STEP INTO THE WINNER'S CIRCLE

ASSOCIATION FOR ACCOUNTING ADMINISTRATION

June 21-24, 2011
The Galt House
Louisville, Kentucky

A program Designed Exclusively for Professionals Managing Accounting Practices

For more info – www.cpaadmin.org • (937) 222-0030

The conference for professionals managing accounting practices

The Association for Accounting Administration invites you and others from your firm to "Step Into the Winner's Circle" at its 2011 National Practice Management Conference. The event has been exclusively designed to help participants professionally manage accounting practices of varying sizes. The two-and-a-half day educational extravaganza and exchange 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 practice management sessions to the smaller breakout sessions geared to specific problem-solving and informal gatherings designed to facilitate networking and information exchange, the Conference has sessions for accounting administrators with one year of experience to COOs and managing partners with over 30 years of experience.

AAA continually enhances the program format 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 ACE Award, the profession's most coveted award given for achievement, commitment, and excellence to the profession.

What is the Association for Accounting Administration?

The Association for Accounting Administration (AAA) has nearly 1,000 members throughout North America. 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 guides to assist professionals in all aspects of accounting administration, we've published best practices on a number of relevant issues and we've developed on-line discussion forums and MAPCasts for those looking for help in every aspect of managing an accounting practice. The information covers all areas of practice management including practice development, administration and personnel, marketing and technology.

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, the AAA iCommunities, and a lending library, to name a few.

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

You should attend if you are . . .

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

In the past, the Conference has attracted professionals representing firms with 4 to 1,000 employees with an average firm size of 49. Whether you are new to the profession or someone with a great deal of experience, you will leave the Conference with skills and resources you never dreamed possible, ones that will help you and your firm prosper and grow in challenging times.

Human Resources Fly-In

Jennifer Wilson, ConvergenceCoaching, LLC

Tuesday, June 21, 2011

8:00 a.m. – 4:30 p.m.

Elevating the Role of HR

Today's firm administrators and human resource professionals face unique challenges. Many times, you are asked to help implement a firm strategy or policy without having input prior to the decisions being made. Or, you find yourself in the middle of strategic or philosophical disconnects between key leaders or departments, attempting to mediate without feeling empowered to truly solve the issues. In addition, you may foresee the need to invest now in developing and retaining your best and brightest with the first inklings of an economic recovery and existing leader retirement just around the corner. Attend this year's HR Fly-In being held in conjunction with the 2011 National Practice Management Conference to gain some perspective and ideas that will help!

In this year's action-packed session, we will:

- Discuss ways to elevate the HR function to actively participate in driving firm strategy, facilitate open and honest conversations, and have a bigger impact on your firm's overall success
- Explore a strategic planning methodology that you can deploy to help uncover disparate viewpoints and unify your team around specific strategies
- Understand what motivates your staff and learn specific actions you can take to inspire them and keep them fully engaged with your firm
- Identify your high potential team members and discuss ways to develop them for long-term success
- Learn how to organize your team and resources to ensure the successful transition of retiring leaders

Don't miss this HR Fly-In to enhance your role as strategic advisor in your firm, identify, retain, and develop your future leaders, and plan for succession!

Jennifer Wilson with ConvergenceCoaching, LLC will lead this year's Human Resources Fly-In. Jennifer is a co-founder and partner of ConvergenceCoaching, LLC, a national leadership and marketing consulting firm dedicated to helping CPA and IT firms achieve success by helping them develop and implement leadership, succession, marketing, and training and development plans. Jennifer's ultimate goal is to make a transformational difference in the lives of her clients and in their businesses.

Named as one of *Accounting Today*'s 100 Most Influential People in Accounting and *INSIDE Public Accounting*'s Top 10 Most Recommended Consultants, Jennifer has worked in both the public accounting and IT sectors before co-founding ConvergenceCoaching, LLC. As a partner for the top ten accounting firm, BDO Seidman, LLP, Jennifer ran the National Financial Solutions Group practice with nearly 100 consultants providing financial systems selection, implementation, and support services to clients.

Prior to BDO Seidman, Jennifer was Vice President of Sales and Customer Services for State Of The Art, Inc. (now known as Sage Software, Inc.) where she was responsible for the publicly-traded software publisher's marketing, sales, education, and customer services functions. Instrumental in implementing the company's highly successful CPA marketing programs, Jennifer assisted in recruiting tens of thousands of CPAs to State Of The Art.

Jennifer is also a member of the New Horizon Group, a forum for leading consultants to the accounting profession. She serves on the editorial advisory board and is a regular guest columnist for *Accounting Today* and *Accounting Tomorrow* with many recently published articles on leadership, practice management, and marketing. She is a nationally recognized speaker, teacher, and facilitator delivering leadership and marketing programs to accounting and technology associations, state societies, and firms on a regular basis.

Attendees may register for the Human Resources Pre-Conference Fly-In at a fee of $349. If the firm has a representative attending the 2011 National Practice Management Conference as a Full Registrant, the Human Resources Fly-In registrant will be charged $299 instead of $349 for the full-day course. Registration includes a full-day session, Fly-In materials, a continental breakfast, refreshment breaks, lunch and the Tuesday Welcome Reception.

Monday, June 20, 2011

8:00 a.m. - 5:00 p.m. **CPA Firm Association Meetings** *(separate registration required)*

7:00 p.m. - 10:00 p.m. **AAA National Board of Directors Meeting**

Tuesday, June 21, 2011

7:00 a.m. - 6:00 p.m. **Conference Registration** – Cyber Café Open

7:30 a.m. – 8:00 a.m. **Fly-In Registration and Continental Breakfast**

7:30 a.m. – 5:00 p.m. **CPA Firm Association Meetings** *(separate registration required)*

8:00 a.m. - 4:30 p.m. **OPTIONAL: Pre-Conference Human Resources Fly-In: Elevating the Role of HR**
Led by Jennifer Wilson, ConvergenceCoaching LLC

10:00 a.m. – 10:15 a.m. **Refreshment Break**

12:00 p.m. – 1:00 p.m. **Human Resources Fly-In Lunch**

12:00 p.m. – 5:30 p.m. **Vendor Set-Up**

2:30 p.m. – 2:45 p.m. **Refreshment Break**

4:45 p.m. - 5:45 p.m. **First Timer's Forum**
Led by Virginia Lowery, Illinois Agricultural Auditing Association and Rita Keller, Keller Advisors, LLC

6:00 p.m. - 7:30 p.m. **Welcome Reception with Mint Juleps and Our Vendors**

Wednesday, June 22, 2011

6:00 a.m. **Morning Power Walk**
Led by Roman Kepczyk, InfoTech Partners North America

7:00 a.m. - 5:00 p.m. **Registration with Our Vendors** – Cyber Café Open

7:15 a.m. - 8:15 a.m. **Networking Breakfast**

7:15 a.m. – 8:15 a.m. **Speed Networking Breakfast**
This unique approach to networking is available to the first 50 who sign-up.

7:15 a.m. – 8:15 a.m. **Chapter Outreach Breakfast**
All current and future AAA Chapter leaders encouraged to participate.

8:20 a.m. - 8:30 a.m. **Welcoming Session**

8:30 a.m. - 9:45 a.m. **What Makes the Great Ones Great?**
By Don Yaeger, Sports Writer and Author

9:45 a.m. – 10:10 a.m. **Refreshment Break with Our Vendors**

10:10 a.m. - 1:00 p.m. **BREAKOUT SESSIONS BY FIRM SIZE INCLUDING LUNCH & LEARNS**

<=25 People	26-49 People	50-75 People	76-115 People	116-200 People	201+ People

1:00 p.m. – 2:15 p.m. **BREAKOUT SESSIONS**

(A) Legal Update *By Shannon Hamilton, Stites & Harbison PLLC*	**(B) Crisis Management** *By Don Yaeger, Sports Writer and Author*	**(C) Today's Virtual Office: Best Practices for Cutting the Cord** *By Thomas Stephens, K2 Enterprises*	**(D) Managing Millennials** *By Jennifer Wilson, ConvergenceCoaching LLC*

2:15 p.m. - 2:30 p.m. **Refreshment Break with Our Vendors**

2:30 p.m. - 3:50 p.m. **BREAKOUT SESSIONS**

(E) Health Care Reform *By Mark Lam, Flexible Benefit Service Corporation (FLEX)*	**(F) Insights to Action: Leadership & Strategic Thinking for the New Normal** *By Tom Hood, MACPA and The Business Learning Institute*	**(G) Disaster Management from a Firm Administrator's Approach** *By David Peneycad, Grant Thornton Canada*	**(H) Working Together Works!** *By Dale Anderson, Illinois Central College-Professional Development Institute*

4:00 p.m. - 5:00 p.m. **Upward Communication**
By Sandra Wiley, Boomer Consulting, Inc.

5:45 p.m. Meet in the hotel lobby for transportation to Churchill Downs

6:15 p.m. - 10:00 p.m. **AAA Evening Out at Churchill Downs**
ACE Award Presentation
An evening with dinner, awards and entertainment

Pre-Conference Fly-Ins

Thursday, June 23, 2011

6:00 a.m. — **Morning Power Walk**
Led by Roman Kepczyk, InfoTech Partners North America

7:00 a.m. – 5:00 p.m. — **Registration with Our Vendors – Cyber Café Open**

7:15 a.m. – 8:25 a.m. — **EARLY RISERS BREAKFAST**

(ER1) Marketing	(ER2) Leadership	(ER3) Technology	(ER4) Human Resources
By Charles Hylan, The Growth Partnership	*By Rita Keller, Keller Advisors, LLC*	*By Roman Kepczyk, InfoTech Partners North America*	*By Sandra Wiley, Boomer Consulting, Inc.*

8:30 a.m. – 10:00 a.m. — **Get Off Your Duff: Finish What You Start**
By Sam Allred, Upstream Academy

10:00 a.m. – 10:30 a.m. — **Refreshment Break with Our Vendors**

10:30 a.m. – 12:00 p.m. — **BREAKOUT SESSIONS**

(I) Tipping the Delicate Balance of Leadership and Ethics	(J) Building Your Assets as a Firm Administrator	(K) The Firm Administrator and Succession	(L) Measuring the Satisfaction and Loyalty of Key Clients
By Greg Conderacci, The Business Learning Institute	*By Bill Leach, Katz Sapper & Miller*	*By Rita Keller, Keller Advisors, LLC*	*By Charles Hylan, The Growth Partnership*

12:00 p.m. – 1:30 p.m. — **VENDOR LUNCH & LEARNS**
Select from one of four vendor Lunch & Learns

1:45 p.m. – 3:15 p.m. — **BREAKOUT SESSIONS**

(M) The Adminstrative Details of Mergers and Acquisitions	(N) Gadgets: Dripping with Practicality	(O) Planning an Effective Retreat	(P) Leadership Inside Out: Discovering the Leader Within
By Charles Hylan, The Growth Partnership	*By Roman Kepczyk, InfoTech Partners North America*	*By Sam Allred, Upstream Academy*	*By Greg Conderacci, The Business Learning Institute*

3:15 p.m. – 3:30 p.m. — **Refreshment Break with Our Vendors**

3:30 p.m. – 5:00 p.m. — **Implementing Performance Measurement and Accountability**
By Bill Reeb, Succession Institute LLC

8:30 p.m. – 10:30 p.m. — **Hospitality Suite**

Friday, June 24, 2011

6:00 a.m. — **Morning Power Walk**
Led by Dennis Lemieux, Berry Dunn McNeil & Parker

7:00 a.m. – 12:00 p.m. — **Registration with Our Vendors – Cyber Café Open**

7:15 a.m. – 8:20 a.m. — **Win Big with AAA Breakfast Buffet**
Attendees will have a chance to win a 2012 National Practice Management Conference registration.

8:30 a.m. – 9:30 a.m. — **Learning Organization: Keys to Successfully Identifying and Documenting Firm Best Practices**
By Roman Kepczyk, InfoTech Partners North America

9:30 a.m. – 9:50 a.m. — **Refreshment Break**

9:50 a.m. – 11:50 a.m. — **Leadership Demystified: Stepping Into True Leadership**
By Andy Andrews, New York Times *Best Selling Author*

11:50 a.m. – 12:00 p.m. — **Conference Closing**

12:30 p.m. – 5:30 p.m. — **Optional Activity: A Half-Day Tour AAA Tours and Tastes Louisville with Lunch**

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

Topics & Speakers

The Association will feature speakers on various timely issues. Plans are coming together for a fabulous conference with two-and-a-half days of nationally known speakers and timely issue-driven topics certain to please attendees from accounting practices, regardless of firm size or the specific responsibilities of the professional manager. The Conference will kick off on Tuesday afternoon with a First Timer's Forum followed by a Mint Julep Welcome Reception with our vendors that will help the Association set the tone for the balance of the week.

Following two-and-a-half days of breakout sessions and featured presentations for professionals managing accounting practices, the Conference will conclude at noon on Friday with a program entitled Leadership Demystified: Stepping Into True Leadership by Andy Andrews, *New York Times* Best Selling Author. Andy is an international bestselling author and noted authority on leadership, team building, customer service and change.

This year, AAA is again hosting an all-day Fly-In on Tuesday, June 21 for those with a concentration in human resources and managing CPA firms. The offered Fly-In is separate from the Conference, but discounts for participation in both are available.

In addition to the customary management, marketing, human resources, personal development and technology topics, concurrent sessions will be presented by recognized experts in their fields and cover such timely topics as (partial listing):

- A Legal Update
- Breakout Sessions by Firm Size
- Crisis Management
- Today's Virtual Office: Best Practices for Cutting the Cord
- Managing Millennials
- Planning an Effective Retreat
- Disaster Management from a Firm Administrator's Approach
- Working Together Works
- Health Care Reform
- Building Your Assets as a Firm Administrator
- Caesar's Wife: Tipping the Delicate Balance of Leadership and Ethics
- The Firm Administrator and Succession . . . What Really Happens and Why You Should Care
- Measuring the Satisfaction and Loyalty of Key Clients
- The Administrative Details of Mergers and Acquisitions
- Gadgets: Dripping with Practicality
- Insights to Action: Leadership & Strategic Thinking for the New Normal
- Leadership Inside Out: Discovering the Leader Within

Conference Schedule

Monday, June 20, 2011

8:00 a.m. – 5:00 p.m.
CPA Firm Association Meetings

(Separate Registration Required)

Various CPA Firm Associations and Networks will host half and/or full-day events in conjunction with the AAA National Practice Management Conference. Schedules and agendas will be released by the associations and networks.

7:00 p.m. – 10:00 p.m.
National Board of Directors Meeting

Tuesday, June 21, 2011

7:00 a.m. – 6:00 p.m.
Conference Registration

Cyber Café Open

7:30 a.m. – 5:00 p.m.
CPA Firm Association and Network Meetings

(Separate Registration Required)

Various CPA Firm Associations and Networks will host half and/or full-day events in conjunction with the AAA National Practice Management Conference. Schedules and agendas will be released by the associations and networks.

7:30 a.m. – 8:00 a.m.
Fly-In Registration and Continental Breakfast

8:00 a.m. – 4:30 p.m.
OPTIONAL: Pre-Conference Human Resources Fly-In: Elevating the Role of HR

Led by Jennifer Wilson, Co-Founder and Partner, ConvergenceCoaching LLC

Program Level: Intermediate
NASBA Field of Study: Personnel/HR
CPE Credit: 8 hours
HRCI Approved: 8 hours

Today's firm administrators and human resource professionals face unique challenges. Many times, you are asked to help implement a firm strategy or policy without having input prior to the decisions being made. Or, you find yourself in the middle of strategic or philosophical disconnects between key leaders or departments, attempting to mediate without feeling empowered to truly solve the issues. In addition, you may foresee the need to invest now in developing and retaining your best and brightest with the first inklings of an economic recovery and existing leader retirement just around the corner. Attend this year's HR Fly-In being held in conjunction with the 2011 National Practice Management Conference to gain some perspective and ideas that will help!

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- Discuss ways to elevate the HR function to actively participate in driving firm strategy, facilitate open and honest conversations, and have a bigger impact on your firm's overall success
- Explore a strategic planning methodology that you can deploy to help uncover disparate viewpoints and unify your team around specific strategies
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- Identify your high potential team members and discuss ways to develop them for long-term success
- Learn how to organize your team and resources to ensure the successful transition of retiring leaders

Don't miss this HR Fly-In to enhance your role as strategic advisor in your firm, identify, retain, and develop your future leaders, and plan for succession!

Jennifer Wilson with ConvergenceCoaching, LLC will lead this year's Human Resources Fly-In. Jennifer is a co-founder and partner of ConvergenceCoaching, LLC, a national leadership and marketing consulting firm dedicated to helping CPA and IT firms achieve success by helping them develop and implement leadership, succession, marketing, and training and development plans. Jennifer's ultimate goal is to make a transformational difference in the lives of her clients and in their businesses. Named as one of *Accounting Today's* 100 Most Influential People in Accounting and *INSIDE Public Accounting's* Top 10 Most Recommended Consultants, Jennifer has worked in both the public accounting and IT sectors before co-founding ConvergenceCoaching, LLC. As a partner for the top ten accounting firm, BDO Seidman, LLP, Jennifer ran the National Financial Solutions Group practice with nearly 100 consultants providing financial systems selection, implementation, and support services to clients. Prior to BDO Seidman, Jennifer was Vice President of Sales and Customer Services for State Of The Art, Inc. (now known as Sage Software, Inc.) where she was responsible for the publicly-traded software publisher's marketing, sales, education, and customer services functions. Instrumental in implementing the company's highly successful CPA marketing programs, Jennifer assisted in recruiting tens of thousands of CPAs to State Of The Art. Jennifer is a member of the Association for Accounting Administration (AAA), Association for Accounting Marketing (AAM), American Marketing Association, and International Coach Federation. She is a past Board member and among the founding members of the Information Technology Alliance (ITA) and has been both Chair and member of the planning committee for the AICPA TECH Conference. Jennifer is an active volunteer in the profession and currently serves on the Education Committee for AAM and as a member of the Bill.com Advisory Board. Jennifer is also a member of the New Horizon Group, a forum for leading consultants to the accounting profession. She serves on the editorial advisory board and is a regular guest columnist for *Accounting Today* and *Accounting Tomorrow* with many recently published articles on leadership, practice management, and marketing. She is a nationally recognized speaker, teacher, and facilitator delivering leadership and marketing programs to accounting and technology associations, state societies, and firms on a regular basis.

10:00 a.m. – 10:15 a.m.
Fly-In Refreshment Break

12:00 p.m. – 1:00 p.m.
Human Resources Fly-In Lunch

2:30 p.m. – 2:45 p.m.
Fly-In Refreshment Break

4:45 p.m. - 5:45 p.m.
First Timer's Forum

Led by Virginia L. Lowery, Administrative Manager, Illinois Agricultural Auditing Association and Rita Keller, President and Founder, Keller Advisors, LLC

Program Level: Overview
NASBA Field of Study: Personal Development
CPE Credit: 1 hour

If this is your first AAA National Practice Management Conference, or first in several years, you are encouraged to participate in this lively and interactive session designed to help facilitate your conference experience. Spend time learning the ins and outs of this nationally recognized educational extravaganza. Veteran attendees and past AAA National Presidents Virginia Lowery and Rita Keller will take a fresh approach to adding value to the annual event while providing tips to receive the maximum return on your personal and firm investment.

6:00 p.m. - 7:30 p.m.
Welcome Reception with Mint Juleps and Our Vendors

Join other conference participants for an evening of networking and fun as AAA leads attendees to the Winner's Circle with a proper welcome to Louisville. The evening will allow for introductions to the event's vendors and will set the tone for the next two-and-a-half days of excitement with appetizers, Mint Juleps, and a cash bar.

Wednesday, June 22, 2011

6:00 a.m.
Morning Power Walk

Led by Roman H. Kepczyk, CPA, President, InfoTech Partners North America

Join other attendees for a relaxing walk through some of Louisville's most interesting surroundings. Time will be provided to freshen up before sessions begin. Meet in the lobby of the hotel.

7:00 a.m. - 5:00 p.m.
Conference Registration with Our Vendors

Cyber Café Open

7:15 a.m. - 8:15 a.m.
Networking Breakfast

Program Level: Basic
NASBA Field of Study: Business Management & Organization
CPE Credit: 1 hour

This open forum format will provide an opportunity for conference participants to ask questions of administrators, COOs, principals and partners from firms of various sizes with differing focuses and structures.

7:15 a.m. – 8:15 a.m.
Speed Networking Breakfast

Moderated by Jim Fahey, AAA Director of Education

Program Level: Basic
NASBA Field of Study: Personal Development
CPE Credit: 1 hour

Using the Speed Dating format, this breakfast session will provide five sessions of seven minutes each for members to have one-on-one conversations regarding specific topics in an intensive and fast-paced forum.

7:15 a.m. - 8:15 a.m.
AAA Chapter Outreach Breakfast

Led by the Jane Johnson, AAA Director of Membership & Growth and Janine Zirrith, AAA's Director of Chapter Development

Program Level: Basic
NASBA Field of Study: Personal Development
CPE Credit: 1 hour

This session welcomes all current chapter officers and potential chapter leaders as well as individuals looking to organize a chapter in their area. The breakfast session will review current procedures and offerings as well as provide an exchange of information between chapters regarding programs, benefits and success stories.

8:20 a.m. – 8:30 a.m.
Welcoming Session

Join us as we begin our journey to the Winner's Circle with the opening of the 2011 National Practice Management Conference.

8:30 a.m. - 9:45 a.m.
What Makes the Great Ones Great?

By Don Yaeger, Sports Writer and Author

Program Level: Basic
NASBA Field of Study: Personal Development
CPE Credit: 1.5 hours

As a sports writer and author of more than a dozen books, Don has had a front row seat with some of the greatest winners in athletics, including Walter Payton, Jimmy Connors, Michael Jordan, John Wooden, Pat Riley and Dale Brown. They are all legends in their own right, but does anyone believe the athletes mentioned above are really the GREATEST athletes of their time, physically? Remember, Jordan wasn't even the first pick in the draft. Payton had to go to a small black college because bigger schools didn't want to risk a scholarship on him. Each became a champion through strength and skills that had nothing to do with physical prowess.

Using rich personal accounts gathered from more than twenty years of interviews with many of today's sports legends and business leaders, this session explains Sixteen Consistent Characteristics of Greatness. This session will share these characteristics with participants, in an easy, engaging style, which helps each realize that they, too, can achieve a higher level of personal success.

As an award-winning keynote speaker, business leadership coach, *New York Times* Best-Selling Author and long time Associate Editor for *Sports Illustrated*, **Don Yaeger** has fashioned a career that spans over two decades. He has worked with audiences as diverse as Fortune 500 companies and cancer survivor groups, where he shares his personal story. He is primarily sought-out for his lessons on achieving greatness, learned from first-hand experiences with some of the greatest sports legends in the world. Additionally, Don has been engaged as a media trainer to countless high-profile athletes, business leaders and elected officials. Throughout his writing career, Don has developed a reputation as one of America's most provocative journalists and has been invited as a guest to every major talk show – from Oprah to Nightline, from CNN to Good Morning America. A 1984 graduate of Ball State University with degrees in both journalism and history, Yaeger began his career as a reporter for the *San Antonio Light* where he rose through the ranks to pen investigative features for the daily. He later moved on to the *Dallas Morning News*. Following his stint in Dallas, Yaeger worked as a political editor for the *Florida Times-Union*. After four years, he dedicated himself to the pursuit of writing books. Yaeger's first book, *Undue Process: The NCAA's Injustice For All*, was published by Sagamore Publishers in 1990. He has since gone on to write 16 other sports-related books (four of them *New York Times* bestsellers) including the highly-publicized Times bestseller *Under The Tarnished Dome: How Notre Dame Betrayed Its Ideals For Football Glory* and 1998's Sports Book of The Year *Pros and Cons: The Criminals Who Play in the NFL*. In spring 2000, Don published *Sole Influence* about the influence of shoe companies on athletes and that fall *Never Die Easy: The Autobiography of Walter Payton*. Penguin Books published Don's third *New York Times* best-seller, *Ya Gotta Believe*, about the battle baseball legend Tug McGraw fought against cancer. His 13th book, *It's Not About The Truth*, chronicled the story of the Duke lacrosse rape hoax that shocked the country. In 2008, Don released two books, *The Senior* – the story of Mike Flynt, who refused to live with regret and returned to play his senior year of college football at age 59 – and *Running for My Life* – the heart wrenching autobiography of one of the NFL's greatest running backs, Warrick Dunn. After several years of freelancing for *Sports Illustrated*, Don joined the magazine's staff full-time in July 1996. Two years later he was promoted to Associate Editor, where his work was to cover not only sporting events but the legal issues, controversial happenings and wrongdoings which affect the world of sports.

9:45 a.m. – 10:10 a.m.

Refreshment Break with Our Vendors

10:10 a.m. – 1:00 p.m.

BREAKOUT SESSIONS BY FIRM SIZE INCLUDING LUNCH & LEARNS

Participants will be assigned to the session matching the number of personnel at their respective firms. Session moderators will ensure focused discussions on topics and issues of importance to the participants based on agendas determined by participants prior the Conference. These pre-determined agendas will help allocate time to the topics of interest and need. Lunch will be served during the last portion of the session.

Program Level: Basic
NASBA Field of Study: Business Management & Organization
CPE Credit: 3.0 hours

- <=25 people
- 26-49 people
- 50-75 people
- 76-115 people
- 116-200 people
- 201+ people

1:00 p.m. – 2:15 p.m.

BREAKOUT SESSIONS

A Legal Update

By Shannon Hamilton, Partner, Stites & Harbison, PLLC

Program Level: Intermediate
NASBA Field of Study: Business Law
CPE Credit: 1.5 hours

This session will examine the most notable and current employment law developments while providing practical guidance on what these changes mean for executives with human resources responsibilities.

Besides timely topics, DFMLA regulations and workforce reductions will be discussed.

Shannon Hamilton is a seasoned litigator and counselor on complex employment law issues. She has lead trial counsel experience in employment litigation and has tried numerous employment cases to verdict. Shannon also has significant experience as trial counsel in other litigation areas, including personal injury, commercial and business tort litigation in addition to routinely handling EEOC charges and other administrative claims relating to discrimination under both state and federal law. Her employment litigation practice focuses on defending employers against sexual harassment and retaliation claims, covenants not to compete, non-solicitation and confidentiality agreements. Shannon reviews and drafts employee handbooks, as well as negotiates and drafts covenants not-to-compete, employment agreements and severance agreements. She is co-chair of the firm's Employment Law Service Group and chair of our Diversity Committee. Shannon also spearheaded and now chairs the firm's women attorney initiative S.W.I.F.T. (Stites Women Investing in our Futures Together). She was recognized in the 2006, 2007, 2008, 2009 and 2010 Chambers USA America's Leading Lawyers for Business and in the 2007-10 *Kentucky Super Lawyers* magazine, where she was listed among the Top 25 Women Lawyers (2007) in the state.

B Crisis Management

By Don Yaeger, Sports Writer and Author

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours

As the author of the best-selling book on the Duke lacrosse scandal - a spectacular example of poor crisis management - Don Yaeger has studied ways to prepare for and manage potential crises. This session will provide attendees with a fundamental understanding of crisis management, risk communications, media relations and public opinion research techniques. Participants will be introduced to crisis management principles, strategies, tactics and communications methods that will enable them to predict, manage, and control real-world controversies they may confront.

See Wednesday's What Makes the Great Ones Great session for Mr. Yaeger's bio.

C Today's Virtual Office: Best Practices for Cutting the Cord

By Thomas G. Stephens, Jr., CPA.CITP, Shareholder, K2 Enterprises

Program Level: Intermediate
NASBA Field of Study: Computer Science
CPE Credit: 1.5 hours

Today's virtual office looks much different from that envisioned just a few years ago. Remote access software tools are still viable, but so are tools such as virtual computers, virtual desktop infrastructures, virtual servers, portals, and "cloud computing." In this session, participants will learn about these tools and others – along with security and privacy risks – so each can cut the cord and their firm can reside virtually anywhere.

Thomas Stephens received a Bachelor of Science in Business Administration degree (Major in Accounting) from Auburn University in 1985. Upon graduation, he began working for an Atlanta-based public accounting firm. After earning his designation as a CPA, Thomas worked for BellSouth Corporation in Atlanta as an Internal Auditor and also attended graduate school, earning a Masters of Science (Major in Finance) from Georgia State University in 1992. Thomas left BellSouth in 1994 and opened his public accounting practice in the metropolitan Atlanta area. In his practice, he provided accounting, tax, and consulting services to individuals and a wide variety of small and emerging businesses. As part of his practice, he developed a successful consulting practice providing installation and support services of small business accounting software. Additionally, he began authoring and presenting continuing professional education courses to accounting and finance professionals. In 2003, Thomas affiliated with K2 Enterprises and in 2007 he joined the firm as a partner. To date, he has lectured nationally on subjects such as internal controls for small businesses, practice management and marketing, computer hardware and software applications, tax strategies and compliance, and financial accounting standards and applications. Over the past thirteen years, he has presented in excess of 1,100 educational sessions to over 28,000 participants nationwide. In addition to his association with K2 Enterprises, Thomas provides consulting services to small businesses and CPA firms.

D Managing Millennials

By Jennifer Wilson, Co-Founder and Partner, ConvergenceCoaching LLC

Program Level: Intermediate
NASBA Field of Study: Personnel/HR
CPE Credit: 1.5 hours
HRCI Approved: 1.5 hours

Generation Y team members – or the Millennial Generation – are the latest to enter our workforce, bringing with them new challenges and benefits, too. Attend this session to discuss:

- Generational differences and what makes Millennials unique, special, and different;
- How to motivate and manage your youngest team members effectively; and
- Methods to retain your top performers and develop them into your firm's future leaders.

See Tuesday's 8:00 a.m. – 4:30 p.m. Pre-Conference Human Resources Fly-In: Elevating the Role of HR for Ms. Wilson's bio.

2:15 p.m. – 2:30 p.m.
Refreshment Break with Our Vendors

2:30 p.m. – 3:50 p.m.
BREAKOUT SESSIONS

E Health Care Reform

By Mark Lam, CFCI, Flex Plans Relationship Manager, Flexible Benefit Service Corporation

Program Level: Intermediate
NASBA Field of Study: Personnel/HR
CPE Credit: 1.5 hours
HRCI Approved: 1.5 hours

The session will review the current status of Healthcare Reform, what changes have occurred due to a new Congress in 2011, what items employers need to be focusing on, and what the future holds in terms of impacts to both small and large group plan sponsors.

Mark Lam is the Flex Plans Relationship Manager at Flexible Benefit Service Corporation (Flex), a General Agency and Benefits Administrator of tax-advantaged and consumer-driven benefits programs.

In his role, Mark is responsible for managing and implementing various initiatives for the Flex Plans portfolio, encompassing both the health coverage and the account-based reimbursement programs as applicable, with a particular focus on Flexible Spending Accounts and COBRA. Additionally, he is responsible for monitoring, communicating, and implementing the various regulations that govern these programs that Flex offers. Mark is very active in assisting and educating health insurance brokers and their employer clients in designing innovative, compliant plan designs to help achieve their employee benefit goals, and is the primary instructor in the FlexUNIVERSITY™ series of accreditation seminars.

Mark is an active member of the Employer Council on Flexible Compensation and holds the designation of Certified Flexible Compensation Instruction (CFCI).

F Insights to Action: Leadership & Strategic Thinking for the New Normal

By J. Thomas Hood, III, CPA.CITP, CEO & Executive Director, Maryland Association of CPAs and Founder & CEO, The Business Learning Institute

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours

What are CPA firms doing to thrive in the "new normal"? What is different about this new economy and what should you be thinking about? Leadership in turbulent times is different. This session will prepare attendees for the navigating the rapidly changing and turbulent times ahead. Participants will learn the five qualities of an extraordinary leader, how to think critically and creatively about the myriad of challenges facing CPAs, how to communicate to stakeholders (partners) in a way that they will 'get it', and how to inspire others to action.

Tom Hood is a nationally known author, speaker, and consultant recognized repeatedly as one of the Top 100 Most Influential CPAs by *Accounting Today* magazine. He also received the AICPA Special Recognition Award for his contributions to the profession in leading the CPA Vision Project. It was during the CPA Vision Project process that Tom became hooked on strategic planning and facilitation. Managing the first ever vision for a profession, he led the effort that involved over 3,500 CPAs in all 50 states. Since then he has facilitated almost every major national committee and CPA firms from all over the US, as well as corporations and non-profits. Tom has taken the CPA profession by storm with his innovative uses of technology at the Maryland Association of CPAs. From the virtual world of Second Life to social media tools like Blogs, Twitter, Linked-In, and Facebook, Tom and his team at the MACPA are using these tools to communicate with students, members, and the public. Tom and his team are teaching CPAs about the power of these tools to keep them ahead of the curve in today´s rapidly changing environment. Tom and the MACPA have been featured in the *Journal of Accountancy, Accounting Today* magazine, *Rain Today* magazine, and *Accounting Web*. He was nominated by his peers to serve as the President of the CPA/SEA (CPA State executives Association) for 2008-2009. He serves on the Board of Directors of the Shared Services, LLC and is Co-Chair of the Board of the State Societies Network, Inc. Tom is an active volunteer in the CPA Profession serving on the AICPA CPE Advisory Committee and has served on several key national committees - the AICPA Enhanced Business Reporting Committee and AICPA Special Committee on Mobility. Tom has experience as a high level executive in industry, specifically as treasurer and CFO of Bryn Awel Corporation, a privately owned $75 million highway construction company. He is a graduate of Loyola College (B.A. in Accounting) and has a Master´s in Finance (Real Estate) from Johns Hopkins University and a Master´s equivalent in Information Systems from the University of Baltimore. Most recently he obtained the Certified Information Technology Professional (CITP) certification from the AICPA.

G Disaster Management from a Firm Administrator's Approach

By David Peneycad, CA, Chief Administrative Officer and Chief Operating Officer, Grant Thornton Canada

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours

This session will discuss and examine the theories, principles and approaches to emergency and disaster management. Information will be delivered on mitigation, preparedness, response, and recovery for a variety of disasters. A case study will be included in the presentation to provide a real-life example of the impact on procedures and policies and the role, duties, and importance of the Firm Administrator in the process.

David Peneycad from Toronto, serves as the Chief Administrative Officer (CAO) and Chief Operating Officer (COO) of the national office of Grant Thornton (one of Canada's 5 largest accounting firms). A Chartered Accountant, David oversees the administrative, financial, technology and marketing operations for the firm's 45 offices, 250 Partners and Principals and 1700 staff. Before joining Grant

Thornton, he was the CEO of a successful marketing and promotions firm. In 2009, the firm's office in Summerside, Prince Edward Island was struck by a devastating fire resulting in the complete destruction of the office's physical assets, computer and technology infrastructure, current files and all on-site historical documentation – a total loss event. David led the crisis response team and was instrumental in having the office functioning two days after the fire. The office did not suffer any profitability losses for the year, did not lose a single client and suffered no long term reputational loss, much of which was credited to David's leadership and commitment. Throughout his career, David has served on the Boards of numerous charities and Christian ministries and is the recipient of the 2010 AAA ACE Award.

H Working Together Works!

By Dale D. Anderson, Business Effectiveness Consultant, Illinois Central College-Professional Development Institute

Program Level: Intermediate
NASBA Field of Study: Personnel/HR
CPE Credit: 1.5 hours
HRCI Approved: 1.5 hours

'I wish we worked more as a team', 'I just don't think we're going anywhere' What can I do, I'm just one person? Does this sound familiar? Join us for this fun and interactive session exploring how great teams work together and what each individual can do to influence other team members to be productive. The session promises to be a fun, hands on way to learn a few new skills to take back home.

A native of central Illinois, **Dale Anderson** is currently a Business Effectiveness Consultant with Professional Development Institute at Illinois Central College. PDI is a comprehensive training organization. He was recently the Manager of Corporate Education at Heartland Community College and he has worked with over 200 businesses to develop their employees to their full potential. He has more than 20 years of experience in corporate sales, supervisory and customer service training in the midwest, east coast and province of Ontario. Dale spent five years in consultative sales and three years as a teacher in secondary education. A graduate of Illinois State University, he has also completed course work toward his Master's degree at the University of Illinois. Dale has worked with most Universities in the midwest and Ontario in their sales and marketing programs, including serving as a co-developer of an advanced sales course with the ISU's College of Business Professional Sales Institute. Dale is a member of the American Society of Training and Development, Sales and Marketing Executives International, Pi Sigma Epsilon and Toastmasters International.

5:45 p.m.
Transportation to AAA's Evening Out at Churchill Downs

Meet in the main lobby of the hotel for transportation to the group's Evening Out.

6:15 p.m. - 10:00 p.m.
AAA's Evening Out at Churchill Downs
ACE Award Presentation

An evening with dinner, awards and entertainment. Dress is comfortable for an evening filled with ideas on how to get you to the Winner's Circle.

Thursday, June 23, 2011

6:00 a.m.
Morning Power Walk

Led by Roman H. Kepczyk, CPA, InfoTech Partners North America

Join other attendees for a relaxing walk through some of the downtown Louisville's most interesting surroundings. Time will be provided to freshen up before sessions begin. Meet in the lobby of the hotel.

7:00 a.m. - 5:00 p.m.
Registration withOur Vendors

Cyber Café Open

7:15 a.m. - 8:25 a.m.
EARLY RISERS BREAKFASTS

Program Level: Basic
NASBA Field of Study: Business Management & Organization
CPE Credit: 1 hour
HRCI Approved: 1 hour (Human Resources Breakfast only)

The Early Risers breakfasts are open forum formats providing an opportunity for conference participants to ask questions of experts in the fields of marketing, technology, leadership and human resources. Conference attendees may select one of four breakfasts.

(ER1) Marketing
Facilitated by Charles Hylan, CPA, Shareholder, The Growth Partnership

(ER2) Leadership
Facilitated by Rita Keller, President and Founder, Keller Advisors LLC

(ER3) Technology
Facilitated by Roman H. Kepczyk, CPA, President, InfoTech Partners North America

(ER4) Human Resources
Facilitated by Sandra L. Wiley, Shareholder and COO, Boomer Consulting, Inc.

8:30 a.m. – 10:00 a.m.
Get Off Your Duff: Finish What You Start

By Sam Allred, CPA, Founder and Director, Upstream Academy

Program Level: Intermediate
NASBA Field of Study: Personal Development
CPE Credit: 1.5 hours

There must be a reason why many people quite often start projects or tasks, big or small, and at some point while working on the tasks they feel overwhelmed, frustrated and stressed, so much so that in the end they quit or never quite finish to expectations. Sometimes it's just a matter of the right motivational mix. What if you broke the project into smaller pieces? What if you utilize the snowball effect to your advantage? What if you avoid multitasking as best you can? What if you integrate breaks into the project or task? This session will discuss the implementation of a "finish what you start" mentality throughout the firm.

Sam Allred is a Shareholder with Anderson ZurMuehlen & Co., P.C., a regional CPA and business consulting firm headquartered in Helena, Montana. The firm has six offices and over 200 employees. Sam is also the Founder and Director of Upstream Academy, an international association of CPA Firms, and was the central figure in the development of a consulting methodology now practiced by hundreds of CPA firms and consulting organizations around the country. Sam is also the Founder of LeaderSkills Institute which develops professional training materials to help CPA firms teach and promote leadership skills internally. Sam interacts with hundreds of CPA firms around the world every year via conferences, partner retreats, management presentations and training sessions. He speaks and writes extensively both in the U.S. and abroad. In high demand as a facilitator for CPA firm retreats, Sam energetically and creatively engages all of the partners in the discussion, using proven processes and their firm's strengths to successfully navigate challenges the firm may face. He is viewed as one of the top strategic thinkers in the profession. Sam has been regularly recognized as one of the major influencers of the accounting profession and has been listed for the past three years as one of "IPA Most Recommended Consultants."

10:00 a.m. - 10:30 a.m.
Refreshment Break with Our Vendors

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

I Caesar's Wife: Tipping the Delicate Balance of Leadership and Ethics

By Greg Conderacci, Senior Fellow, The Business Learning Institute

Program Level: Intermediate
NASBA Field of Study: Ethics, Behavioral Ethics
CPE Credit: 1.5 hours

In today's complicated world, those who work for CPA firms carry an increasing burden of public trust. As in the past, they are expected to give sound, ethical advice on accounting matters. Yet, what used to be an end is now just a beginning. The press, the government, business leaders and others look to CPAs and those who work for CPA firms to bring judgment, honesty, clarity and transparency to many murky issues. This course goes beyond just "the rules" to discuss broader and deeper issues affecting the profession and your role in it.

- Help participants grapple with difficult ethical dilemmas CPAs face in the private and public sectors.
- What is the function of ethics in society today - and why is it so critical?
- Why isn't just "following the rules" enough?
- What does it mean to be a leader and a CPA?
- How high should the ethical "bar" be set? Is it "Caesar's Wife" (beyond suspicion)?

Highlights of the session include an interactive format that drives home the difficulty of reaching ethical decisions, challenging and thought-provoking case-based discussions, and a design to expand participants' thinking beyond traditional CPA roles.

For more than four decades, **Greg Conderacci** has been using the magic of communication to help people lead happier, more productive and more rewarding lives. A Senior Fellow with the Business Learning Institute, he is a marketing consultant specializing in helping professional and financial services firms answer clients´ key questions like: Why should I trust you?, Why should I do business with you?, and How are you any different from the rest?. At BLI, his training focuses on key success skills like ethics, leadership, business development, communication, and even time/personal energy management. He also teaches marketing at the Johns Hopkins University Carey Business School. In the 1990s, Greg was Director of Marketing for Price Waterhouse´s information technology consulting practice in the mid-Atlantic region, Mid-Atlantic Vice President of Sales and Marketing for Prudential´s managed care operations, and Chief Marketing Officer for Alex. Brown (America´s Oldest Investment Bank). Most recently, he was Director of Marketing for Deutsche Bank Alex. Brown, responsible for marketing strategy, marketing materials creation and design, and sales force coaching and training. A magna cum laude graduate of Princeton University, he was Editor-in-Chief of *The Daily Princetonian*; he also holds a Masters in Public Policy from Harvard University. A registered representative and registered principal, he has completed the Securities Industry Institute at the Wharton School of the University of Pennsylvania.

J Building Your Assets as a Firm Administrator and How to Elevate

By William E. Leach, Principal, Katz Sapper & MIller

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours
HRCI Approved: 1.5 hours

Whether you are new to firm administration or new to the CPA world, you will benefit from this session filled with practical advice on building your career as a successful firm administrator. This session is designed for professionals with less than five years of experience managing an accounting practice. One of the country's best-known and most experienced CPA firm administrators will take you on a journey to building your own personal asset as a firm administrator. They will help you answer the following questions and much much more!

- What tools and resources will you need on your journey?
- What obstacles will you encounter?
- What does it take to truly become the "go to" person in your firm?
- There are high expectations - have you identified them?
- How will you meet and surpass them?

Bill Leach is a Principal of Katz, Sapper and Miller and has served as Firm Administrator of Katz, Sapper & Miller for over 30 years. He is responsible for all administrative and business aspects of the firm, with particular emphasis in human resources, billings and collections, KSM's financial matters and facilities management. Prior to joining KSM, he was Executive Vice President of an Indianapolis engineering firm, and a member of the U.S Marine Corps, serving two tours of duty in the Republic of Vietnam. Bill, a non-CPA administrator, was named a Principal of Katz, Sapper and Miller in 1985. In addition to KSM's management, he provides consulting services to clients seeking expertise in the areas of human resource management, relocation and space utilization, practice management and other management issues. Bill's firm is nationally recognized as a "Best of the Best" firm based on fiscal and management performance and has been chosen one of the top ten "Best Places to Work in Indiana." A member of the Association for Accounting Administration since 1986, Bill is a past President of the Indiana Chapter and has served as a member of the National Board of Directors. He was selected as the CPA Firm Administrator of the Year in 1995 and awarded the inaugural National AAA Distinguished Service Award in 2002. Bill also currently serves on the Editorial Advisory Board of various national accounting management publications and has written articles for or appeared in articles by the profession's most noteworthy publications. He has been a national speaker to hundreds of CPA firms from Seattle to Miami and New York to San Diego.

K The Firm Administrator and Succession...What Really Happens and Why You Should Care

By Rita Keller, President and Founder, Keller Advisors LLC

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours
HRCI Approved: 1.5 hours

Firm succession is really all about a well-managed firm. Doing the right things makes the right things happen! Sounds simple but this is a huge challenge for many, many firms. This session will discuss the management issues surrounding the succession of the firm as it relates to the role of the Firm Administrator or professional managing the firm. Does your firm have a roadmap for the next 10 to 15 years? What do you see as your role in the development and execution of this roadmap? What kind of leaders does the firm currently have and what type of leaders do they wish to become? Are there legacies the leaders would like to create? These questions and others will be discussed in this session.

Rita Keller is a nationally known CPA firm management consultant, speaker and author. She is a former shareholder and Chief Operating Officer of a successful, regional CPA firm and has over 30 years' hands-on experience in the management, marketing, technology and administration of a successful firm. Rita is widely known for her leadership, presentation and implementation skills and her passion for CPA firm management. She works as a change agent for firms throughout the country focusing on the people, internal management, operational, implementation and partner issues. As a facilitator and speaker, Rita has been featured at nearly every prominent management conference, plus numerous CPA firm association and state society management meetings. Rita has frequently been named one of the Top 100 Most Influential People in Accounting. She recently received the Everest Award from Management Summit, established to recognize major/ongoing contributions to the CPA profession and the Association for Accounting Administration ACE Award for achievement, commitment and excellence in CPA firm management and administration. In December 2009, her popular daily blog, devoted to CPA firm management, was named one of the Top 50 Blogs for Accountants. She serves on the AICPA Practitioners' Symposium Committee as past-Chair and is also on the advisory board of CPA Practice Management Forum and the AICPA *Seasonality Success* newsletter. Rita is a contributing author to the AICPA MAP Handbook, AICPA PCPS Human Capital Center and has been featured on the cover of *The Practical Accountant*. She is often quoted in CPA management publications, Internet newsletters, blogs and Twitter. As a member of The New Horizon Group, comprised of some of the most respected consultants to the CPA profession, Rita is able to maintain a keen sense of what CPA firms are facing nationwide.

L Measuring the Satisfaction and Loyalty of Clients

By Charles Hylan, CPA, Shareholder, The Growth Partnership

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours

How does a CPA firm know whether or not their clients are satisfied? Ask! This session will help participants by teaching them:

- The difference between client satisfaction and loyalty
- The only question you really need to ask your clients (plus a lot more)
- Who should be surveyed and how often
- How to survey clients – electronically or via traditional mail
- The pitfalls to avoid

The session will be highly interactive and the participants will walk away with ideas and tools they can take back to their firm and immediately implement.

Charles Hylan joined The Growth Partnership after dedicating 12 years consulting with, and working in, accounting firms ranging from sole-practitioners to National and Big 5 firms. During this time, Charles spent more than eight years working at Price Waterhouse and Arthur Andersen where he began his career as an auditor before transitioning into a strategic planning and marketing role. Charles entered the accounting consulting industry in 1999 as a Vice President in the Consulting Services division of Waugh & Co. Charles brings value to TGP clients by understanding the comprehensive nature of their practice development and management goals. As a result, he is a trusted advisor to clients within several areas of TGP's service offerings, including outsourced marketing, strategic planning and training. As a marketing consultant, Charles works closely with clients to create high-impact marketing plans focused on the growth and development of current clients, prospective clients and referral sources. As a strategic planning consultant, he draws upon his practical, enthusiastic, "can-do" approach to help firms create and execute long-term plans and change-inspiring retreats. Within TGP's training programs, Charles is a certified facilitator of FranklinCovey's The 4 Disciplines of Execution®, a process that helps CPA firms identify their top goals and provides a platform for the implementation of their plan. Additionally, Charles facilitates The Reluctant Salesperson: A Realistic Approach to Practice Development for the CPA, a two-day course that helps CPAs become more effective with their practice development efforts. No matter what service Charles is providing, his passion for helping clients maximize their potential by embracing change shines through. Charles is an inspiration to clients due to his unique ability to focus on implementation…the only true way to bring about change. Charles has written articles featured in various accounting publications and has spoken at many accounting firms, associations and other industry meetings and conferences.

12:00 p.m. – 1:30 p.m.
VENDOR LUNCH & LEARNS

Program Level: Basic
NASBA Field of Study: Business Management & Organization
CPE Credit: 1 hour

Select from one of the offered lunch sessions led by accounting industry vendors. Presentations begin at 12:30 p.m.

1:45 p.m. – 3:15 p.m.
BREAKOUT SESSIONS

M The Administrative Details of Mergers and Acquisitions

By Charles Hylan, CPA, Shareholder, The Growth Partnership

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours

The deal is done, now what? Successful transactions address dozens of administrative details BEFORE both sides agree on a deal. Accounting firms tend to focus on the financial details of a transaction and underestimate the people and administrative aspects. In addition to helping participants understand the administrative details of M&A deals, this session will provide an overview of the merger and acquisition process: transaction structure, benchmarks, terminology, etc. Participants will walk away with a checklist to help in dealing with the details of any type of combination of accounting firms.

See Thursday's 10:30 a.m. – 12:00 p.m. session (L) for Mr. Hylan's bio.

N Gadgets: Dripping with Practicality

By Roman H. Kepczyk, CPA, President, InfoTech Partners North America

Program Level: Intermediate
NASBA Field of Study: Computer Science
CPE Credit: 1.5 hours

Whether auditing international crime syndicates, transferring files between clients, or communicating back to the office, today's technology tools and gadgets make organizations more effective. Learn about the latest and greatest gizmos that you will find throughout your office, inside your briefcase and beyond your imagination.

Roman Kepczyk is President of InfoTech Partners North America, Inc. and the Lead Technology Management Strategist for the firm. His primary focus is helping firms throughout North America effectively use information technology by implementing digital best practices and directing them towards today's "less paper" or Digital CPA firm. He has spent the past fourteen years consulting exclusively with CPA firms and prior to that, ten years with the CPA firm of Henry & Horne (Arizona's largest regional firm), where he was the partner in charge of the firm's Management Advisory Services and Microcomputer Consulting practices. Roman also served as the firm's administrative partner where he oversaw internal accounting, marketing, human resources, and was responsible for the creation and implementation of the firm's technology plan and budget. He is a past member of the AICPA PCPS Executive Committee and past Chairman of the AICPA's Information Technology Executive Committee. He has served as a member of other AICPA initiatives including the Special Committee on Enhanced Business Reporting, eBusiness Task Force, IT Best Practices, IT Research, IT Practices Committees, and Group of 100 projects. In addition he is past Chairman of the AICPA Top Technologies Task Force. Roman was named by *INSIDE Public Accounting* as one of the profession's Most Recommended Consultants for each of the years from 2004 through 2010, and *Accounting Today's* Most Influential People for the years 2000 through 2005. Roman is also an Advisory Board Member to the Association for Accounting Administration and has served on the Board of Directors of the Arizona Society of CPAs. He has been a featured national and regional speaker to thousands of CPA firms on information technology. Recently he authored "Quantum of Paperless: Partners Guide to CPA Firm Optimization" which outlines 32 key best practices (available on Amazon.com). On a technical level, Roman is an AICPA Certified Information Technology Professional. He authored technology chapters for the PPC *MAP Handbook*, PPC *Guide to Paperless Engagements*, and sections of the AICPA *MAP Handbook*, as well as co-authored the 2003 AICPA *Top Technologies Guide* and 2004 AICPA *Guide to Understanding and Controlling Spam*. He also authored the AAA *Guide to CPA Firm Intranets* as well as coauthored their 2003 *Guide to Paperless CPA Firm Administration*.

O Planning an Effective Retreat

By Sam Allred, CPA, Founder and Director, Upstream Academy

Program Level: Advanced
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours

Away from the press of client needs, staff requests, ringing telephones, and emails waiting to be answered, partner retreats offer a great forum for celebrating past successes, pondering the present, and charting a course for the future. The unfortunate reality is that all too often, we don't really take full advantage of the opportunities provided by these important events. This presentation will help you avoid the most common mistakes firms make in planning partner retreats and give you solid tips on how to make your firm's next retreat the best your firm has ever had.

See Thursday's 8:30 a.m. – 10:00 a.m. Get Off Your Duff: Finish What You Start session for Mr. Allred's bio.

P Leadership Inside Out: Discovering the Leader Within

By Greg Conderacci, Senior Fellow, The Business Learning Institute

Program Level: Advanced
NASBA Field of Study: Personal Development
CPE Credit: 1.5 hours
HRCI Approved: 1.5 hours

Leadership begins within. Effective leaders understand their own personalities and the leadership styles that work best with them. They have a personal mission and a vision that functions like a compass, guiding the choices they make. Great leaders know how to earn the trust of their peers and subordinates, and how to use that trust to meet the challenges their teams face. This course is designed to help develop this vital leadership foundation for yourself. Participants will:

- understand their personal foundation for leadership;
- learn ways to apply it to improve the way each does his/her job; and
- learn approaches to developing direct reports

Highlights of the session include: developing a personal mission and using it to guide one's life; exploring internal drivers of outstanding leadership; learning the characteristics of "Level Five" leadership vs. management; and building trust in direct reports.

See Thursday's 10:30 a.m. – 12:00 p.m. session (I) for Mr. Conderacci's bio.

3:15 p.m. - 3:30 p.m.
Refreshment Break with Our Vendors

3:30 p.m. – 5:00 p.m.
Implementing Performance Measurement and Accountability

By Bill Reeb, CPA, Succession Institute LLC

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.5 hours

The buzz word for the 90's in management was Accountability. And as we entered the 21st Century, while everyone seemed to be saying it, no one seemed to be doing it. Accountability is heavily supported by management and the rank-and-file because everyone wants someone else to be accountable for the work that is not getting done. The theory -- if we implement accountability, "my supervisor, peer or subordinate will finally have to pull their share of the workload." In order to successfully implement this, you have to create a non-discriminatory, objective (not subjective), system of metrics that are tied to your organization's strategy. This session focuses on setting goals at the proper level, communicating and managing your workforce, establishing objective and measurable expected outputs, and using various techniques (like Balanced Scorecard) to tie it all together.

Bill Reeb has been consulting for three decades to all sizes of businesses, from Mom and Pop operations to Fortune 100 companies, primarily in the areas of organization, automation, and revenue generation. As an entrepreneur, Bill has founded seven small businesses, he had two ladies clothing stores, one retail computer software store, a software development firm, a computer consulting firm, a CPA firm and his current management consulting firm - Succession Institute, LLC. As an award-winning public speaker, Bill lectures throughout the U.S. and Canada to thousands of executives and CPAs each year. In addition, he has been featured on numerous video-taped and live television programs. As an award-winning author, Bill is internationally published, with hundreds of articles and columns to his credit. He currently authors a bi-monthly column called "In the Bill-iverse" which is distributed by over 14 State CPA Societies as part of their Practice Management e-newsletter. Besides being published by various magazines, journals and newspapers, his book on *Succession, Securing the Future: Taking Succession to the Next Level*, was published by the AICPA in February of 2010, the second book in a series following his original book *Securing the Future: Succession Planning Basics*. Bill has also written the fourth edition of his consulting book called *Becoming A Trusted Business Advisor, How to Add Value, Improve Client Loyalty, and Increase Profits*, published in August of 2010 by the AICPA. Bill is an active volunteer within his profession, having served in many leadership roles in the TSCPA and the AICPA. He is an incoming member of the AICPA Board of Directors and is rolling off his committee service as a commissioner on the AICPA's National Accreditation Commission. He has also served in numerous other roles including being a member of AICPA Council several times, a member of Strategic Planning and Chair of the Consulting Services Committees. On a local level, Bill has been a member of the Executive Board, Strategic Planning, and Chaired several Technology Committees for the Texas Society of CPAs. Additionally, he has been honored by being named as a CPA Ambassador, was presented the Pathfinder Award and served as the Texas Vision Delegate. *Accounting Today* has recognized his efforts by listing him as one of the Top 100 Most Influential CPAs, *CPA Magazine* has named him as one of the Top 100 Most Influential Practitioners, and *INSIDE Public Accounting* has listed him as one of the top 10 most recommended CPA firm consultants.

Evening
Evening On Your Own

Reservations will be made at several local restaurants and sign-up sheets will be posted at the AAA Registration Desk beginning Wednesday, June 22.

8:30 p.m. – 10:30 p.m.
Hospitality Suite

Stop by a hospitality suite hosted by NAPLIA.

Friday, June 24, 2011

6:00 a.m.
Morning Power Walk

Led by Dennis Lemieux, Berry Dunn McNeil & Parker

Join other attendees for a relaxing walk through some of downtown Louisville's most interesting surroundings. Time will be provided to freshen up before sessions begin. Meet in the lobby of the hotel.

7:00 a.m. - 12:00 p.m.
Registration with Our Vendors

Cyber Café Open

7:15 a.m. - 8:20 a.m.
Win Big with AAA Breakfast Buffet

This open forum format will provide an opportunity for conference participants to ask questions of administrators, COOs, principals and partners from firms of various sizes with differing focuses and structures. The Association will visit the success of the Conference with golden nuggets provided while introducing plans for the 2012 National Practice Management Conference.

8:30 a.m. – 9:30 a.m.
Learning Organization: Keys to Successfully Identifying and Documenting Firm Best Practices

By Roman H. Kepczyk, CPA, President, InfoTech Partners North America

Program Level: Intermediate
NASBA Field of Study: Business Management & Organization
CPE Credit: 1.0 hours

This session will explore the tools and technologies that comprise today's state of the art CPA firm and provide information on how to identify and document the firm's best practices to establish the optimal learning organization. Those managing firms should be prepared to transition their firm successfully to a digital environment, manage the firm's knowledge more effectively in a "less paper" world, and access firm resources at the fingertips of the staff from any place, at any time.

See Thursday's 1:45 - 3:15 p.m. session (N) for Mr. Kepczyk's bio.

9:30 a.m. – 9:50 a.m.
Refreshment Break

9:50 a.m. - 11:50 a.m.
Leadership Demystified: Stepping Into True Leadership

By Andy Andrews, New York Times *Best Selling Author*

Program Level: Intermediate
NASBA Field of Study: Personal Development
CPE Credit: 2.0 hours
HRCI Approved: 2.0 hours

In our personal quest for true leadership, there's an unwritten rule we all tend to follow: Buy the book and pursue the advanced degree. This method is supposed to uncover the "leader" within us once and for all. But Andy Andrews claims we've complicated our pursuit of what it really takes to be a great leader. In this groundbreaking presentation, Andy will powerfully simplify the leadership quest and offer proof that the key principles to success are accessible to everyone.

Hailed by *The New York Times* as a "modern-day Will Rogers who has quietly become one of the most influential people in America," **Andy Andrews** is an internationally known speaker and novelist whose combined works have sold millions of copies worldwide. He has been received at the White House and has spoken at the request of four different U.S. presidents. Andy lived a relatively normal life until the age of 19, when both his parents died — his mother from cancer, his father in an automobile accident. Within a span of several years, the young man found himself literally homeless, sleeping occasionally under a pier on the Gulf Coast or in someone's garage. It was then that Andy asked the question that would focus his search for what would ultimately affect millions of people. The question? "Is life just a lottery ticket, or are there choices one can make to direct his future?" The answer led his authoring of several books.

But he is more than just a successful author — much more. He is in such demand for personal appearances that he occasionally consents to speak to multiple audiences in the same city — on the same day! And still, his own schedule requires that he decline more engagements than he accepts. Fall of 2010 will bring the release of two new works, *The Butterfly Effect*, a book exploring a scientific theory based on physics within the context of our own lives, and *The Boy Who Changed the World*, Andy's first children's book. *The Butterfly Effect* shows readers that every action, however big or small, matters. He accomplishes this by introducing historical examples that illustrate how one person can set off a spark that, in turn, ignites the lives of unforeseen others. *The Boy Who Changed the World* illustrates this same principle to children, enabling them to see how they can have a meaningful impact on the world around them. Driven by his own personal, moving story, Andy communicates to his audience through the heart — an uncommon style in today's media-driven world. Arguably, there is no single person on the planet better at weaving subtle yet life-changing lessons into riveting tales of adventure and intrigue — both on paper and on stage.

11:50 a.m. – 12:00 p.m.
Conference Closing

12:30 p.m. – 5:30 p.m.
Optional Activity: A Half-Day Tour

AAA Tours and Tastes Louisville with Lunch

For more information visit the Optional Activities section.

Non-Conference Fly-Ins

The Association for Accounting Administration will be hosting two Fly-Ins in May 2011 at the Hyatt Regency O'Hare in Rosemont, Illinois. Both events have limited participant availability and will sell out quickly. For more information visit www.cpaadmin.org or call AAA's Offices at (937) 222-0030.

AGENDA

Tuesday, May 10, 2011

9:30 a.m. – 10:00 a.m. ....Check-In and Networking

10:00 a.m. – 6:00 p.m. ....Courses and Educational Offerings (including lunch)

7:00 p.m. .... Optional Group Dinner (equal share billing)

Wednesday, May 11, 2011

7:30 a.m. – 8:00 a.m. ....Continental Breakfast and Networking

8:00 a.m. – 3:00 p.m. ....Courses, Educational Offerings and Discussion Forums (including lunch)

AAA Technology Fly-In

This session will provide participants with the ability to identify and use new resources that will help them leverage their time more effectively; new applications and knowledge to address today's technology challenges at CPA firms; and specific solutions and best practices in the area of IT for those in CPA firm network administration. Designed for network administrators, IT professionals, and administrators and partners with IT responsibilities, this Fly-In will provide a great opportunity to learn, increase your skills, and share your knowledge with those in similar positions. Presenters will include Roman Kepczyk with InfoTech Partners North America, representatives of Xcentric, Paul Abke of Godfrey Hammel, Danneels & Company, and Jim Fahey with Hill, Barth & King LLC.

AAA Financial Management Fly-In

This first such Fly-In has been tailored for controllers, financial managers, partners, administrators, and office managers of CPA firms who are responsible for the day-to-day financial operation of the firm. The Fly-In will consist of an advanced Excel training course for practical use in accounting firm by representatives of K2 Enterprises. In addition, Donna J. Cimino, CPA, Administrator with Heinold-Banwart, Ltd. will facilitate sessions focusing on questions participants have in the financial management area and several industry experts will provide additional courses specifically designed to financial operations. This is a great opportunity to learn, increase your skills, gain new contacts among your peers, and share your knowledge with those in similar positions.

Each Fly-In is $495.00 per person and for those firms sending a representative to either the Technology or Financial Management Fly-In and the National Practice Management Conference, the Conference participant will receive a $100 discount off applicable full registration fees.

In addition to quality continuing education, unlimited networking opportunities will be available. Tuesday evening will feature the Conference's Mint Julep **Welcome Reception** with our vendors at the historic The Galt House.

Wednesday, Thursday and Friday mornings include optional **Power Walks** for those who would like to kick start their day with some exercise while taking a brisk walking tour showcasing Louisville's rich history and cultural amenities. Participants should meet in the Conservatory each morning for a 6:00 a.m. departure. Walkers will return to the hotel in plenty of time to prepare for the day.

Wednesday evening, guests will participate in **AAA's Evening Out at Churchill Downs**. The evening will be complete with fun, networking, a delicious dinner, awards and entertainment that can only be had at the "Home of the Kentucky Derby". Participants will be taken by motorcoach to the famous track that opened in 1875 and became a tradition. Conference registrants will be captivated – a night out you won't want to miss.

The Venue

For over 120 years, racing fans from all over the world have gathered beneath the legendary Twin Spires of Churchill Downs. And what they have witnessed there goes beyond just the finest Thoroughbred racing in the world. They have experienced a longstanding tradition of Kentucky hospitality and historic charm.

The historic renovation of Churchill Downs was designed to make this not only Kentucky's most significant landmark, but also its most luxurious.

The evening will begin with a reception overlooking the Paddock, where jockeys have received last minute instructions from world-famous trainers. Dinner will include a Millionaires Row experience. Views will include the Winner's Circle and history's most famous homestretch.

The AAA Evening Out is included for full Conference registrants. Guests are welcome and encouraged to attend. Guests may register for a fee of $169 each which includes Tuesday's Mint Julep Welcome Reception and the AAA Evening Out.

Optional Post-Conference Tour

AAA Tours and Tastes Louisville

Friday, June 24, 2011 • 12:30 p.m. – 5:30 p.m.

Make plans to stay in Louisville for the weekend and enjoy a half-day post-conference City Tour with lunch. The perfect tour for those who want to say they experienced Louisville, but don't have days to sightsee!

Join us for a fun-filled tour of Louisville that will take participants by some the city's most notable sites. Participants will see Historic Old Louisville, Germantown, Harland Sanders gravesite, the world's largest baseball bat, and more as the group drives through the city and the charming neighborhoods of Louisville. Included will be tours of historic Victorian mansions in the largest Victorian neighborhood in the United States.

Along the way participants get to indulge in sweet treats and free tastings from historic bakeries, specialty shops, and charming candy stores. One of these yummy stops will be Schimpff's Confectionery, which has been featured on the The Food Network and History Channel for their art of making hard candy.

The optional tour is $75 per person and will fill quickly!

	On or Before 1/31/2011	Between 2/1/11 & 4/29/2011	After 4/29/2011
Full Member Registration	$845	$945	$1045
2nd or 3rd Person from Same Member Firm	$745	$845	$945
Full Non-Member Registration	$945	$1045	$1145
Package Registration (includes registration and one year membership for new members only)	$1045	$1145	$1245
Spouse/Guest Registration	$169*	$169*	$169*
One Day Registration (Wed., Thur. or Fri.)	$495**	$495**	$495**
Human Resources Fly-In	$349[A]	$349[A]	$349[A]
Vendor SIG Member Registration	$1045***	$1045***	$1045***
Vendor Non-Member Registration	$1145***	$1145***	$1145***

* *Spouse/guest registration includes Tuesday's reception and Wednesday's Evening Out event.*

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

*** *Vendor registrations include a table top display throughout the event and one conference registration.*

[A] *Fee is reduced to $299 for firms with a full Conference registrant.*

Fee Inclusion

Full registration fees cover all sessions, conference materials, refreshment breaks, the Tuesday evening welcome reception, two continental breakfasts, one breakfast buffet, two luncheons, and the AAA Evening Out. Hotel accommodations and other meals are not included. Information about hotel reservations and arranging transportation appear elsewhere in this site section.

Spouse/guest registration fees include the Tuesday evening welcome reception and Wednesday's Evening Out.

One-day registration fees (Wednesday, Thursday or Friday) include all scheduled activities and meals on the day selected.

Please note **vendor registration** fees include the same items as a full registration in addition to a table top display throughout the event.

Fees for the **Human Resources Fly-In** include the full-day program on Tuesday, June 21 including a continental breakfast, refreshment breaks, lunch all course materials, and the Tuesday evening Mint Julep welcome reception.

Registration Desk

The AAA Registration Desk will be open during the following times:

Tuesday, June 21 – 7:00 a.m. – 6:00 p.m.

Wednesday, June 22 – 7:00 a.m. – 5:00 p.m.

Thursday, June 23 – 7:00 a.m. – 5:00 p.m.

Friday, June 24 – 7:00 a.m. – 12:00 p.m.

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 the registration desk.

Cancellation Policy

Notification of cancellation must be submitted in writing to AAA headquarters. Cancellations received by mail, fax or email by close of business on Monday, May 16, 2011, will be subject to a $50 cancellation charge. No refunds will be given after Monday, Monday, May 16, 2011. 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 6, 2011, so that your needs can be properly accommodated.

Attire

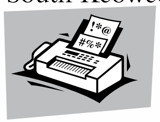
Conference participants should wear casual business attire, defined as dress slacks or casual dress wear. No jeans, please. The welcome reception dress is casual dress. Please be sure to bring a sweater or light jacket as meeting room temperatures tend to vary. The AAA Evening Out on Wednesday will be casual and comfortable attire.

Registration

The AAA National Conference offers several registration options for the convenience of registrants:

On-Line Option – You may submit your registration form through the AAA Website at www.cpaadmin.org. On this site, you will find a complete registration form that will process your 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 included with this brochure and mail to: AAA, 136 South Keowee Street, Dayton, OH 45402.



Fax/Telephone Option – You may fax or call your registration into the AAA National Office with your Visa, MasterCard or American Express information to (937) 222-0030 or fax (937) 222-5794.

Cyber Cafe

– AAA will be hosting a Cyber Café in the vendor display area throughout the Conference. The Cyber Café will provide Conference participants with the ability to check email or visit the sites of our vendors.

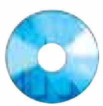
Boarding passes for airline travel can be printed from the Cyber Café at no charge.

Sponsors

– Opportunities are still available to be a sponsor of Conference events and activities and to display your products and/or services throughout the event. Contact the AAA National Office.

Resources to Complement Your Learning Experience!

– Each full Conference registrant will be provided with all session handouts in a bound booklet format as well as have on-line access to all materials and handouts for pre-, during and post-conference review. All registration packets will be accompanied by a notepad for taking notes during educational sessions. The on-line conference resource center also includes important information about Association services and products as well as information regarding the AAA website – your resource to the professional managing an accounting practice. Information about vendors and sponsors with links to their Websites will be included.



Certified Public Accountant Continuing Professional Education (CPE) Credits

– Select from more than 51.5 hours of CPE to earn up to 28.5 hours of credits at the AAA Practice Management Conference and Human Resources Fly-In. Two-and-a-half days of sessions are offered during the meeting and up to one full day prior, with topics of interest to those in public accounting. Attendees are responsible for determining their individual state's requirements for CPE.

The Association for Accounting Administration 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. Web site: www.nasba.org.

Upon course and evaluation completion, participants attending the 2011 AAA Practice Management Conference desiring CPE credit can earn up to 20.5 hours. Human Resources Fly-In attendees will earn up to 8 hours. The Conference and Fly-In do not require advance preparation or have prerequisites.

For more information regarding administrative policies such as complaint and refund, please contact the AAA National Office at (937) 222-0030.

HRCI Approved Courses

– The Association for Accounting Administration is an Approved Provider of recertification credit hours for the Human Resources Certification Institute (HRCI).

This program (including the HR Fly-In) has been approved for recertification credit hours toward PHR and SPHR recertification through the Human Resources Certification Institute (HRCI). Participants will have the opportunity to earn up to 17 hours of recertification credit hours. For more information about PHR and/or SPHR certification or recertification, please visit the HRCI homepage at www.hrci.org.

The use of this seal is not an endorsement by HRCI of the quality of the program. It means that this program has met HRCI's criteria to be pre-approved for recertification credit.

Contact Us

– If you have any questions regarding registration, refund, complaint and program cancellation policies, contact us at:

AAA NATIONAL OFFICE
136 South Keowee Street • Dayton, OH 45402
Phone: (937) 222-0030 • Fax: (937) 222-5794
aaainfo@cpaadmin.org

The Galt House

140 North Fourth Street, Louisville, Kentucky 40202
Telephone: (800) 843-4258 • **Room Rate**: $169.00 single/double occupancy plus tax

The Galt House hotel welcomes AAA Conference attendees with genuine Southern hospitality and singular flair. From its premier location in the heart of Louisville, the hotel's location provides guests easy access to most of the city's popular and unique attractions, all within a mile. The hotel features a newly-renovated Archibald Cochran Ballroom in addition to an ongoing renovation plan of the hotel's 1290 guest rooms and suites.

The hotel is surrounded by cultural venues and attractions that are just a hop, skip or walk away. Within a mile attendees will find the Louisville Ballet, Louisville Orchestra, Actors Theatre of Louisville, the Muhammad Ali Center, Louisville Slugger Museum & Factory, Louisville Slugger Field and Bats Stadium, Louisville Science Center, Glassworks and many other exciting attractions.

Opening in the fall of 2010 is the new KFC Yum! Center, home to the University of Louisville Men's and Women's Basketball programs in addition to a wide variety of events. Located downtown and adjacent to The Galt House, this new multi-purpose 22,000 seat arena is a state-of-the-art facility.

Guest Room and Hotel Amenities

Conference participants will be able to surround themselves with luxury in downtown Louisville. Located on the water, The Galt House provides guests with exceptional accommodations and impeccable service.

- Richly-appointed décor
- State-of-the-art rooftop fitness center, Club 360
- Business center
- Seven restaurants and lounges
- Xhale Spa-Salon
- High-speed, wireless Internet access

All scheduled educational events will take place at The Galt House, 140 North Fourth Street, Louisville, Kentucky 40202. 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 to ensure availability and rate. Reservations by telephone, fax, email or on-line will be accepted. The group's room block will be released on May 20, 2011. All reservations received after this date will be reserved on a space available basis at the group rate. AAA's preferred room rate is $169.00 per room per night plus tax (currently 15.01%) for single/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 Louisville.

Getting There/Upon Arrival

Louisville is the city of originals. It's a city with a sense of self, defined according to its own terms. Louisville balances longstanding traditions with an increasingly progressive way of life, embraces diverse cultural roots, and mixes urban excitement with cozy neighborhoods and resplendent natural areas. Likewise, Louisville provides an original and unexpected experience for visitors.

Ranging from the expansive collection of the Speed Art Museum, that features 13,000 objects from antiquity to the present, to the contemporary collections of working artists at the Mellwood Arts Center, many visitors are delighted to find in Louisville both the quantity and quality of cultural offerings that might only be expected in larger metropolitan centers. In fact, the arts are alive and well in Louisville. Both the casual observer and the devoted patron of the arts will find themselves enamored with the diversity of museums, theatrical performances, and live music venues.

For the history buff, the neighborhood of Old Louisville is home to one of the largest historic preservation districts in the nation. Visitors will find the country's greatest collection of preserved Victorian architecture. Alternatively, guests can find a fresher look at history with a visit to the Muhammad Ali Center where they'll experience exhibits that tell the life story of Louisville's most famous native son.

Of course, no visit to Louisville would be complete without the classic Louisville experience of Churchill Downs, home of the world's most famous thoroughbred horserace: the Kentucky Derby. AAA National Practice Management Conference attendees will experience Churchill Downs as part of our Conference experience.

Purists nostalgic for the time-honored traditions of old Kentucky can find their pleasure on the Kentucky Bourbon Trail or the Urban Bourbon Trail or relive a bygone era aboard the historic Belle of Louisville, the oldest operating steamboat in the nation.

For a respite from all the excitement, visitors can make a break for the 6,000-acre Jefferson Memorial Forest in south Louisville. The nation's largest urban forest, the Jefferson offers more than 30 miles of hiking trails through a designated wildlife refuge within view of downtown Louisville. Part of the soon to be completed Louisville Loop connecting the city's parks by a paved walkway, visitors will be able to stroll from the Jefferson Memorial Forest all the way to Waterfront Park.

Culinary adventurers rejoice as Louisville's restaurants are a foodie's heaven. With over 2,500 restaurants, travelers from around the world are astounded by the variety and quality of fine dining offered in the area by chefs who have taken Louisville's regional cuisine to a nationally recognized level. Visitors need not be aspiring gourmands to enjoy the city's cuisine, Louisville has its share of quiet cafés, coffee houses, ethnic restaurants, bourbon lounges, casual eateries, and popular national chains.

By Air – Just seven minutes by car from downtown, Louisville International Airport provides nearly 100 flights daily.

Public Transportation – For fast, easy transportation in and around the Greater Louisville area, nothing beats the Transit Authority of River City (TARC), offering service throughout the day and evening. TARC also operates Louisville's historic Toonerville II, Main Street, and Frankfort Avenue Trolleys. Taxi service is also available 24 hours a day.

Parking – Nearly 3,500 covered parking spaces are available at The Galt House. Valet parking is available at a rate of $18.00 per day or self-parking is available at the hotel for $12.00 per day.

Louisville Weather – The first question many people ask about Louisville is "What's the weather like?" The city has four distinct seasons with an average summer temperature of 88 degrees. Although Louisville experiences four distinct seasons, summer tends to come early and can be very hot and humid. Bright, light clothing is a must when packing.

2011 Practice Management Conference
REGISTRATION FORM

Registrant Information (print or type)

Is this your first AAA National Conference? ❑ Yes ❑ No

Name: ____________________

Nickname (for Badge) ____________________

Firm: ____________________

Business Address: ____________________

City, State, Zip Code: ____________________

Telephone: ____________________ Fax: ____________________

Email: ____________________

Number of AAA Conferences Attended: ________ Years of Experience as an Administrator: ________

Size of Firm (personnel):
❑ <=25 People ❑ 26-49 People ❑ 50-75 People ❑ 76-115 People ❑ 116-200 People ❑ 201+ People

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

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

Tuesday, June 21, 2011

❑ I will attend the First Timer's Forum

Wednesday, June 22, 2011

Breakout Session 1 (1:00 p. m. - 2:15 p.m.)	A	B	C	D
Breakout Session 2 (2:30 p.m. - 3:50 p.m.)	E	F	G	H

Thursday, June 23, 2011

Early Risers (7:15 a.m. - 8:25 a.m.)	ER1	ER2	ER3	ER4
AM Breakout Sessions (10:30 a.m. - 12:00 p.m.)	I	J	K	L
PM Breakout Sessions (1:45 p.m. - 3:15 p.m.)	M	N	O	P

Fees - Circle the Applicable Fees

	On or Before 1/31/11	Between 2/1 & 4/29/11	After 4/29/11
AAA Member Full Registration	$845	$945	$1045
2nd or 3rd Person from the Same Member Firm	$745	$845	$945
Full Non-Member Registration	$945	$1045	$1145
Package Registration (includes registration and one year membership)	$1045	$1145	$1245
Spouse/Guest Registration	$169*	$169*	$169*
One-Day Registration ❑ Wed ❑ Thurs ❑ Fri	$495**	$495**	$495**
Human Resources Fly-In Registration	$349[A]	$349[A]	$349[A]
Vendor SIG Member Registration	$1045***	$1045***	$1045***
Vendor Non-Member Registration	$1145***	$1145***	$1145***

* *Spouse/guest registration includes Tuesday's reception and Wednesday's Evening Out event.*

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

*** *Vendor registrations include a table top display throughout the event and one conference registration.*

[A] *Fee is reduced to $299 for firms with a full Conference registrant.*

Optional Activities – Post Conference City Tour ($75 per person)

Number Attending ________ *(Includes transportation, lunch, city tour, and guide.)*

Tour Attendees:

Name 1: ____________________

Name 2: ____________________

Payment

Total Fees: $ ____________

❑ Check (make payable to AAA and mail to: 136 South Keowee Street, Dayton, OH 45402)

❑ Charge my Mastercard, Visa or American Express.

Credit Card Number ____________________

Expiration Date of Card ____________________

Hotel/Registration Form

All hotel reservations must be made through the Association for Accounting Administration.

All scheduled educational events will take place at The Galt House, 140 North Fourth Street, Louisville, Kentucky 40202. Reservations received after May 19, 2011 will be accepted on a space and cost availability basis only. AAA's preferred rate is $169.00 per room per night for single/double occupancy plus tax (currently 15.01%). The group rate has been extended three days pre and three days post the event, based on availability for those wishing to spend a few days in the Louisville area.

❶ – Complete the form fields below. A confirmation will be sent to you directly from the Association within three weeks after receipt of this form.

❷ – Indicate your choice of accommodations. All changes should be made directly with the Association for Accounting Administration office.

❸ – Send this form with the credit card payment 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: ____________________

All Rooms are Non-Smoking

❏ Would like a roommate (a member of the AAA staff will contact you prior to rooming)

❏ Special Requests: ____

Guaranteed method:

❏ Use same credit card as indicated for registration fees for hotel reservation guarantee.

❏ Charge my ❏ American Express ❏ Discover ❏ Master Card ❏ Visa

❏ Carte Blanche

Card Number: ____

Expiration Date: ____

Cardholder's Signature ____

Return this form to the Association for Accounting Administration by:

Mail: 136 South Keowee Street, Dayton, OH 45402
Fax: (937) 222-0030
Email: at aaainfo@cpaadmin.org or on-line at www.cpaadmin.org

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

Association for Accounting Administration

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

Some of AAA's Benefits

- On-line searchable membership directory
- Member-to-member surveys
- Quarterly electronic newsletter
- Local and regional chapters
- Educational events
- Publications
- AAA iCommunities Exchange Portal
- Group purchasing program

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 ______________

Mail, fax or email this form or request/contact us by telephone at

136 South Keowee Street • Dayton, OH 45402
(937) 222-0030 • Fax (937) 222-5794 • aaainfo@cpaadmin.org

If you **ARE** an AAA member...

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

❏ Please send membership and conference information to:

Name ______________________________

Company ______________________________

Mailing Address ______________________________

City ______________ State ______________ Zip ______________

Phone ______________ Fax ______________ Email ______________

❏ Please send me ________ membership brochures

and ________ conference brochures.

Name ______________________________

Firm ______________________________

STEP INTO THE WINNER'S CIRCLE IN LOUISVILLE

Association for Accounting Administration

REGISTER TODAY!

www.cpaadmin.org

(937) 222-0030

The AAA National Practice Management Conference from June 21-24, 2011, offers a unique opportunity to develop the knowledge and competencies you will need to maximize your firm's potential. As the profession is growing smaller, faster and more competitive every day, those managing accounting practices must be prepared for critical change.

This Conference will provide a dynamic program that will help you achieve sustained excellence and be your very best both professionally and personally. Set at The Galt House in Louisville, you'll be afforded many great experiences including education, networking, sightseeing and more!

The program schedule runs from Tuesday evening through noon on Friday with an optional pre-conference offering on Tuesday, providing an opportunity to earn CPE credits and HRCI recertification credits. Highlighting the management, marketing, controllership, administration, human resources, and technology issues facing firms through four tracks of interactive sessions and several keynote presentations, the AAA National Practice Management Conference is recognized as the complete educational resource for professionals managing accounting practices.

Association for Accounting Administration
136 South Keowee Street
Dayton, OH 45402