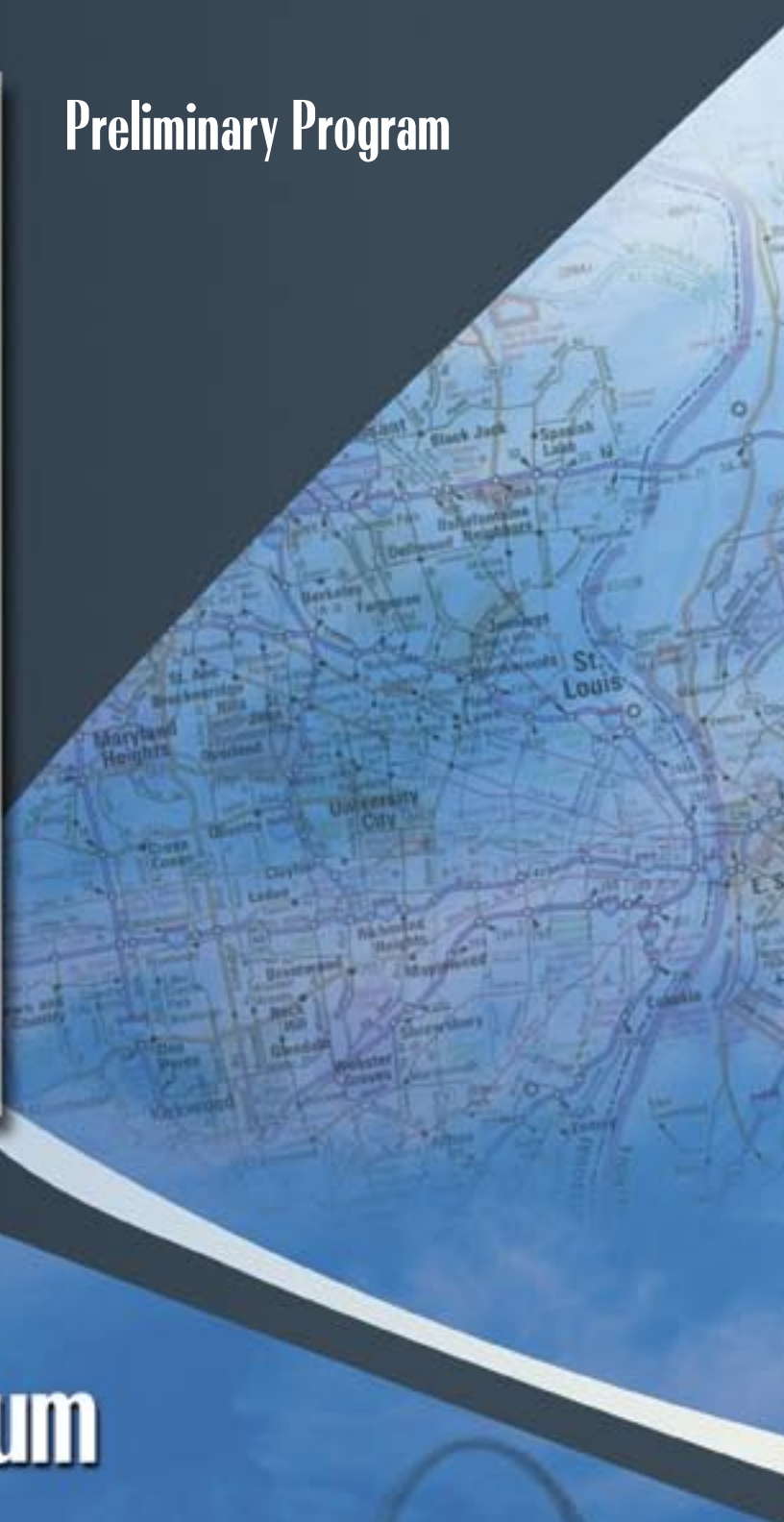


Preliminary Program

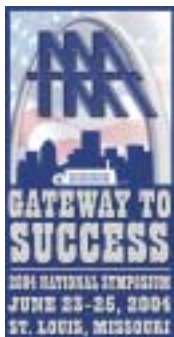


AAA 2004 National Symposium

June 23-25, 2004
Adam's Mark Hotel
St. Louis, Missouri

A PROGRAM DESIGNED EXCLUSIVELY FOR PROFESSIONALS MANAGING ACCOUNTING PRACTICES

The symposium for professionals managing accounting practices



The Association for Accounting Administration invites you and others from your firm to attend its 2004 National Symposium, *Gateway to Success*. The event has been exclu-

sively designed to help participants professionally manage accounting practices of varying sizes. The two-and-a-half day educational extravaganza has something for everyone involved in accounting administration. The event includes sessions that range from the beginner to the advanced levels. From the high-level technical sessions to the smaller breakout sessions geared to specific problem-solving and informal gatherings designed to facilitate networking and information exchange, the symposium has sessions for accounting administrators with one year of experience to those with over 30 years.

This year participants will be able to follow the "arch" for sessions designed for those new to the management of accounting practices. AAA has also re-designed the Rise & Shine Breakfasts and Lunch & Learn sessions to maximize networking and discussion time for attendees.

The overall program is designed to enhance the skills of even the most experienced administrator through a wide variety of top-notch and timely sessions led by professionals and experts from around the country. The event also features the A.C.E. Award, the profession's most coveted award given for achievement, commitment to the profession and excellence.

What is the Association for Accounting Administration?

The Association for Accounting Administration (AAA) has more than 600 members nationwide. Its main objective is to develop and maintain, through cooperative efforts, a high level of professional skills required to satisfy members' growing professional needs in the field of accounting administration.

AAA has published not only *ADA Job Descriptions for CPA Firms*, a *Survey Manual*, a *Marketing Manual*, a *telephone directory*, a booklet, *A Guide to CPA Firm Administration*, a *Disaster Planning Guide for CPA Firms*, an *Employee Orientation & Training Manual*, *A Guide to CPA Firm Intranets*, *The Fantastic Firm*, and *The Guide to Paperless Administration*, but in 2004 will be introducing an on-line Resource Bank, a bank of knowledge for professionals involved in accounting administration. In addition to the many publications, benefits through membership include networking and educational conferences, technology seminars, group purchasing programs, a member to member survey program and a lending library, to name a few.

The association is the one representative voice of professionals managing accounting firms. Check out the AAA Web site at www.cpaadmin.org.

You should attend if you are . . .

- o responsible for management of an accounting practice.
- o responsible for the quality and profitability of your firm.
- o supervising and/or training staff in an accounting firm.
- o interested in developing a network of outstanding professionals.
- o ready to promote your firm in today's marketplace.
- o a beginner or veteran.

In the past, the symposium has attracted professionals representing firms with 8 to 800 employees with an average firm size of 45. Whether you are new to the profession or someone with a great deal of experience, you will leave the symposium with skills you never dreamed possible, ones that will help you and your firm prosper.

What will you learn at the AAA National Symposium?

- o Means for achieving effective communication.
- o Valuable leadership techniques.
- o Motivational strategies that work.
- o The latest developments in the accounting profession, management, professional and personal development, technology, human resource management, and accounting marketing.
- o Methods for effective management of people and the marketplace.
- o Effective means of identifying and responding to economic issues.



Meet us in St. Louis

Attractions are a St. Louis tradition and this year visitors will find more no-cost fun than almost anyplace on earth. In beautiful Forest Park, you can visit the Art Museum, the Science Center and its renewed Planetarium, the expanded Missouri History Museum and the acclaimed St. Louis Zoo and its new attractions without ever opening your wallet.

Cahokia Mounds, site of North America's largest ancient Indian civilization, also is open free of charge.

And you can explore the Museum of Westward Expansion underneath the Gateway Arch and wander through the history galleries at the Old Courthouse for free. A tour of the headquarters of the world's largest brewer at the Anheuser-Busch complex, a visit to the Clydesdales at Grant's Farm and playtime with cute domestic animals at Purina Farms also are free.

St. Louis' restaurants offer visitors a taste of the world. Sidewalk cafés are tucked away next to graceful homes, boutiques and galleries in our friendly neighborhoods - the real heart of St. Louis. Big, bold steakhouses and famous Italian restaurants lure you off the streets with smells designed by innovative chefs to pique your taste buds and excite your senses. Downtown, Clayton, The Hill, The Loop - the restaurant districts are waiting for your reservation. One forkful and you'll find out why St. Louis is called one of the best restaurant towns in America.

You can hear the best of America's roots music in St. Louis' famous blues clubs or listen to one of the nation's oldest and most acclaimed symphony orchestras. Music is part of the fabric of life in St. Louis and no visit is complete without an after-hours exploration of its sounds. From Opera Theatre and blues bars to elegant cabaret performances and smooth jazz combos, you'll find your perfect mood reflected in St. Louis' music.

After your visit, when you hear a St. Louis native say, "There's more than meets the Arch," in his home town, you'll know exactly what he means.

Sites of Interest

In downtown alone, there are hundreds of sites of interest. Visit www.explorestlouis.com for more information regarding area attractions or contact the St. Louis Convention & Visitor's Bureau for more information. Visit the Bureau on the Web at www.slcv.com or contact the Bureau at (800) 916-8938.

Welcome reception mixes things up

Tuesday evening, June 22nd will start with a welcome reception like no other. AAA has mixed Dick Weber and Stan Musial in an evening exclusively for AAA Symposium participants at the International Bowling Museum and Hall of Fame and the St. Louis Cardinals Hall of Fame Museum, located at Busch stadium in St. Louis.

Participants will be able to explore 5,000 years of bowling history, from stones and bones bowling to modern tenpins. The three-level museum offers an active experience with computerized exhibits, films, and actual bowling lanes to test your skill. Stroll through the five Halls of Fame that pay tribute to bowling's greatest men and women and browse the collection of bowling memorabilia, games, galleries and international bowling icons. You don't have to be a bowler to enjoy the historical perspective of the game.

As you pass the bowling lanes, you'll be able to travel down memory lane to relive great moments in St. Louis Cardinals baseball history. The Cardinals Hall of Fame Museum has the finest collection of memorabilia that covers over a century of St. Louis professional baseball. The museum has the largest display of Stan Musial memorabilia along with unique memorabilia from Red Schoendienst, Lou Brock, Bob Gibson, Ozzie Smith, and Mark McGwire, including his 1962 red Corvette and much more.


Participants will enjoy great food, beverages and a unique atmosphere including a beer tasting of some of St. Louis' finest.

Schedule at a Glance

Tuesday, June 22, 2004

- 7:30 a.m. - 5:00 p.m. **CPA Firm Association Meetings**
Optional Pre-Symposium Offering
Accounting Technology Administrator's Fly-In
 Registration
- 8:30 a.m. - 4:00 p.m.
 3:00 p.m. - 6:00 p.m.
 4:30 p.m. - 5:30 p.m.  **First Timer's Forum**
By Virginia Lowery, Illinois Agricultural Auditing Association and Rita Keller, Brady Ware & Schoenfeld
- 5:45 p.m. - 7:15 p.m. **Welcome Reception**
 International Bowling Museum Hall of Fame and the St. Louis Cardinals Hall of Fame Museum
- 7:10 p.m. *Optional Outing*
St. Louis Cardinals vs. Chicago Cubs Baseball Game


Wednesday, June 23, 2004


- 6:15 a.m. Power Walk
Led by InfoTech Partners North America
- 7:00 a.m. - 5:00 p.m. Registration with the Vendors
- 7:00 a.m. - 8:15 a.m. **Continental Breakfast with the Vendors**
- 8:30 a.m. - 9:00 a.m. **Opening/Welcome**
- 9:00 a.m. - 10:15 a.m. **Got Humor? Get Calcium for Your Funny Bone**
By Christine Holton-Cashen, A Dynamic Speaker
- 10:15 a.m. - 10:30 a.m. Refreshment Break with the Vendors
- 10:30 a.m. - 12:00 p.m. **BREAKOUT SESSIONS BY FIRM SIZE**
 (A) <20 people (D) 81-100 people
 (B) 21-50 people (E) 111+ people
 (C) 51-80 people
- 12:00 p.m. - 1:30 p.m. **LUNCH & LEARN ROUNDTABLE DISCUSSIONS**
- | | | |
|--|--|---|
| Technology (F)
Led by Roman Kepczyk, InfoTech Partners North America | Marketing (G)
Led by Jeff Pawlow, The Growth Partnership | Human Resources (H)
Led by Laura Asher, RBG |
|--|--|---|
- 1:30 p.m. - 3:00 p.m. **BREAKOUT SESSIONS**
- | | | | |
|---|--|--|--|
|  Why Brainstorm When You Can Brain EI-Nino? (I)
Christine Holton-Cashen, A Dynamic Speaker | Developing a Firm of Excellence (J)
Sam Allred, Upstream Academy | Cool Tools: From Leading to Bleeding Edge (K)
Roman Kepczyk, InfoTech Partners North America | The Trickle Down Affect - Sarbanes Oxley Act (L)
Bob Slaughter, Jenner & Block |
|---|--|--|--|
- 3:00 p.m. - 3:15 p.m. Refreshment Break with the Vendors
- 3:15 p.m. - 5:00 p.m. **Improving Accountability Within Your Firm**
By Sam Allred, Upstream Academy
- 6:00 p.m. - 9:00 p.m. **AAA Dinner Party**
 Dinner, awards and entertainment at Kemoll's on the Top of the Met
With Dick Steiner, Mentalist and Magical Entertainer

Thursday, June 24, 2004

- 6:15 a.m. Power Walk
Led by InfoTech Partners North America
- 7:00 a.m. - 5:00 p.m. Registration with the Vendors
- 7:30 a.m. - 8:45 a.m. RISE & SHINE BREAKFASTS
 (M) **Practice Management 101-Part I**
By Rita Keller, Brady Ware & Schoenfeld
 (N) **Raising the Bar Panel**
Moderated by Don Scholl, D.B. Scholl, Inc.
- 9:00 a.m. - 10:15 a.m. **The Critical and Indispensable Role of the Firm Administrator**
By Marc Rosenberg, The Rosenberg & Associates
- 10:15 a.m. - 10:30 a.m. Refreshment Break with the Vendors
- 10:30 a.m. - 12:00 p.m. BREAKOUT SESSIONS
- | | | | |
|--|---|---|--|
|  Assessment Training (O)
Denny Faurote, The Faurote Group | Making the Most of Your Marketing Dollars (P)
Jeff Pawlow, The Growth Partnership | What Privacy? What Security? (Q)
Roman Kepczyk, InfoTech Partners North America | How to Split the Pie to Make Partners Smile (R)
Marc Rosenberg, The Rosenberg & Associates |
|--|---|---|--|
- 12:00 p.m. - 1:30 p.m. LUNCH & LEARN 30 MINUTE QUICK SESSIONS
- | | | | |
|---|--|--|--|
|  The Partner and Administrator Relationship (S)
Marc Rosenberg, The Rosenberg & Associates | Assessment Training (T)
Denny Faurote, The Faurote Group | Pay for Performance (U)
Coral Rice, The Growth Partnership | General Networking (V)
Open Discussion |
|---|--|--|--|
- 1:30 p.m. - 3:00 p.m. BREAKOUT SESSIONS
- | | | | |
|--|---|--|--|
|  Risk Management (W)
Mark Sopchik, AON and Rick Rosario, Camico |  Training and Orientation (X)
Randy Hultz, BKD CPAs and Advisors | Pay for Performance (Y)
Coral Rice, The Growth Partnership | The Firm of the Future (Z)
Ron Baker, Verasage Institute |
|--|---|--|--|
- 3:00 p.m. - 3:15 p.m. Refreshment Break with the Vendors
- 3:15 p.m. - 4:30 p.m. **Lead and Live with Confidence and Success**
By Denny Faurote, The Faurote Group
- Evening On Your Own

Friday, June 25, 2004

- 7:30 a.m. - 8:45 a.m. RISE & SHINE BUFFET BREAKFASTS
 (AA) **Practice Management 101-Part II**
By Rita Keller, Brady Ware & Schoenfeld
 (BB) **Stump the Whiz-Kid**
Moderated by William Leach, Katz, Sapper & Miller
- 9:00 a.m. - 11:45 a.m. **Burying the Billable Hour**
By Ron Baker, Verasage Institute
- 10:15 a.m. - 10:30 a.m. Refreshment Break with the Vendors
- 11:45 a.m. - 12:00 p.m. **Symposium Closing**

Follow the  for sessions specifically for those new to the management of accounting practices.

Evening Activities

Baseball anyone?

Symposium participants and guests will have the opportunity to purchase tickets to the St. Louis Cardinals game on Tuesday, June 22nd. The game immediately follows the welcome reception at Busch Stadium. Guests will walk from the International Bowling Museum and Hall of Fame and the St. Louis Cardinals Hall of Fame Museum to the gates of Busch Stadium to see the Cardinals host the Chicago Cubs.

Terrace reserved seats are available for symposium participants and guests at group rates. Spend an evening with friends while enjoying a favorite St. Louis tradition.

AAA Dinner Party

Participants and guests will spend Wednesday evening at the Top of the Met. Dinner and entertainment has been planned at Kemoll's, one of St. Louis' most renowned restaurants. Located in the prestigious Metropolitan Square Building (Missouri's tallest) in downtown, Kemoll's offers the most spectacular views of the city.

The evening promises to offer a unique atmosphere, delicious food, prestigious awards and will be topped off with an unforgettable, exciting experience with Dick Steiner, the country's most sought-after mentalist. Dick will bring mind reading, ESP and psychic entertainment to the program. Performances at the White House, Coca-Cola, Xerox, the Major League Baseball All-Star Game, the Preakness and the opening night for the Sydney Olympics at the Australian Embassy have prepared Mr. Steiner for an evening with the Association for Accounting Administration!

Optional Pre-Symposium Offering Accounting Technology Administrator Fly-In

The Association for Accounting Administration has unveiled a new Special Interest Group (SIG) and is offering a one-day program designed specifically for this group of professionals and those with interest. The SIG will be for Accounting Technology Administrators otherwise known as CPA Firm Network Administrators and Firm Administrators responsible for managing technology within their accounting firm. This SIG will help ATAs effectively manage technology in the firm and provide networking opportunities.

The one-day program will be held on Tuesday, June 22, 2004 in conjunction with the AAA 2004 National Symposium. This interactive program "first" for the profession will be led by Roman H. Kepczyk of InfoTech Partners North America. Roman is also an AAA Advisory Board member and one of the profession's leading authorities on firm technology issues.

The outline for the all-day program will include:

Best CPA Firm Digital Practices from the viewpoint of the practitioner and firm administrator.

- o Today's digital environment
- o Best practices in tax, audit, client service, administration
- o Document management and digital production
- o Remote connectivity and tools for access
- o Data backup and security
- o Technology planning and budgeting
- o Working with external integrators
- o AAA Resource Bank

Networking Lunch breakouts by network and firm administrators

Technical RAM Session to discuss technical considerations in CPA firm IT management:

- o Server operating systems (Novell vs. MS Server 2000/2003)
- o Hardware (workstations, monitors, servers, disk drives)
- o Business continuation (backups, disaster recovery, maintenance)
- o Remote access (Citrix vs. WTS, WAN connectivity, Video conferencing)
- o Connectivity (wireless, dial in connections, web-based solutions)
- o Security (firewalls, passwords)
- o Certification and training for network administrators
- o Top technologies and what to watch
- o Free resources and tools

Participants will receive a listing of all participants to use for further networking, an executive summary of the session and a complete listing of Tools and Web Resources for ATAs. Registrants will be encouraged to send questions before the session to ensure all subjects of importance are covered. Discounted registration fees are available for SIG members and symposium registrants.

**Tuesday,
June 22, 2004**

7:30 a.m. - 5:00 p.m.

CPA Firm Association Meetings

8:30 a.m. - 4:00 p.m.

Optional Pre-Symposium Offering

Accounting Technology Administrator's Fly-In

Led by Roman Kepczyk, InfoTech Partners North America

This interactive program "first" for the profession has been designed with the Accounting Technology Administrator in mind. ATAs, otherwise known as CPA Firm Network Administrators and Firm Administrators responsible for managing technology within their accounting firm, will spend the day reviewing best CPA firm digital practices from the viewpoint of the practitioner and firm administrator as well as participating in a technical RAM session to discuss technical considerations in CPA firm IT management.

3:00 p.m. - 6:00 p.m.

Registration

4:30 p.m. - 5:30 p.m.

First Timer's Forum

Led by Virginia Lowery, Illinois Agricultural Auditing Association and Rita Keller, Brady Ware & Schoenfeld

Spend an hour learning the ins and outs of the AAA National Symposium. Veteran attendees Virginia Lowery and Rita Keller will take a fresh approach to adding value to the annual symposium while providing tips to receive the maximum return on your personal and firm investment.



5:45 p.m. - 7:15 p.m.

Welcome Reception

International Bowling Museum Hall of Fame and the St. Louis Cardinals Hall of Fame Museum

Join fellow participants for a welcome reception like no other. AAA has mixed Dick Weber and Stan Musial in an evening exclusively for AAA Symposium participants. Attendees and guests will enjoy great food, beverages (cash bar available) and a unique atmosphere including a beer tasting of some of St. Louis' finest.

7:10 p.m.

Optional Outing

Baseball Game

St. Louis Cardinals versus the Chicago Cubs

Participants are encouraged to join fellow attendees in the AAA cheering section of Busch Stadium. Tickets are limited, so sign up early!

**Wednesday,
June 23, 2004**

6:15 a.m.

Power Walk

Led by InfoTech Partners North America

Join fellow attendees for a brisk walk through downtown St. Louis. Walkers should meet in the hotel lobby for some great exercise and another networking opportunity.

7:00 a.m. - 5:00 p.m.

Registration with the Vendors

7:00 a.m. - 8:15 a.m.

Continental Breakfast with the Vendors

8:30 a.m. - 9:00 a.m.

Opening/Welcome

9:00 a.m. - 10:15 a.m.

Got Humor? Get Calcium for Your Funny Bone

By Christine Holton-Cashen, A Dynamic Speaker

Reverse the effects of "seriousporosis!" Discover how humor can increase job satisfaction, create higher productivity, improve health and reduce stress. Get serious about humor!

10:15 a.m. - 10:30 a.m.

Refreshment Break with the Vendors

10:30 a.m. - 12:00 p.m.

BREAKOUTS BY FIRM SIZE

- (A) <20 people
- (B) 21-50 people
- (C) 51-80 people
- (D) 81-110 people
- (E) 111+ people

Participants will break out into five groups by firm size (personnel). Each group will be led by a seasoned administrator with professional management experience in an accounting firm of that particular size. Issues such as marketing, human resource management, facilities management, technology, and practice development will be discussed but the sky is the limit for topics. Agendas for the various groups will be set prior to the symposium by the participants themselves.

12:00 p.m. - 1:30 p.m.

LUNCH & LEARN ROUNDTABLE DISCUSSIONS

(F) Technology

Led by Roman Kepczyk, InfoTech Partners North America

(G) Marketing

Led by Jeff Pawlow, The Growth Partnership

(H) Human Resources

Led by Laura Asher, RBG

1:30 p.m. - 3:00 p.m.
BREAKOUT SESSIONS
**(I) Why Brainstorm
When You Can Brain
EI-Nino?**



*By Christine Holton-Cashen,
A Dynamic Speaker*

Have you run out of ideas? Think you are not the creative type? Is your team having a brain drizzle rather than a brainstorm? Find out how you can have a brain EI-Nino! Discover the tools to weather creative blocks, solve problems and get a flash flood of great ideas. Learn specific strategies to put the storm back into brainstorming. Christine provides techniques that will get you looking at old problems in new ways while you find solid solutions. Explore how unleashing your creativity allows you to increase your productivity, boost group morale and relieve any tension in your workplace.

**(J) Developing a Firm
of Excellence**

*By Sam Allred,
Upstream Academy*

Discover the four vital things Mr. Allred's firm has learned about creating excellence. During this session participants will recognize the barriers to achieving excellence, as well as gain an understanding of the principles and processes necessary to move from good to great.

**(K) Cool Tools: From
Leading to Bleeding Edge**

*By Roman Kepczyk, InfoTech
Partners North America*

Want to know what laptop, PDA, imaging, security, and tech accessories are in your future? Then this session is for you. AAA's own Mr. Gadget, will show you the latest office and mobile technologies having an impact on

CPA firms. In addition to presenting solutions that are both practical and cost effective, this session will cover some plain cool technologies that can only be described as being "out there." This lively session is designed to bring you through today's practical technologies and over the cutting edge.

**(L) The Trickle Down Affect -
Sarbanes Oxley Act**

By Bob Slaughter, Jenner & Block

In the summer of 2002, President Bush signed into law the Sarbanes-Oxley Act of 2002. Since that time, the Securities and Exchange Commission and the newly formed Public Company Accounting Oversight Board have promulgated numerous rules and regulations implementing the Act. The Act and the related rules and regulations - which generally apply to publicly-traded companies and their audit firms - dramatically affect the accounting profession and impact not just the largest accounting firms, but any CPA actively working as an auditor of, or for, a publicly-traded company. This session will address the role of the PCAOB, the new rules regarding auditor independence and auditor reporting relationships and certain other significant aspects of the Act and the rules and regulations.

3:00 p.m. - 3:15 p.m.

**Refreshment Break with the
Vendors**

3:15 p.m. - 5:00 p.m.

**Improving Accountability
Within Your Firm**

*By Sam Allred,
Upstream Academy*

Learn how to overcome the barriers to accountability that exist within your firm by implementing the principles and processes that lead

to a system of high accountability throughout the entire firm. Come and see what firms have done to create a culture where individuals are prepared to be held accountable.

6:00 p.m. - 9:00 p.m.

AAA Dinner Party

Dinner, awards and entertainment at Kemoll's on the Top of the Met with Dick Steiner, mentalist and magical entertainer.

**Thursday,
June 24, 2004**

6:15 a.m.

Power Walk

*Led by InfoTech Partners
North America*

7:00 a.m. - 5:00 p.m.

**Registration with
the Vendors**

7:30 a.m. - 8:45 a.m.

RISE & SHINE BREAKFASTS

**(M) Practice Management
101 - Part I**

*By Rita Keller
Brady Ware & Schoenfeld*



This two-part session is designed for the professional manager looking for the basics of CPA firm administration. Whether you are new to the profession, have changed industries or simply need a refresher or renewed sense of enthusiasm, this is the Rise & Shine Breakfast for you. Rita is one of the most sought after administrative coaches in the country and will help participants grow and develop in their respective roles.

(N) Raising the Bar Panel

*Moderated by Don Scholl,
D.B. Scholl, Inc.*

9:00 a.m. - 10:15 a.m.

The Critical and Indispensable Role of the Firm Administrator

By Marc Rosenberg, The Rosenberg & Associates

In any organization or endeavor, strong and effective management, more than any other attribute, is the key to success. This is as true for CPA firms as for any other kind of organization. Yet, sadly, many small and medium size firms do not have a true firm administrator. This session will explore what a true firm administrator is, why this position is so critical and what the best administrators do to make themselves so valuable. The focus will be to distinguish between merely good administrators and the great ones. The session will:

- Review the ideal role for the firm administrator
- Examine behaviors and traits that make for success, and those which will doom the position to fail
- Analyze what this position is and is not
- Explore why firms mistakenly feel they can do without a true firm administrator

10:15 a.m. - 10:30 a.m.

Refreshment Break with the Vendors

10:30 a.m. - 12:00 p.m.
BREAKOUT SESSIONS

(O) Assessment Training

By Denny Faurote, The Faurote Group

As a professional trainer, Denny will explain the importance of assessment training as well as explore the designing and developing of customized training and learning programs.



Training is one of the most powerful tools that, when used properly, can help with efficiency, effectiveness and an improvement in overall performance.

(P) Making the Most of Your Marketing Dollar: Proven Strategies to Achieve Positive ROM!

By Jeff Pawlow, The Growth Partnership

The four disciplines of accounting marketing:

- How to avoid the bottomless pit of great ideas
- Building an effective marketing infrastructure
- The importance of training, coaching and accountability
- Achieving predictable, measurable results

(Q) What Privacy? What Security?

By Roman Kepczyk, InfoTech Partners North America

As Internet access pervades every part of our business and personal lives, we need to understand our rights and responsibilities to protect not only our firm information, but our personal data as well. Learn about the latest technologies to lock down your firm from unauthorized viewers, while at the same time providing access to your personnel that really need it. This session will address the status of privacy and security from the perspective of the firm administrator, as well as some tips on protecting yourself personally.

(R) How to Split the Pie in Ways that Make Partners Smile

By Marc Rosenberg, The Rosenberg & Associates

Some partners say the acid test of a good partner compensation system is when all the partners are

a little bit unhappy with it.

Rosenberg will improve upon this threshold by telling us how to get partners to actually be happy with the system. Marc may do more partner compensation work with CPA firms than anyone else in the country and will share his "best practices" with the audience. Participants will walk away with:

- A good understanding of what to do and what not to do
- An understanding of how each major system works
- A feel for how usage of the various systems varies by firm size

12:00 p.m. - 1:30 p.m.

LUNCH & LEARN 30 MINUTE QUICK SESSIONS

(S) The Partner and Administrator Relationship

By Marc Rosenberg, The Rosenberg & Associates

(T) Assessment Training

By Denny Faurote, The Faurote Group

(U) Pay for Performance

By Coral Rice, The Growth Partnership

(V) General Networking

1:30 p.m. - 3:00 p.m.

BREAKOUT SESSIONS

(W) Risk Management

By Mark Sopchyk, AON and Rick Rosario, Camico

(X) Training and Orientation

By Randy Hultz, BKD CPAs and Advisors

The most important time for an employee - and for the employer are the days that surround the hiring, orientation, training and development of an employee. In today's marketplace, more employees and prospective employees are wanting to know



exactly where they stand, what's in store for them, and how do they get there. Randy will explain the training and orientation programs his firm has developed and explore the successes and failures.

(Y) Pay for Performance: Rewarding Firm Members for Both Character and Competence

By Coral Rice, The Growth Partnership

In this how-to-session, learn about an innovative performance management and compensation system that gets employees involved in creating firm-wide successes – in business development, client management, and business management. This four-component compensation model (recently documented in the *Journal of Accountancy*) provides strategic direction to firms that want to establish individual win-win agreements that leverage strengths, create a balance between character and competence, and sets targets tied directly to key business drivers.

(Z) The Firm of the Future

By Ron Baker, Verasage Institute

This presentation is based on Ron Baker's new book, *The Firm of the Future: A Guide for Accountants, Lawyers, and Other Professional Services*. The presentation will discuss the old Practice Equation of the CPA firm – that is, leveraging hours and people, charging hourly rates, and traditional efficiency metrics such as billable hours and realization rates – and why it is obsolete for today's knowledge economy. Since CPA firms are among the preeminent Intellectual Capital organizations, the old paradigm is no longer relevant to the critical success factors of operating in a knowledge environment. Some major topics include:

- o How CPA firms sell Intellectual Capital and what, exactly, is it?
- o The three components of IC and how each can be leveraged to create wealth for clients
- o Why CPAs are knowledge workers and not service workers, and why that difference is critical
- o How the focus on revenue growth and market share can seriously impair your firm's profitability

3:00 p.m. - 3:15 p.m.

Refreshment Break with the Vendors

3:15 p.m. - 4:30 p.m.

Lead and Live with Confidence and Success

By Denny Faurote, The Faurote Group

Most people are searching constantly for meaning and purpose in their everyday lives. Only when you know exactly who you are - why you do what you do, what you believe in, what's most important to you - can you effectively lead others and, most importantly, yourself. Find out how to navigate the enlightening journey toward self-awareness in order to become your best at living and leading. Learn to identify personal values, motivators, talents, roles, goals and more to develop your own Lifeprint. You will draft a strategy to begin building a Lifeplan and leave the session with a better understanding of yourself.



7:30 a.m. - 8:45 a.m.

RISE & SHINE BREAKFASTS

(AA) Practice Management 101 - Part II

By Rita Keller Brady Ware & Schoenfeld



(BB) Stump the Whiz-Kid
Moderated by William Leach, Katz, Sapper & Miller

This interactive discussion will feature one of the profession's most respected professional accounting firm managers. Bring your inquiries, problems, and difficulties. Participants will walk away with answers, solutions, stories and a new perspective on the role of the professional manager.

9:00 a.m. - 11:45 a.m.

Burying the Billable Hour

By Ron Baker, Verasage Institute

Based upon his book, *Professional's Guide to Value Pricing, 5th Edition*, this presentation will give you alternatives to pricing services based on client-perceived value, rather than hours spent. By learning to avoid the deleterious consequences of hourly billing you will communicate better with clients, be able to discover their expectations up-front, remove surprises from their invoices, involve them in establishing the scope and value of your services, speed-up accounts receivable collection, decrease write-downs and write-offs, enhance loyalty and retention, and increase your profitability.

10:15 a.m. - 10:30 a.m.

Refreshment Break with the Vendors

11:45 a.m. - 12:00 p.m.

Symposium Closing

Visit www.cpaadmin.org for the latest schedule updates and for links to speaker Web sites and biographical information.

General Information

Registration

Your registration fee covers all sessions, symposium materials, refreshment breaks, the Tuesday evening reception, two continental breakfasts, one breakfast buffet, two luncheons, and the Dinner Party. Hotel accommodations and other meals are not included. Information about hotel reservations and arranging transportation appears elsewhere in this brochure.

Spouses and guests are encouraged to attend the variety of social activities. Their \$75 registration fee includes the Tuesday reception and Wednesday's Dinner Party.

Please note that the association does accept Visa and MasterCard for registration fees and membership dues.

Registration Desk

Tuesday, June 22
3:00 p.m. - 6:00 p.m.

Wednesday, June 23
7:00 a.m. - 5:00 p.m.

Thursday, June 24
7:00 a.m. - 5:00 p.m.

Payment

All registrations must be accompanied by payment in the form of a check, credit card (VISA or MasterCard only) or bank transfer of funds. Checks must be drawn in U.S. funds and made payable to AAA. Registrations cannot be processed without full payment or a purchase order. The association's Taxpayer Identification number is 52-1330327.

Confirmation

Each registrant will receive written confirmation of registration. This confirmation will serve as a receipt of fees paid. Badges and materials will be available at registration.

Cancellation Policy

Notification of cancellation must be submitted in writing to AAA headquarters. Cancellations received by mail, fax or email by Monday, June 7, 2004, will be subject to a \$50 cancellation charge. No refunds will be given after Monday, June 7, 2004. Substitutions are allowed at any time but must be submitted in writing.

Special Assistance

AAA's staff will be happy to assist you with any special needs. If you require special assistance, please notify AAA in writing prior to Monday, June 7, 2004, so that your needs can be properly accommodated.



Transportation

St. Louis is situated at the geographic hub of the United States. Its location makes it possible for attendees to fly to St. Louis from most major U.S. cities in just two to three hours.

At Lambert-St. Louis International Airport, a \$97.5-million East Terminal expansion was completed in 1998, adding 12 gates and allowing Southwest Airlines the capacity to operate up to 120 additional flight departures per day. Fourteen airlines, along with their affiliates and charter companies offer service to/from St. Louis. St. Louis is a hub for American Airlines which, along with its regional American Connection affiliates, operates more than 200 daily flight departures to more than 60 cities. St. Louis is also a Southwest Airlines hub.

An easy-to-use network of interstate highways runs through St. Louis making it a short drive for many. From the east, I-70, I-64 and I-55 head west across the Poplar Street Bridge and into downtown. I-70 swings through downtown, past the airport and west through Missouri. I-55 turns south past the Anheuser-Busch brewery and continues through southeastern Missouri. I-64, which the locals call Highway 40, continues west

By Mail



Mail your registration form with payment to:
AAA
136 South Keowee Street
Dayton, Ohio 45402

By Telephone or Fax



Call in or fax your registration form with payment information to:
AAA
(937) 222-0030
Fax (937) 222-5794

By Internet



Register on-line via the AAA Web site. Visit the site at www.cpaadmin.org. AAA uses a secure server. Registrations cannot be processed without full payment.

through St. Louis and to the Missouri River. I-44 begins in St. Louis and runs southwest along the former path of Route 66 to Springfield, Missouri.

Local Ground Transportation

Trans Express Transportation at (314) 428-7799 or (800) 844-1985 provides van service from Lambert-St. Louis International Airport to downtown hotels including the Adam's Mark for \$13 one-way and \$21 round-trip. Taxi companies and eleven limo services, offering everything from town cars to super-stretch vehicles, also operate in St. Louis. The Adam's Mark Hotel is located approximately 20 minutes from the Lambert-St. Louis International Airport.

Symposium participants with a car in St. Louis will enjoy a discounted self-parking fee of \$8.00 per day with in and out privileges.

Hotel

All scheduled educational events will take place at the Adam's Mark Hotel (www.adamsmark.com/stlouis/index.asp), Fourth & Chestnut Streets, St. Louis, MO 63102. You can reach the hotel at (314) 241-7400. Should you need to send packages to the hotel, include your name, arrival date and the words "hotel guest" on the mailing label.

All reservations should be made through AAA. Reservations by telephone, fax, email or on-line will be accepted (see enclosed form). The group's room block will be released on May 22, 2004. All reservations received after this date will be reserved on a space availability basis at the group rate. AAA's preferred room rate is \$129 per room per night plus tax (currently 14.8666%) for single or double occupancy. The group rate has been extended three days pre

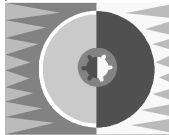
and three days post the event for those wishing to spend a few days in St. Louis.

The Adam's Mark St. Louis is located downtown, across from the Gateway Arch, in the heart of the city's business district. Within walking distance of The Edward Jones Dome, Busch Stadium, Laclede's Landing and the St. Louis Centre, the Adam's Mark has easy access to the city's points of interest. The hotel has 910 deluxe guest rooms, including 96 suites. The hotel features three restaurants including AJ's, St. Louis' hottest sports and entertainment venue.

Guest Room Amenities

- o Complimentary health club
- o Indoor and outdoor pools
- o Racquetball courts
- o 24-hour room service
- o Beauty salon and florist
- o Dual-line phones with dataports
- o Full-service business center

Resources to complement your learning experience!



Each full symposium registrant will receive one copy of all session handouts on compact disc accompanied by a notebook for taking notes during educational sessions.

Individual photocopies of handouts will be available on-site for note taking. The CD also includes important information about AAA services and products as well as information regarding the AAA Website – your resource to professionally managing an accounting practice. Information about vendors and sponsors with links to their Websites will be included.

Attire

Symposium participants should wear casual business attire, defined as dress slacks or casual dress wear. No jeans, please. The reception dress is casual dress. Please be sure to bring a sweater or light jacket as meeting room temperatures tend to vary.

Weather

St. Louis enjoys a true four-season climate. During the summer months, air originating from the Gulf of Mexico tends to dominate the area, producing warm conditions, however, extremely hot temperatures (100 degrees or more) occur only about five times per year. The average June temperature is 75.4 degrees with an average humidity of 71%.

CPE approved

The Association for Accounting Administration (AAA) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Telephone: 615.880.4200. Web site: www.nasba.org.



Upon course and evaluation completion, participants attending the 2004 National Symposium, desiring CPE credit will earn up to 25 hours.

2004 National Symposium Registration Form



Is this your first AAA National Symposium? yes no

Registrant Information (print or type)

Name: _____ Nickname (for badge): _____

Firm: _____

Business Address: _____

City, State, Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Number of AAA Symposiums Attended: _____ Years of Experience as an Administrator: _____ Size of Firm (personnel): _____

Guest's Full Name (all registered guests will have a name badge): _____

Breakout Session Selection - Circle session you will attend; See schedule for topics

Wednesday, June 23, 2004

Breakout Sessions by Firm Size (10:30 a.m. - 12:00 p.m.)	A	B	C	D	E
Lunch & Learn Roundtable Discussions (12:00-1:30 p.m.)	F	G	H		
Breakout Sessions (1:30-3:00 p.m.)	I	J	K	L	

Thursday, June 24, 2004

Rise & Shine Breakfasts (7:30-8:45 a.m.)	M	N		
Breakout Sessions (10:30 a.m. - 12:00 p.m.)	O	P	Q	R
Lunch & Learn 30 Minute Quick Sessions (12:00-1:30 p.m.)	S	T	U	V
Breakout Sessions (1:30-3:00 p.m.)	W	X	Y	Z

Friday, June 25, 2004

Rise & Shine Breakfasts (7:30-8:45 a.m.)	AA	BB
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Fees - Circle the Applicable Fees

	<u>Before 1/17/04</u>	<u>1/17/04-4/16/04</u>	<u>After 4/16/04</u>
AAA Member Full Registration	\$595	\$695	\$750
2nd or 3rd Person from the Same Member Firm	\$495	\$595	\$650
Non-Member Registration	\$695 *	\$795 *	\$850 *
Package Registration (includes registration and one year membership)	\$770	\$870	\$925
Spouse/Guest Registration	\$75 **	\$75 **	\$75 **
One-Day Registration <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$325 ***	\$350 ***	\$395 ***
Accounting Technology Administrator's Fly-In Registration	\$299	\$299	\$299
<i>Fee is reduced to \$199 for ATA SIG members and/or full Symposium registrants.</i>			
Optional Baseball Game ticket quantity _____	\$20 per ticket	\$20 per ticket	\$20 per ticket
Vendor Registration	\$600 ****	\$650 ****	\$700 ****

* Join AAA at the time of registration and the \$25 initiation fee will be waived and member rates will apply.

** Spouse/guest registration includes Tuesday's Welcome Reception and Wednesday's Dinner Party.

*** One-day fee includes all scheduled activities and meals on the day selected.

**** Vendor registrations include a table top display throughout the event. Add \$100 if you are not an AAA Vendor member.

Payment Check Enclosed Charge my MasterCard or Visa Card

Credit Card Number _____

Expiration Date of Card _____ Cardholder's Signature _____

Return this form to the Association for Accounting Administration by:



136 South Keowee Street, Dayton, OH 45402



at (937) 222-0030



at (937) 222-5794



at aaainfo@cpaadmin.org or on-line at www.cpaadmin.org



See reverse side for hotel reservation form



2004 National Symposium Hotel Reservation Form

All educational events will take place at the Adam's Mark Hotel St. Louis. **Reservations received after May 22, 2004, will be accepted on a space availability basis at the group rate.** AAA's preferred rate is \$129 per night per room for single occupancy or double occupancy plus applicable taxes (currently at 14.8666%).

1. Attach your business card or print your complete address on the form below. A confirmation will be sent to you directly from the Association within three weeks after receipt of this form.
2. Indicate your choice of accommodations. All changes should be made directly with the Association for Accounting Administration's office.
3. Mail or fax the form with a credit card number for guarantee purposes to the AAA National Office. One night's accommodations will be charged as a deposit. Deposits are refundable if AAA is notified of any cancellations at least 96 hours in advance of arrival date.

Please print or attach a business card:

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Indicate your reservation choice:

Single Double -- Share With: _____

Occupant(s) _____

Arrival Date _____ Departure Date _____

Smoking Non-Smoking Would like a roommate *(a member of the AAA staff will contact you prior to rooming)*

Special Requests _____

Guarantee method:

Check Enclosed Charge my: American Express Discover MasterCard Visa Carte Blanche

Card Number _____

Expiration Date _____ Cardholder's Signature _____

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at aaainfo@cpaadmin.org
or on-line at www.cpaadmin.org



National Symposium June 23-25, 2004

See registration form to register for the event.

Attention non-members: Multiply your resources by joining today!

Join the Association for Accounting Administration now and take advantage of the dozens of membership benefits and discounted fees for the Symposium.

If you are NOT already a member of AAA . . .

Please visit our Web site for details on member benefits, programs and activities - www.cpaadmin.org. Check the box below, and we'll send you a packet of information, including a membership brochure and application.

Please send me membership information.

Name _____

Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

If you are an AAA member . . .

Please encourage your colleagues to join, too. We'll send membership and symposium information to them for you, or we can send materials for you to distribute.

Please send membership and symposium information to:

Name _____

Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Please send me ____ membership brochures
and ____ symposium brochures.

Name _____

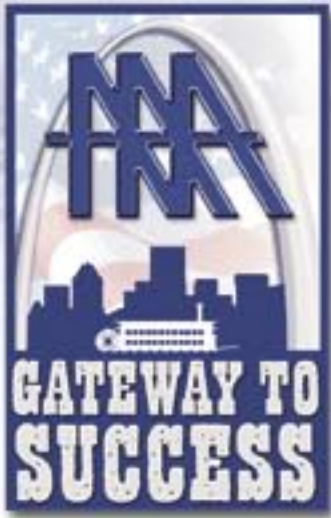
Firm _____

**Mail or fax this form or
contact us by telephone at:**

AAA o 136 So. Keowee Street o Dayton, OH 45402
(937) 222-0030 o Fax (937) 222-5794

Some of AAA's Benefits

- o On-line searchable membership directory
- o Member-to-member surveys
- o Monthly electronic newsletter
- o Local and regional chapters
- o Educational events
- o Publications
- o Resource bank and lending library
- o Group purchasing program



Join us June 23-25, 2004 at the Adam's Mark Hotel in St. Louis, Missouri for the AAA 2004 National Symposium, a program designed exclusively for those professionals managing accounting practices.

- Enhancing the Role of the Professional Administrator
- Making the Most Out of Your Marketing Dollar
- Improving Accountability Within Your Firm
- Developing a Firm of Excellence
- Cool Tools: From Leading Edge to Bleeding Edge
- Pay for Performance
- Assessment Training
- Risk Management
- Training and Orientation
- The Firm of the Future
- Burying the Billable Hour
- Accounting Technology Administrators' Fly-In



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