

**7th Annual Asheville Accounting and Management Conference**

**Friday, February 28, 2020**

**8:00 am – 5:00 pm**

**Holiday Inn Asheville East**

**1450 Tunnel Road**

**Asheville, NC 28805**

**BOOK A GROUP RATE ROOM at the Holiday Inn Asheville East**

**February 27 thru March 1, 2020 via the link below and clicking the green “Book Now” button:**

[Book Now](https://www.holidayinn.com/redirect?path=hd-hotel-packages&brandCode=HI&localeCode=en&regionCode=1&hotelCode=AVLEA&_PMID=99801505&GPC=TMA&cn=no&viewfullsite=true)

Co-Sponsored by: Carolinas Council and Catawba Valley Chapter IMA

**8 Continuing Professional Education Credits**

**(\*\*Including 4 Hours of qualifying Behavioral Ethics)**

**Conference Location Directions**:

From I-40, traveling West toward Asheville, take exit 55 toward US 70/East Asheville/V A Hospital. Turn right onto Porters Cove Rd (signs for Artspace Charter School). In 0.2 miles turn right onto Tunnel Rd. The destination will be on the left.

From I-40, traveling East toward Asheville, take exit 55 toward US 70/East Asheville/V A Hospital. Turn left onto Porters Cove Rd (signs for US 70). In 0.3 miles turn right onto Tunnel Rd. The destination will be on the left.

**Conference Registration Information:**

Registration check-in begins at 8:00 a.m. and the first seminar begins at 8:30 a.m. The last session will end just before 5:00 p.m. *Course fees are payable in advance.*

**All reservations must be received by Wednesday, February 26, 2020 by registering:**

* ONLINE **@:** [Chapter Events - Catawba Valley Chapter](http://catawbavalley.imanet.org/catawbavalleychapter/events/recentcommunityeventsdashboard?CalendarEventKey=c8abd2b4-3c3c-46ed-b39a-980f428f7c8c&CommunityKey=34c5721a-1a0b-4ccc-988d-13bf665ae273)
* VIA EMAIL: by emailing Ron Nicholson or Kim Gales at [catawbavalleyima@gmail.com](mailto:catawbavalleyima@gmail.com).
* VIA MAIL**:**  IMA Catawba Valley

P.O. Box 2132

Hickory, NC 28603

Registration fees include continental breakfast, refreshment breaks, lunch, and course materials.

*\*\*Registration will be available at the door provided space is available and lunch may not be included.*

**Prerequisites: None**

**Advance Preparation: None**

**Program Level: Basic**

**Delivery Method: Group-live­­­­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*****CPE Information***

*The Catawba Valley IMA 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 via its website:* [*www.nasbaregistry.org*](http://www.nasbaregistry.org)*.*

*This program meets the ICMA guidelines for CPE credits for CMAs and CFMs.*

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***\*\*\*Registration/Coffee/Continental Breakfast\*\*\****

***8:00 am -8:30 am***

***Morning Session 8:30 am-10:10 am***

***(CPE Credit: 2 Hours in Personal Development)***

**Martin Brossman presents:**

***“Effective Communication in a Diverse Workplace Community”***

**Effective communication and effective inclusion are more important than ever before in our accelerated and emotionally charged global world. Experts have shown that we all have some form of unconscious bias in the workplace, regarding cultural, generational and gender diversity, which can be useful or detrimental. Rather than dwell on labeling negative biases, we look at higher-level ways to enhance communication and build long-term relationships that honor individuality.**

**This is not a course in how to avoid offending anyone, but how as leaders in our groups and communities to get the best out of a diverse community. This workshop dives into building rapport, developing trust, and inspiring more productive results.**

* Understand the communication process and effective communication
* Identify barriers to effective communication
* Explore biases, stereotypes, assumptions, and attitudes that may exist in the workplace and how our lenses and perceptions affect our communication
* Identify cultural, generational, and gender-based values and preferences for interaction
* Examine effective techniques and strategies for communication in a diverse workplace
* Practice effective listening skills
* Understand verbal and non-verbal clues
* Explore multiple channels for communication

***Morning Session 10:25 am-12:05pm***

***(CPE Credit: 2 Hours in Behavioral Ethics)***

**Jil York Presents:**

**“Blonde in Japan – Where’s Your Blind Spot?”**

**From the life fraud stories of Frank Abagnale in “Catch Me If You Can” to Bernie Madoff’s infamous Ponzi scheme, fraudsters use our blind spots to win our hearts, minds, and bank accounts. Could you recognize if you were being defrauded? What would you do? Jil York, a Certified Fraud Examiner, will relay her personal story of how she was defrauded on a large scale by a cleaver fraudster, who knew her well. We’ll explore the psychology of a fraudster and the Golden Leg of the Fraud Triangle, as well as how our personal “filters” control how we see a series of events, and why thinking logically can blind you to fraud. You’ll learn to recognize some of the techniques used in a carefully crafted fraud. And, once fraud is suspected, how it is investigated and litigated.**

* Learn the psychology and personality type of the fraudster
* Find out what makes a person susceptible to Fraud: The Reticular Activating System – What did you just see?
* Why you should…Always, listen to your gut
* Find out what Methods are used by fraudsters
* Where has all Your money gone? – the Fraud Investigation and Hidden Assets
* Can You get it back? Court, Judgments, and beyond

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***\*\*\*Lunch 12:05 pm – 1:00 pm\*\*\****

***Afternoon Session 1:00 pm – 2:40 pm***

***(CPE Credit: 2 Hours in Specialized Knowledge)***

**William M Baker Presents:**

**“Real Accounting”**

**This presentation will focus on Real Accounting, and the accompanying new expectations of modern management accountants. As time permits, there will also be an update on the status of the semantic world wide web.**

* Know the expectations of the modern management accountant
* Understand why these new expectations led to the IMA’s new CSCA credential
* Begin to comprehend the vast challenges posed by the new (semantic) world wide web

***Afternoon Session 3:00 pm – 4:40 pm***

***(CPE Credit: 2 Hours in Behavioral Ethics)***

**Joe Lakatos Presents:**

**“A Cautionary Tale About the Use of Data Analytics to Detect and Prevent Fraud”**

**Over the past few years, data analytics has become one of the principal tools employed by organizations to detect and prevent fraud. In some organizations, data analytics has proven to significantly reduce the occurrence of fraud. However, in a recent survey conducted by Price Waterhouse Coopers, 43 percent of business leaders have found “little tangible benefit” from the information obtained in data analysis, while 23 percent ‘derive no benefit whatsoever’. This seminar will explore the reasons why data analytics has fallen short of expectations for many entities and demonstrate how data analytics can hamper fraud detection and prevention, and offer methods to prevent this from happening in your organization. Real-world examples will be given during the presentation.**

* To appreciate the ways in which data analytics can assist in and hamper fraud detection and prevention.
* To become familiar with the methods used to overcome the pitfalls of using data analytics in fraud detection and prevention efforts.

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**Guest Speaker Biographies**

**Martin Brossman**

Martin Brossman is a leading authority on social media and online marketing. He is a business coach, consultant and a dynamic trainer known for his insight and humor. A member of the National Speakers Bureau, Martin is a popular speaker on social media topics and web related topics for business professionals.  He teaches at North Carolina community college Small Business Centers throughout the state since 2006. Currently, he teaches a Social Media Management Certificate program at NC State University TTS.  His published books include Social Media for Business, Linking Into Sales (professional use of LinkedIn) and How to use Hashtags. He has been self-employed since he left IBM in 1995 and has over 10 years of experience in the business use of Social Media.

**Jil York**

Jil L. York is the Chief Financial Examiner for Red Flag Financial Forensics, a Division of the Law Offices of John W. Alexander, PLLC. As a Certified Fraud Examiner, Certified Management Accountant, and North Carolina State Bar Certified Paralegal, she works with both the defendant and plaintiff in criminal and civil fraud cases. Jil is also involved in fraud research, hidden asset location, and judgment recovery in family law, small business, and estates.

Her background includes that of a Proprietary Securities Trader specializing in derivatives and currencies for 12 years for Steelgoat Management, Inc. (Nevada based corporation), as well as a Senior Actuarial Analyst and Financial Analyst for Ohio Casualty Insurance for 10 years. Her experience in finance, accounting and law provide for unique and effective methods of determining and providing evidence for fraud perpetrated by individuals and small businesses.

**William M Baker**

William M Baker, Ph.D. is the Charles A Dana Professor of Accounting in the McColl School of Business at Queens University of Charlotte. He is also Professor Emeritus and Board of Governors Teacher of Excellence at Appalachian State University. The IMA has published nine of his papers and awarded him the Lybrand Bronze Medal (2010), the Lybrand Silver Medal (2017), and several Certificates of Merit for his research. A longtime member of the Catawba Valley Chapter, Dr Baker taught the CMA Review Course from 1993-2001, and he has spoken at more than 100 meetings.

**Joseph P. Lakatos**

*Joseph P. Lakatos, LL.M, JD, MBA, CPA, CFE*, is Professor and Chair of the Accounting and Finance Department at the University of North Carolina at Pembroke.  He is formerly the *Elingburg* Distinguished Professor of Business Innovation and Director of the Center for Entrepreneurship and Innovation at Western Carolina University. He has more than 28 years of industry experience as an attorney, accountant, fraud examiner, risk manager, and/or business consultant.  He teaches courses in International Business Law, Commercial Law, Corporate and International Taxation, Corporate Finance, Estate Planning, Financial and Managerial Accounting, Forensic Accounting, Entrepreneurial Finance & Strategy, Regulatory Environment of Certified Public Accountants, Valuations, and Strategic Management.  His teaching methods and style have received the *North Carolina Board of Governors Award for Excellence in Teaching, Excellence in Teaching Awards for Inspirational Teaching* at UNCP and WCU*,* and *Graduate Award for Teaching Excellence* at WCU.  Dr. Lakatos' research covers the areas of forensic accounting, corporate governance, entrepreneurship, strategy and innovation, leadership, securities regulation, corporate and international taxation, and corporate social responsibility and ethics. His articles have earned several research awards and have been published in, among others, the *Harvard Business Review, CPA Journal, China Business Review, Current Topics in Management,* and *International Journal of Management Cases*.  He serves as an advisor to entrepreneurs, businesses and not-for-profit organizations, providing seminars and consulting services related to risk management, internal controls, fraud detection and prevention, leadership, corporate governance, strategic management & innovation, and valuation.  He also serves his community as a little league coach and volunteer for several charities. Dr. Lakatos holds an LL.M from Boston University School of Law, JD from St. John’s University School of Law, MBA from St. John’s University, and BBA from the University of Notre Dame.

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\*\*Take Advantage of our $100 Registration Fee Refund by Joining the CVC IMA within 30 days of Conference Date! See Website for Details!

**Registration Form (Please Print)**

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Telephone Email address

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IMA/IIA Chapter IMA/IIA Member Number (if applicable)

IMA/IIA Members Non-Members Students

\*Full Day ⬜$175 ⬜ $225 ⬜ $35

1/2 Day – am ⬜$100 ⬜ $125 ⬜ $20

Lunch ⬜$ 25 ⬜ $ 25 ⬜ $25

1/2 Day – pm ⬜$100 ⬜ $125 ⬜ $20

**Please let us know how you heard about our conference:**

⬜ Email ⬜ Postcard Mailing ⬜ Local Ad (Newspaper) ⬜ Website ⬜ Colleague/Friend

⬜ Other (Please Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*Full Day registration fees include continental breakfast, refreshment breaks, lunch, and course materials.

**Cancellation Policy:** Full refunds will be given for all cancellations made at least 24 hours in advance of event date. In case of event cancellation due to inclement weather, catastrophic event, or any other reason, you will be contacted via email. For any cancellation questions or concerns, you may contact Ellen Knauf or Ron Nicholson by email at [catawbavalleyima@gmail.com](file:///C:\Users\wilsonk\Documents\catawbavalleyima@gmail.com).

**Please contact Ellen Knauf via email at** [catawbavalleyima@gmail.com](file:///C:\Users\wilsonk\Documents\catawbavalleyima@gmail.com) **with any problems, concerns or complaints about the conference event. You may also mail to the below address to the attention of Ellen Knauf. Conference evaluation forms will be provided the day of the event.**

**Mail registration with a check enclosed to:**

**IMA Catawba Valley Chapter**

**PO Box 2132**

**Hickory, NC 28603**

**For Chapter information please visit our website @** [**www.catawbavalley.imanet.org**](https://catawbavalley.imanet.org/home?ssopc=1)