



**Accounting & Financial Women's Alliance**  
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The Association of  
Accountants and  
Financial Professional  
in Business

**2015 EMPOWERING TODAY'S ACCOUNTANT SEMINAR PROGRAM**  
**Friday August 28, 2015**  
*Desert Willow Conference Center*  
*4340 E Cotton Center Blvd Phoenix, AZ 85040*

Today's accounting and financial professionals are more than just number crunchers. They are business leaders creating a prosperous future for their company as well as their clients. This critical function requires a combination of strong technical and professional skills along with integrity and a supportive network of peers. Professional accounting and finance associations benefit their individual members as well as the entire professional community. They provide great resources for professionals on technical issues, support for ethical dilemmas, best practices and networking opportunities.

Take advantage of this opportunity to support your lifelong learning and support local professional associations. The Accounting & Financial Women's Alliance Mesa East Valley and Phoenix Chapters and the AZ Valley of the Sun Chapter of the Institute of Management Accountants are presenting this seminar to allow all accounting and financial professionals an opportunity to learn and connect with their peers. Support your profession and make a small investment in your career by joining the members of the AFWA and IMA for the 9th Annual Empowering Today's Accountant Seminar.

**SPECIAL THANKS TO OUR SPONSORS**



## SEMINAR AT A GLANCE

- 7:30-8:10** Registration, Refreshments and Announcements
- 8:10-9:50**  
**Session 1** Title: Individual Income Taxes- Don't wait for the IRS to examine your return, develop your defense now.  
Speaker: Yesenia Barraza & Elizabeth Dennis
- 10:00-11:40**  
**Session 2** Title: Accounting/COSO Updates  
Speaker: Joyce Barden
- 11:40-1:00** Networking Lunch - Professionals  
Career Planning Lunch – Students sponsored by ClintonLarsonAllen
- 1:00-1:50**  
**Session 3A** Title: Internal Audit  
Speaker: Chad Kunze
- 1:00-1:50**  
**Session 3B** Title: Creating Your LinkedIn Profile  
Speaker: Matthew Collins
- 2:00-2:50**  
**Session 4A** Title: Import/Export Compliance  
Speaker: Michael Patterson
- 2:00-2:50**  
**Session 4B** Title: Public Speaking Tips  
Speaker: Stephanie Hoffman
- 3:00-3:50**  
**Session 5A** Title: Forensic Accounting  
Speaker: Lawrence Vigna & Christina Altringer
- 3:00-3:50**  
**Session 5B** Title: Human Resources Updates  
Speaker: Ginny McMinn
- 3:50-4:10** Networking Break—Refreshments, Scholarship Raffle
- 4:10-5:00**  
**Session 6** Title: Revenue Recognition  
Speaker: Elise Delk

## **SEMINAR SCHEDULE**

### **7:30 a.m. – 8:00 a.m. Registration and Refreshments**

### **8:10 a.m. – 9:50 a.m.**

Title: Individual Income Taxes- Don't wait for the IRS to examine your return, develop your defense now.

Speaker: Yesenia Barraza & Elizabeth Dennis

Field of Study: Taxes

Level of Knowledge: Basic

CPE Credit: 2 Hours

Session Description: Whether you do taxes professionally or only prepare your own individual tax returns, learn what areas are potential issues and how to prepare for pitfalls. Don't wait for the IRS to examine your return, develop your defense now. In this session, we will explore areas where IRS has focused their efforts. In this session, we will discuss strategies to strengthen your position.

### **10:00 a.m. – 11:40 a.m.**

Title: Accounting/SEC/COSO Updates

Speaker: Joyce Barden

Field of Study: Accounting

Level of Knowledge: Basic

CPE Credit: 2 Hour

Session Description: An Accounting/SEC/COSO Update of "what is happening" in our world of Accounting to include: Recent Accounting/SEC/COSO Updates and what's new from the AAA (American Accounting Association). This presentation will include updates recently provided by the Accounting Experts of the FASB, SEC, PCAOB, COSO, and IFRS, etc.

### **11:40 a.m. – 1:00 p.m. Professional Networking Luncheon**

### **11:40 a.m. – 1:00 p.m. Career Planning Student Luncheon – Sponsored by CliftonLarsenAllen**

### **1:00 p.m. – 1:50 p.m.**

Title: Internal Controls

Speaker: Chad Kunze

Field of Study: Auditing

Level of Knowledge: Basic

CPE Credit: 1 Hour

**1:00 p.m. – 1:50 p.m.**

Title: Creating a Professional LinkedIn Profile

Speaker: Matthew Collins

Field of Study: Professional Development

Level of Knowledge: Basic

CPE Credit: 1 Hour

Session Description: Learn to make the most of your online presence by creating a professional LinkedIn profile, appropriate ways to connect with others, use groups and be prepared for potential career opportunities.

**2:00 p.m. – 2:50 p.m.**

Title: Import/Export Compliance Programs

Speaker: Michael Patterson

Field of Study: Specialized Knowledge & Applications

Level of Knowledge: Basic

CPE Credit: 1 Hour

Session Description: Learn what your business or clients should be tracking to maintain an effective Import/Export Compliance Program. Prevent compliance related fees and penalties by creating and following appropriate compliance programs.

**2:00 p.m. – 2:50 p.m.**

Title: Public Speaking Tips

Speaker: Stephanie Hoffman

Field of Study: Personal Development

Level of Knowledge: Basic

CPE Credit: 1 Hour

Session Description: This session will include tips on effective public speaking so you can make the most of those opportunities to share what you do with others.

**3:00 p.m. – 3:50 pm.**

Title: The Role of Today's Forensic Accountant at the FBI

Speakers: Dominick Margarella, CPA, CFE and Christina Altringer, CPA, CFE

Field of Study: Specialized Knowledge and Applications

Level of Knowledge: Basic

CPE Credit: 1 Hour

Session Description: Learn what the FBI priorities are and what they investigate. This includes the role of the Forensic Accountant in FBI investigations and differences and similarities between an agent and a Forensic Accountant. Two case examples highlighting the work of the Forensic Accountant on each case and other accounting-related careers in the FBI.

**3:00 p.m. – 3:50 p.m.**

Title: Human Resources Updates

Speaker: Ginny McMinn

Field of Study: Business Law

Level of Knowledge: Basic

CPE Credit: 1 Hour

Session Description: Attendees will learn the latest human resources related regulatory updates affecting employers. Keep your company or your clients aware of current requirements and avoid penalties and legal issues by updating your policies and procedures for the latest updates.

**3:50 p.m. – 4:10 p.m. Networking & Refreshment Break**

**4:10 p.m. – 5:00 p.m.**

Title: Revenue Recognition Updates

Speaker: Elise Delk

Field of Study: Accounting

Level of Knowledge: Basic

CPE Credit: 1 Hour

Session Description: Learn the latest updates on revenue recognition rules for public and private companies.

## SPEAKER BIOGRAPHIES



**Yesenia Barraza, CPA, M.Tax** is a Certified Public Accountant and the founder YB Company LLC a firm in Uptown Phoenix that provides tax, accounting and consulting services to businesses and individuals. Ms. Barraza has been recognized as a recipient of the “40 Hispanic Leaders Under 40 Award” by AZ Hispanic Chamber of Commerce. She received the Student Hall of Fame Award from the WP Carey School of Business at Arizona State University where she earned a Masters in Taxation. Yesenia is a member of the Arizona Society of CPAs and Dobson Ranch Toastmasters. She also serves on the ASU National

Alumni Council, the ASU Leadership Scholarship Program Alumni Board and the Hispanic committee of Local First Arizona. Ms. Barraza is a frequent volunteer and speaker at various organizations including the Better Business Bureau & Blue Cross Blue Shield of Arizona. She has a passion to increase financial knowledge in the community, loves to read, exercise, travel, and golf.



**Elizabeth Dennis** is a Certified Public Accountant and the owner of Aloha Tax Services, a boutique tax practice that provides tax, consulting services to businesses and individuals. She is also a retired IRS Agent, where she performed audits of individuals and businesses. She enjoys helping people with their IRS questions and issues that may arise. Ms. Dennis received an Associate’s Degree from Weber State University and a Bachelors of Accounting from University of Phoenix. Elizabeth is a member of the Arizona Society of CPAs and Dobson Ranch Toastmasters. Elizabeth is also the Chapter Treasurer of The Central Arizona Colon Cancer Alliance and is a 9 year survivor of Colorectal Cancer.

Elizabeth is the mother of two grown children and 3 grandsons with one more on the way. She also enjoys traveling, exercising, volunteering and spending time with her loved ones.



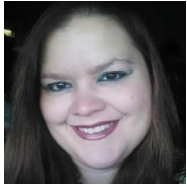
**Joyce Barden, CPA, CGMA, CBM, MBA** is a Senior Professor/Accounting Program Chair for DeVry University and Keller Graduate School in the College of Business and Management. Specialization is teaching Financial, Intermediate Accounting, Auditing, Internal Auditing and Fraud/Forensics courses. Recipient of the DeVry “PRIDE Faculty Award” and Distinguished Professor Awards. She has spent 20+ years in Controller and Internal Audit positions with AT&T, Honeywell and Sperry Corporation as well as previous public accounting experience. Licensed in the State of Arizona, Joyce is a member of the

American Institute of CPA’s (AICPA), Arizona Society of CPA’s (ASCPA), Association of Certified Fraud Examiners (ACFE) and Arizona Association of Certified Fraud Examiners (AZCFE), American Accounting Association (AAA), American Society of Women Accountants (ASWA), Association of Certified Business Professionals (ACBM) and has served for two years on the Board of Directors of the Arizona Society of CPA’s. She has also served on the Board of Directors for the Arizona Business Education Advisory Council for the past 20+ years. Former graduate of Keller Graduate School of Management and is a Becker Alum. Her passion is teaching and assisting students/graduates in obtaining accounting career opportunities.



**Michael Patterson** is a Shareholder with Polsinelli PC. Michael is a business lawyer with special expertise in securities and international issues, he sees himself as part of the client’s team and tries to provide alternatives where possible understanding that at any given time in a dynamic marketplace, all legal alternatives have strategic and economic cost and benefit that the client must weigh. Michael is a member of the State Bar of Arizona, Arizona International Lawyers Group, Greater Phoenix Economic Council, Governor’s Arizona-Mexico Commission and Phoenix Committee on Foreign Relations. He holds a B.A. *summa cum laude*, Arizona State University, 1984, Graduate of a seminary

and of the Instituto de Lengua Española in Costa Rica and J.D. *cum laude*, Arizona State University-Sandra Day O’Connor College of Law, 1995, *Arizona State Law Journal*, editorial board; completed the Mexican Legal Studies Program presented by the University of Houston Law Center in Mexico City, 1993.



**Stephanie Hoffman** is currently Vice President of Public Relations for Aetna Phoenix Toastmasters in Phoenix and Treasurer & Immediate Past President for Leaders Plus Toastmasters in Mesa. She is the Assistant Area Director for the Zuni 2 Area and a Curriculum Committee Member & Facilitator/trainer for The Toastmasters Leadership Institute, which provides continuous education for club officers across the state of Arizona, where she specializes in teaching Effective & Motivational Evaluation. Stephanie previously held the office of Vice President of Education (2013-2014) for the Bank of America Toastmasters club in Chandler and holds the Toastmasters International designations of Advanced Leader Bronze and Advanced Communicator Bronze. She has earned a BS in Finance, a BA in German and an MBA from ASU, W.P. Carey School of Business. She has 12 years' experience in mortgage lending and currently works as a Sr. Financial Analyst in new business & special projects at Aetna Medicaid.

**Christina Altringer** is a Forensic Accountant with the FBI. Christina possess a B.S. in Accounting and is a licensed CPA and a CFE. Christina started with the FBI in September 2010 and specializes in a variety of investigations including Healthcare Fraud, Securities Fraud and Counterterrorism. Christina is also currently a member of the FBI's National Corporate Fraud Response Team. Christina was previously a Senior Audit Associate at Eide Bailly LLP.

**Dominick Margarella, CPA, CFE** possesses a B.S. in Accounting, a MBA and is a licensed CPA and CFE. Dominick started his FBI career in 2009 and specializes in Healthcare Fraud, Mortgage Fraud and Indian Financial Crimes. Dominick was previously an Assistant Controller at RideNow Motorsports and a Senior Accountant at Honeywell.



**Ginny McMinn** is the Founder and Owner of McMinn HR. She has held executive level HR positions in manufacturing, technical and non-profit industries. Ginny has hands-on experience in employee and labor relations, equal employment opportunity, recruiting, training and development and employee communications. Her credentials include a Master's Degree in Human Resources and Industrial Relations, Lifetime Certification as a Senior Professional in HR, an Employee Relations Law Certificate, a Certificate in Mediation, and over 30 years of experience in all facets of HR. Ginny is recognized as a leader in HR in the Valley and is frequently quoted in newspapers and other media on this subject. She is a member of the Arizona Small Business Association, Society for Human Resource Management, Valley of the Sun Human Resources Association and Arizona Society of Human Resource Management Consultants Forum.



**Elise Delk** is a Manager in the audit and accounting services division of the CBIZ MHM, LLC and Mayer Hoffman McCann P.C. Phoenix office. Elise specializes in providing audit and advisory services to retail, behavioral health, continuing care retirement community, financial service and employee benefit plan clients. Elise also has significant expertise in OMB A-133 and SEC reporting. She earned her Master of Accountancy and Bachelor of Science, Accountancy from Arizona State University and is an active Certified Public Accountant in Arizona. Elise is a member of the NAU Accounting Advisory Council and a member of the American Institute of Certified Public Accountants and Arizona Society of Certified Public Accountants.

## **GENERAL INFORMATION**

### ***CPE CREDIT***

The Accounting & Financial Women's Alliance 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 submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).

A CPE form is included in your attendee materials. Please complete both copies and have the certificate signed. Return the pink copy of your form to the registration desk before leaving the seminar. Keep the white copy for your records. A program evaluation is also provided in your registration packet. Please take the time to complete the form as your feedback is very important to us and assists us with planning future events. Please return your evaluation form to the Registration Desk.

All sessions are group live and have no prerequisite or advanced preparation required.

### ***SEMINAR CONTACTS:***

Deanna Schantel at [dschantel@cox.net](mailto:dschantel@cox.net)

Marcy Maslov at [marcy@e-factorgame.com](mailto:marcy@e-factorgame.com)

Joyce Barden at [jbarden@devry.edu](mailto:jbarden@devry.edu)

### ***CHAPTER WEBSITES:***

AFWA Mesa East Valley Chapter: [www.mesaeastvalleyafwa.org](http://www.mesaeastvalleyafwa.org)

AFWA Phoenix Chapter: [www.phoenix-afwa.org](http://www.phoenix-afwa.org)

IMA AZ Valley of the Sun Chapter: [www.imavalleyofthesun.org](http://www.imavalleyofthesun.org)

## **AFWA History & Mission**

The Accounting & Financial Women's Alliance (formerly the American Society of Women Accountants) was formed in 1938 to increase the opportunities for women in all fields of accounting and finance. The first chapter was chartered in Indianapolis, Indiana. Members and their companies benefit from practical resources and programs that strengthen their professional growth. Accounting & Financial Women's Alliance members tap into an extensive knowledge base of accounting and finance professionals with technical expertise to provide solutions for the most complex issues. The majority of our members have attained professional certifications such as CPA, CMA, CIA, and CFP. The mission of the Accounting & Financial Women's Alliance is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession. [www.afwa.org](http://www.afwa.org)

## **IMA History & Mission:**

With a network of about 60,000 professionals, the Institute of Management Accountants (IMA) provides a dynamic forum for management accounting and financial professionals to develop and advance their careers through its Certified Management Accountant (CMA<sup>®</sup>) program, cutting-edge professional research and practice development education, networking, and the advocacy of the highest ethical and professional practices. IMA is dedicated to rebalancing the accountancy profession by educating society regarding the business building role of management accountants and finance professionals working inside organizations. The mission of IMA is to empower accountants and financial professionals to become "trusted business advisors" playing a driving role in their organizations' business success and advancing their careers. [www.imanet.org](http://www.imanet.org)





The Foundation is all about accounting and financial professionals and strives every day to make a difference in the financial world and in our communities. The Foundation is charged with raising funds for national scholarships, and educational advancement of our peers and rising leaders. The Foundation offers each of us the opportunity to support the future direction of the profession where we have gained our own personal successes. It is important to support those entering the profession and working alongside us. Those that follow in our footsteps have much to teach us and much to learn from us. They embody the next generation of accounting and financial professionals. Our goal for you and AFWA is to lead the way in their development.

### **Mission**

The Foundation promotes and advances education, career development and leadership in finance and accounting. Our vision is to guide women along the path to achieve success in finance and accounting.

### **Contact**

Email: [foundation@afwa.org](mailto:foundation@afwa.org)

### **Fundraising:**

Support The Foundation of Accounting & Financial Women's Alliance by purchasing raffle tickets at the 2015 Empowering Today's Accountant Seminar.

### **Tickets:**

\$5.00 each or \$20.00 for 5 tickets

### **Prizes Include:**

2016 Empowering Today's Accountant Seminar Registration  
AFWA Mesa East Valley Chapter Mug & Dinner Meeting  
Game Tickets  
Wine Basket

**2015 Empowering Today's Accountant Seminar  
Desert Willow Conference Center - Phoenix, AZ  
Friday August 28, 2015  
Registration Form**



AZ Valley  
of the Sun  
Chapter

	Regular Registration	Early Registration
<b>AFWA / IMA Member Registration:</b>	<b>\$150</b>	<b>\$125</b>
Other Association Registration:	\$200	\$175
Regular Registration:	\$250	\$225
Student Registration:	\$25	\$25

Early Registration Deadline: July 31, 2015

Final Registration Deadline: August 21, 2015

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Please include email address. Confirmation emails will be sent prior to event. Space is limited.

Please make checks payable to AFWA and mail with completed registration form to:

AFWA P.O. Box 41294 Mesa, AZ 85274

AFWA Tax ID # 86-0545075

If you are unable to attend, you may send a colleague in your place. Refunds will only be issued for reservations canceled prior to the final registration due date. For more information regarding administrative policies, please contact AFWA Mesa East Valley Chapter Seminar Chair, Laura Mangan at [chapter@mesaeastvalleyafwa.org](mailto:chapter@mesaeastvalleyafwa.org) or call 480-276-5926.

Online registration and credit card payment option available at [www.mesaeastvalleyafwa.org/seminars](http://www.mesaeastvalleyafwa.org/seminars).