
Agenda

9:00 AM – 9:05 AM

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Welcome & Announcements

9:05 AM – 10:05 AM

CPA Evolution for Educators

The CPA Evolution initiative aims to transform the CPA licensure model to recognize the rapidly changing skills and competencies the practice of accounting requires today and will require in the future. It is a joint effort of the National Association of State Boards of Accountancy and the American Institute of Certified Public Accountants. This session will cover the new licensure model, how it will impact the CPA Exam, the CPA Evolution Model Curriculum for accounting programs and other resources available to accounting faculty.

Speakers: Anna Howard, CPA – Senior Manager, Academic Initiatives, AICPA, Durham, NC

Carl R. Mayes, Jr., CPA – Associate Director, CPA Quality & Evolution, AICPA, Durham, NC

Credits: 1.2 OT

LAUNCH

10:15 AM – 11:30 AM

Curriculum Craft: The CPA Evolution Model

Join leaders of the profession for discussion on the CPA Evolution Model Curriculum. Directly involved in the crafting of the model curriculum, we are here to answer your burning questions such as what content is “core” vs. “discipline” and how to best update programs to prepare future CPAs.

Speakers: Ann Dzurainin, PhD, CPA, CGMA – KPMG Professor of Accountancy, Northern Illinois University, DeKalb, IL

Audrey Katcher, CPA, CISA, CITP, CGMA – Partner, Business Advisory Services, RubinBrown, St. Louis, MO

Annette Nellen, CPA, CGMA, ESQ. – Professor and Director of the MST Program, San José State University, San José, CA

Patricia Timm, PhD – Academic Dean and Associate Professor, Academics – Northwood University, Midland

Lynne A. Zelenski, PhD – Director of Student Academic Services, Accounting and Information Systems, Michigan State University, East Lansing

Moderator: Michelle F. Randall, CPA, CGMA – Professor of Accounting, Schoolcraft College, Livonia

Credits: 1.5 OT

LAUNCH

11:30 AM – 12:00 PM

Your Regularly Scheduled MICPA and State Board of Accountancy Update

MICPA President and CEO Bob Doyle alongside State Board of Accountancy Chair Paul Balas present everything

you need to know about accountancy in Michigan right now. From recent issues that have come before the Board and upcoming changes within the profession to how both groups plan to address current and future needs, get the inside scoop on how best to prepare for the year ahead.

Speakers: Paul Balas, CPA – Chair, State of Michigan Board of Accountancy, Lansing
Bob Doyle – President & CEO, Michigan Association of CPAs, Troy

Credits: 0.6 OT

LAUNCH

12:00 PM – 1:00 PM

Group Luncheon

1:00 PM – 2:00 PM

Skill Gap – Insights From Extensive Studies

Industry is running at one speed while education runs at another speed. It could take a year or two to launch an accredited program at a university. In those two years, industry could have moved forward as much as ten years. Join Simon Jowett as he shares insights by Bennis Bonilla, Dean of the global mthree Academy who has spent more than four decades working in both fields.

Speaker: Simon Jowett – Director, Banking Services, mthree, New York, NY

Credits: 1.2 OT

LAUNCH

2:00 PM – 2:50 PM

Your Stories Fill or Empty the Pipeline

The CPA Pipeline has been an issue for the profession. How you see yourself and tell your story has a huge impact on this. Let's talk about what you really do and reframe what people think when they hear "I'm a CPA." Number cruncher or business advisor? Choose the right one and people get very excited about becoming a CPA, the other creates another marketing major.

Speaker: Allen Lloyd – Executive Director, Montana Society of CPAs, Helena, MT

Credits: 1.0 OT

LAUNCH