



Catawba
Valley
Chapter

18th Annual Catawba Valley Accounting and Management Conference

Friday, November 22, 2019

8:00 am – 5:00 pm

Hickory Metro Convention Center

1960 13th Ave. Drive SE

Hickory, NC 28602

828.324.8600 - Fax: 828.345.0700

BOOK A GROUP RATE ROOM AT THE HILTON GARDEN INN HICKORY

November 21, 2019 thru November 24, 2018 by visiting:

https://hiltongardeninn.hilton.com/en/gi/groups/personalized/H/HCKSEGI-IMA-20191121/index.jhtml?WT.mc_id=POG

Sponsored by: Catawba Valley Chapter IMA

8 Continuing Professional Education Credits

(Including 4 Hours of qualifying Behavioral Ethics)**

Conference Location Directions:

From I-40, traveling East toward Hickory, exit 125 toward Hickory/Lenoir-Rhyne University. Keep right at the fork and merge onto Lenoir-Rhyne Blvd SE; take the 2nd left onto 13th Ave Drive SE (at the stoplight). The Hickory Metro Center is 0.5 miles on the right.

From I-40, traveling West toward Hickory, exit 125 toward Hickory/Lenoir-Rhyne University. Turn left onto Lenoir-Rhyne Blvd SE; take the 2nd left onto 13th Ave Drive SE (at the stoplight). The Hickory Metro Center is 0.5 miles on the right.

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, November 20, 2019 by registering:

- ONLINE @: <http://catawbavalley.imanet.org/conference.htm>
- VIA EMAIL: by emailing Ron Nicholson or Kim Gales at 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.

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 Specialized Knowledge)

Martin Brossman presents:

“Artificial Intelligence and Your Future”

Machine Learning is infusing into all aspects of our lives as it builds toward Artificial Intelligence. This presentation gives a basic understanding of how it is affecting our culture, critical knowledge for businesses, students, sales representatives and professionals.

"There has never been any other time in life when so many aspects of our world are focused on advancing artificial intelligence (AI) and machine learning as today," Martin Brossman said. "I believe students and professionals need a basic understanding of how Machine Learning and AI are progressing today because its influence on our life is growing rapidly. As our world gets more automated and AI gains greater dominance in our society, working on enhancing our best human qualities will give us a competitive advantage."

Enjoy this basic overview of how we are advancing into this “brave new world”, where we will have to educate a society of thinkers, reexamine our purpose and redefine societal consciousness.

- Understanding how AI and Machine Learning is already infused into our world
- Identifying the possible jobs that it will create and jobs that will be going away
- Defining key terminology you need to know in regards to AI and Machine Learning
- Being able to see through the hype of marketing today to understand where we are today
- Recognizing what you need to know for your career about AI and Machine Learning

Morning Session 10:25 am-12:05pm

(CPE Credit: 2 Hours in Behavioral Ethics)

Joe Lakatos Presents:

“Counteractive Control Training - the Missing Link in Fraud Prevention and Ethics Programs”

This presentation explores practical applications of ethical orientations in business ethics programs. While most business ethics programs are oriented toward the risk that fraud may not be prevented and detected, other ethical orientations are often under emphasized. The reason for this is that most research has focused on the ethical practices comprising a minimally effective ethics program as defined by federal compliance guidelines. We provide evidence that most business ethics programs under emphasize the latent risk of rationalization in the workforce. Despite the use of ethical practices such as pre-employment screenings, ethical violations persist, with over 90% of fraud committed by perpetrators with no prior criminal record. We will demonstrate that businesses should incorporate counteractive control training in their business ethics programs to reduce this risk. We will walk attendees through the nuances of counteractive control training while illustrating its ability to increase the decision maker’s resolve to behave ethically when faced with personal or organizational pressure.

- Understand the differences between compliance based and value-based ethics programs and their respective strengths and shortcomings.
- Develop an appreciation of the latent risk of rationalization in the workforce and the role counteractive control training can play in minimizing this risk.
- Explore how counteractive control training should be conducted in an organization

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*****Lunch 12:05 pm – 1:00 pm*****

Afternoon Session 1:00 pm – 2:40 pm

(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 clever 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

Afternoon Session 3:00 pm – 4:40 pm

(CPE Credit: 2 Hours in Personal Development)

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

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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.

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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Guest Speaker Biographies

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.

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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)

Name				
Title				
Company				
Street				
City, State, Zip Code				
Telephone		Email address		
IMA/IIA Chapter		IMA/IIA Member Number (if applicable)		
	IMA/IIA Members	Non-Members	Students	
*Full Day	<input type="checkbox"/> \$175	<input type="checkbox"/> \$225	<input type="checkbox"/> \$35	
1/2 Day – am	<input type="checkbox"/> \$100	<input type="checkbox"/> \$125	<input type="checkbox"/> \$20	
Lunch	<input type="checkbox"/> \$ 25	<input type="checkbox"/> \$ 25	<input type="checkbox"/> \$25	
1/2 Day – pm	<input type="checkbox"/> \$100	<input type="checkbox"/> \$125	<input type="checkbox"/> \$20	
Please let us know how you heard about our conference:				
<input type="checkbox"/> Email	<input type="checkbox"/> Postcard Mailing	<input type="checkbox"/> Local Ad (Newspaper)	<input type="checkbox"/> Website	<input type="checkbox"/> Colleague/Friend
<input type="checkbox"/> 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

Please contact Ellen Knauf via email at 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