAllen LLP

This session will provide an overview of Accounting Standards Updates (ASUs) issued since 2016 and their impact on financial reporting. The majority of the session will focus on ASUs issued in 2017 (there have been 10 ASUs issued through May 2017). You will learn what's in the pipeline regarding proposed standards to identify issues which may impact your business and clients. Discussion will also highlight any new activities of the Private Company Council including ASUs that have been issued specifically for private companies. Learning objectives include understanding recently issued ASUs and how they impact financial reporting, reviewing the activities of the FASB's Private Company Council, and learning about what's on the horizon. This course is designed for accountants in both public and private practice that are responsible for making certain that financial statements are prepared in conformity with US GAAP. This includes auditors as well as internal accountants who are part of the financial reporting process.

An Ethics Toolkit (COE)

Linda Lange, CPA
Entrepreneur Support Systems Inc

A business manager serves several masters: the client, the company, the public, and self-interest. When these are not aligned, ethical choices can become problematic and both personal and organizational risk levels rise. Among the ethics tools available to accountants and business managers are the professional codes of AICPA, IMA, and IIA, classical ethical systems, cultural norms, and personal values. This session will identify common ethical challenges or dilemmas in contemporary business, review key provisions of the AICPA, IMA, and IIA Codes of Conduct/ethics, explore classical ethical models and develop a model for alternative responses to ethical challenges. Decide, Act, and Evaluate! (Repeat)



Photo Credit: Wes Magyar

2017 RMAC Conference Schedule

Thursday, September 28, 2017

Time	Accounting/Auditing	Taxation	Management/Leadership	Special Topics
7:00am - 7:30am	Registration and Continental Breakfast • Sponsored by Robert Half			
7:30am - 7:40am	Welcome and Opening Remarks			
7:40am - 8:30am	Morning Keynote Speaker – Jenna Oliver, Regis University, College of Business and Economics <i>Scripting Your Success: Your Own Heroic Journey</i> FOS - Personal Development (*B)			
8:45am - 10:25am	Accounting Standards Update Steve Van Meter, CPA CliftonLarsonAllen LLP FOS - Accounting (*I)	2017 Tax Law, What We Know So Far and What Is Still Being Wrangled Over Victoria Marschner, CPA Victoria Marschner, CPA LLC FOS - Tax (*I)	Critical Thoughts on Critical Thinking: Becoming a Better Thinker! Raven Catlin, CPA, CIA CFSA, CRMA Raven Global Training FOS - Bus Mgmt & Org (*I)	Employment Related Contracts Every Employee & Business Owner Should Be Familiar With David Seserman, JD Brousseau Bartlett Seserman LLC FOS - Business Law (*I)
10:40am - 12:20pm	Finance & Audit Operations Excellence Ravi Mangipudi, CPA, CISA Perceptive Control Solutions LLC FOS - Auditing (*I)	Top Year-End Tax Strategies for Middle Market Companies Lawrence Knutson, CPA EKS&H FOS - Tax (*I)	What I Learned About Risk Management from "the Mouse" Don Lenovius Victory Performance Consulting LLC FOS - Mgmt Adv Svcs (*I)	Technology and Cyber Security Update for CPAs David Losacco, CPA, CIA, CISA Stinnett & Associates LLC FOS - Spec Knowledge/IT (*B)
12:20pm - 12:50pm	Vendor Visitation			
12:50pm - 1:20pm	Lunch • Sponsored by Stinnett & Associates LLC			
1:20pm - 2:20pm	Afternoon Keynote Speaker – Don Lenovius, Victory Performance Consulting LLC <i>You Know You're Out Front When You Get Kicked in the Rear</i> FOS - Communications (*B)			
2:20pm - 2:50pm	Vendor Visitation			
2:50pm - 4:30pm	Colorado Rules & Regulations – Or, How to Stay Off the State Board Agenda (COE) Courtney Cowgill, CPA, CMA, CIA, CFE, CITP, CGMA FOS - Regulatory Ethics (*I)	Bribery & Corruption in the Procurement Function Larry Rosipajla, CPA, CFE PwC FOS - Spec Knowledge/Fraud (*I)	Change is Inevitable: Taking a Mulligan on that Outdated Irrevocable Trust Keith Davis, JD, CPA & Ed Brown, JD, CPA Davis Schilken PC FOS - Spec Knowledge/Trusts (*I)	

*NASBA Experience Ranking Code: *B = Basic *I = Intermediate *A = Advanced • No prerequisites or advance preparation required

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2017 RMAC Conference Schedule

Friday, September 29, 2017

Time	Accounting/Auditing	Taxation	Management/Leadership	Human Capital Management
7:00am - 7:30am	Registration and Continental Breakfast • Sponsored by Hein & Associates LLP			
7:30am - 7:40am	Welcome and Opening Remarks			
7:40am - 8:30am	Morning Keynote Speaker – Jen Lester, Philosophy Communication Inc <i>Top 10 Digital Marketing Mistakes Businesses Make</i> FOS - Marketing (*B)			
8:45am - 10:25am	Practical Approach to the New Lease Standard Rob McCoy, CPA BKD LLP FOS - Accounting (*)	Relieving the “Innocent Spouse” of Joint Tax Liability Jerome Borison, JD, CPA (inactive) Anderson & Jahde PC FOS - Tax (*)	Are You Ready for Gen Z? How to Prepare for the Next Generation Katie Essman & Tammy Lopez Robert Half FOS - Personnel/HR (*B)	That Was Then, This Is Now: Workplace Law Under the Trump Administration Darin Mackender, JD Fisher & Phillips LLP FOS - Business Law (*)
10:40am - 12:20pm	Implementing the New Not-For-Profit Standard: Practical Considerations Tim McCutcheon, CPA, CGMA Eide Bailly LLP FOS - Tax (*)	Catfish and Unclaimed Property: Expect the Unexpected Mike Herold, JD Eide Bailly LLP FOS - Business Law (*)	Transform Your Company with Business Analytics Applications in Accounting Kristine Brands, DM, CMA Regis University FOS - Computer Science (*)	Please Sue Me! Ten Scary Things That Can Happen in the Workplace Nicole Davies, SPHR, CHRS ADP FOS - Personnel/HR (*B)
12:20pm - 12:50pm	Vendor Visitation			
12:50pm - 1:20pm	Lunch			
1:20pm - 2:20pm	Afternoon Keynote Speaker – Anders Erickson, CISA, CISSP, CRISC, Eide Bailly LLP <i>Eye of the Cyber-Storm: Protecting Your Organization from the Inside Out</i> FOS - Spec Knowledge/IT (*B)			
2:20pm - 2:50pm	Vendor Visitation			
2:50pm - 4:30pm	An Ethics Toolkit (CQE) Linda Lange, CPA Entrepreneur Support Systems Inc FOS - Ethics (*)	American Health Care Act of 2017 – What You Need to Know! Rick Wagner, CPA & Andy Kaiser, CPA Eide Bailly LLP FOS - Spec Knowledge/Health Care (*B)	Stories, Lies & Surveillance: Exposing Workers' Compensation Fraud Greg Winchell, CFE Pinnacol Assurance FOS - Personnel/HR (*B)	

*NASBA Experience Ranking Code: *B = Basic *I = Intermediate *A = Advanced • No prerequisites or advance preparation required

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2017 RMAC Conference Schedule

Taxation Course Descriptions

Top Year-End Tax Strategies for Middle Market Companies

Lawrence Knutson, CPA
EKS&H

The new year is just around the corner and companies should think about their year-end tax positions before tax time rolls around in 2018. International, federal, and state and local tax codes present a number of valuable incentives and planning opportunities which can greatly optimize your tax position and improve cash flow. These benefits range from special tax deductions to dollar-for-dollar reductions of tax due designed to incentivize a wide range of investments and activities. Discussion will concentrate on the shift of corporate focus from mere tax compliance to strategic, proactive tax optimization. Middle market company emphasis will include the top tax strategies and incentives to best manage your overall tax rate, protective compliance issues and upcoming tax legislation that taxpayers should consider.

2017 Tax Law, What We Know So Far and What Is Still Being Wrangled Over

Victoria Marschner, CPA
Victoria Marschner, CPA LLC

Session will cover highlights of the 1040 changes which are known as of the date of the presentation, recent court cases and IRS rulings. The objective is to provide information on the changes to date, and since it is hard to predict what the changes might actually be passed, a forum for possible speculation.

Catfish and Unclaimed Property:

Expect the Unexpected
Mike Herold, JD
Eide Bailly LLP

There are many similarities between dealing with unclaimed property and fishing for catfish. Doing either incorrectly can be a painful experience. Unclaimed property is not a tax and, for this reason, the compliance is often forgotten. States are eager to capture these additional funds and audits are generally conducted by third party contingent fee auditors. Many states have changed their laws during the 2017 legislative session and this presentation will provide an overview of the major changes. Knowing how to handle unclaimed property or an angry catfish isn't difficult if you understand the rules.

Relieving the "Innocent Spouse" of Joint Tax Liability

Jerome Borison, JD,
CPA (inactive)
Anderson & Jahde PC

This session discusses what avenues for relief are available for spouses who have been confronted by the IRS with respect to tax liabilities for joint tax returns previously filed with his/her (former) spouse. Objectives include: Discuss the audit and collection process of the IRS in general, distinguish between what is an injured spouse and an innocent spouse, and present the three principal defenses available to an innocent spouse.



Photo Credit: Wes Magyar

2017 RMAC Conference Schedule

Management/Leadership Course Descriptions

Scripting Your Success: Your Own Heroic Journey

Jenna Oliver

*Regis University
College of Business
and Economics*

Scripting your success is a course in storytelling that asks participants to tell their own "hero's journey" story and walk through the critical decisions in their life that formed the path they are on now. Based on screenwriting formulas, Joseph Campbell's, "A Hero with A Thousand Faces" and several business leadership models, this workshop is designed to help individuals analyze their own "call to adventure" and career choices. Each component of the process they will engage, will help them discover 1) What they did 'right' in that journey 2) Who their allies and mentors are 3) What tests they have completed and 4) What they need to do next to revise their own stories moving forward. The writing and discussion exercises within the workshop facilitate taking responsibility for their own story and enable them to script their own success, as the hero of their individual journey.

American Health Care Act of 2017 - What You Need to Know!

Rick Wagner, CPA &
Andy Kaiser, CPA

Eide Bailly LLP

In May 2017, the House passed the revised AHCA bill (HR 1628) and, since then, the Senate has sliced and diced the legislation to create a new and "improved" version. Join us to discuss the current status of this important legislation and how it will affect our businesses, our employees and ourselves! Discussion will include tax aspects of current healthcare legislation and effects to service providers and consumers in a comprehensive review of the Act.

You Know You're Out Front When You Get Kicked in the Rear

Don Lenovius
*Victory Performance
Consulting LLC*

Leadership is not a popularity contest. When you're out in front, criticism is inevitable and how you handle it makes all the difference. While average leaders get rattled by confrontation and criticism, effective leaders recognize that it comes with the territory. This inspiring session examines how effective leaders leverage self-awareness, adaptability composure, and humility to stay out front even when they are kicked in the rear.

Bribery & Corruption in the Procurement Function

Larry Rosipajla, CPA, CFE
PwC

Corruption schemes typically make up approximately 37% of the reported fraud cases, according to the Association of Certified Fraud Examiners' bi-annual Report to the Nations on Occupational Fraud and Abuse. Those often devastating effects, combined with a dramatic increase in the number of enforcements, have made bribery and corruption a key issue for many global organizations. The extension of anti-corruption laws to vendors presents additional vulnerability to companies in the United States. How do you ensure both your employees and the third parties which play a critical role for your organization are following the rules? Learn to protect your organization by effectively incorporating anti-bribery and corruption compliance policies, as well as effective detection and investigation procedures, into your anti fraud strategy.

Critical Thoughts on Critical Thinking: Becoming a Better Thinker!

Raven Catlin, CPA, CIA,
CFSA, CRMA
Raven Global Training

The obvious answer isn't always the right answer. The surface is often just the tip of the iceberg. Sometimes it is the little hints that we miss that could be the key to identifying problems and making process improvements. We have the responsibility of looking at business processes objectively and delivering results timely. By applying critical thinking methods to analyzing information, looking at data, evaluating objectives and risks, and observations, you will be in a better position to provide creative, innovative, timely results. This course is designed for managers and their teams who collaborate on resolving issues. Individual contributors will also study examples to improve individual critical thinking skills using current issues facing the attendee. This course teaches the tools and techniques used in critical thinking methods and opportunities to apply the methods, tools, and techniques to daily audit work.

What I Learned About Risk Management from "the Mouse"

Don Lenovius
*Victory Performance
Consulting LLC*

Disney not only uses internal controls to achieve impressive operational and financial results, "the Mouse" also uses controls to protect its invaluable intangible assets. This session explores lessons from "the happiest place on earth" that apply to other internal control environments.

Are You Ready for Gen Z? How to Prepare for the Next Generation

Katie Essman & Tammy Lopez
Robert Half

Experts say by 2020, more than 20% of the workforce will be comprised of Generation Z employees. Robert Half has produced new research about this generation, born from 1990 through 1999. This presentation addresses Gen Z's career aspirations, job expectations and concerns as they enter the workforce. The presentation features survey findings and advice to help employers attract and retain this new generation of employees, along with strategies to manage a multigenerational workforce.

Transform Your Company with Business Analytics Applications in Accounting

Kristine Brands, DM, CMA
Regis University

Business analytics is transforming the accounting profession. The growth of technology is changing the way accountants do their jobs. Business analytics is a major technology trend that is affecting the profession. This session will explain and demonstrate how to implement business analytics in accounting. The objectives of this session include 1) Describe business analytics for accounting 2) Present business analytics applications for auditing, financial, managerial, and forensic accounting 3) Demonstrate two easy-to-use and affordable desktop business analytics software programs, Calcbench and Tableau. These will introduce the audience to tools that can help them support their organizations with business analytics.

2017 RMAC Conference Schedule

Special Topics/Human Capital Management Course Descriptions

Top 10 Digital Marketing Mistakes Businesses Make

Jen Lester

Philosophy Communication Inc

Digital marketing has been around for more than two decades and has since proven itself a fantastic investment for businesses, from start-ups to global corporations. Yet most businesses are still going through their digital growing pains—figuring out how best to use the capabilities of digital marketing to meet their needs. Without the benefit of either experience or well-established theories and practices, it's easy to make mistakes. So, to help you ably navigate this exciting new space, this presentation will teach you 1) How to avoid losing strategies and tactics 2) How best to use key channels to maximize opportunity 3) Where to find data to determine effectiveness and returns.

Please Sue Me! Ten Scary Things That Can Happen in the Workplace

Nicole Davies, SPHR, CHRS

ADP

Are copies of your clients' employee handbooks gathering dust because the employees consider the manual irrelevant? What types of workplace conduct policies are appropriate and enforceable? Changing societal norms, social media and evolving laws make it confusing for employers to know what types of behaviors must be allowed in the workplace. Presentation will include a comprehensive overview of which policies to include and how to properly maintain a handbook that communicates acceptable standards of workplace conduct. Attend this session to 1) Tackle some of today's toughest management issues 2) Understand what makes an employee handbook effective 3) Discuss strategies for revising existing policies to ensure compliance with the law...without triggering claims under existing company policies.

Eye of the Cyber-Storm: Protecting Your Organization from the Inside Out

Anders Erickson, CISA, CISSP, CRISC

Eide Bailly LLP

Research and industry experts predict that small to mid-sized organizations will become one of the next big targets for hackers and cyber criminals. Leaders in these organizations recognize that the sustainability of their business is dependent upon protecting the personal and confidential information with which they are entrusted. These leaders also realize it's difficult to know where to start, what direction to go, and how to get there. This session will explore a new risk-based approach to IT security program management which has been developed specifically for small to mid-sized organizations. Participants will come away with guidance and direction to begin the process of understanding and managing their cyber security risks.

That Was Then, This Is Now: Workplace Law Under the Trump Administration

Darin Mackender, JD

Fisher & Phillips LLP

At both the state and federal level, workplace law has changed at an extraordinary pace in the past few years. The recent election results created even more uncertainty for employers and those who advise them. This session will cover labor and employment law developments at the conclusion of the Obama administration, developments under the new Trump administration, and will explore what employers should expect during the remainder of 2017 and beyond. Session will also provide practical tips for employers to stay in compliance now and in the future. Objectives include 1) Analyze the status of key changes in workplace law 2) Explore the trends impacting workplace law and 3) Learn best practices for avoiding liability.

Change is Inevitable: Taking a Mulligan on that Outdated Irrevocable Trust

Keith Davis, JD, CPA & Ed Brown, JD, CPA

Davis Schilken PC

This course will cover changes in circumstance that would make a modification of an Irrevocable Trust desirable including tax law changes, income tax saving options, changes in beneficiaries' needs and asset protection. It will discuss the methods that can be used to modify an irrevocable trust including reformation, modification and decanting with attention to the new (2016) Colorado decanting statute (15-16-901). Finally, it will analyze the pros and cons of each method, as well as tax considerations to be made prior to decanting. The objectives of the course are to provide attendees with a working knowledge of the options available to modify a trust. This may allow changes that can ease the administration, reduce taxes and maximize benefit and protection.

Employment Related Contracts Every Employee & Business Owner Should Be Familiar With

David Seserman, JD

Brosseau Bartlett Seserman LLC

Business owners, employees and independent contractors are exposed to several common agreements that can have a significant impact on their business and personal lives. Participants will review many of the commonly used agreements and gain an understanding of their purpose and issues they can create.

Technology and Cyber Security Update for CPAs

David Losacco, CPA, CIA, CISA

Stinnett & Associates LLC

Why should we be concerned with protecting information assets? Information is the new currency of business. We have instant accessibility across international, corporate and organizational boundaries. Along with these communication advantages comes the threat of cyber modification, theft and destruction. The challenge we face regarding cyber security is that protection against these threats will require both the right technology and the right public policy. Although data privacy is currently a driver behind regulation, our dependency on the Internet has outgrown the security measures. We will address why we should be concerned with cyber security, steps to evaluate your company's cyber security risk level, how to take preventive measures, what are emerging cyber security trends, threats and roadblocks.

Stories, Lies & Surveillance: Exposing Workers' Compensation Fraud

Greg Winchell, CFE

Pinnacol Assurance

This presentation will examine three workers' compensation case studies to illustrate the tools and strategies Pinnacol Assurance deploys to develop the evidence necessary for criminal prosecution. These cases were selected to create a balanced impression of the realities in workers' compensation fraud. Discussion will include the importance of building timelines to organize the evidence, how criminal statutes are applied to workers' compensation cases and emphasis on detailed elements of good record-keeping and its effect on case outcomes.

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