

## Speakers

### Allan Bachman, CFE

Education Manager  
ACFE  
Austin, TX

### G.T. Bynum

Mayor  
City of Tulsa  
Tulsa, OK

### Honorable Dave Camp

Senior Policy Advisor  
Washington National Tax Policy  
Services Group  
PricewaterhouseCoopers LLP  
Washington DC

### Michael A. Cordero

Special Agent/Training Coordinator  
FBI  
El Paso, TX

### Shirley Edwards

Americas Assurance  
Deputy Vice Chair  
Ernst & Young LLP  
Annapolis, MD

### Gina Gutzeit

Senior Managing Director  
FTI Consulting  
New York, NY

### Lacey A. Horn

Treasurer  
Cherokee Nation  
Tahlequah, OK

### James L. Kroeker

Vice Chairman and Board Member  
FASB  
Norwalk, CT

### Paula Kuykendall

Retired, Chief Accounting Officer  
& Senior Vice President  
Hilton Worldwide  
Tulsa, OK

### Baruch Lev, Ph.D.

Philip Bardes Professor  
of Accounting  
New York University  
New York, NY

### Bill Sheridan

Chief Communication Officer  
Maryland Association of CPAs/  
Business Learning Institute  
Towson, MD

### Sam Silverstein

Founder, Author and Speaker  
The Accountability Movement™  
St. Louis, MO

### Brad Skinner

Senior Assistant Chief Accountant  
SEC  
Washington DC

### Brian S. Sommer

President  
TechVentive, Inc.  
Carmel, IN

### Chad R. Wilkerson

Vice President and  
Branch Executive  
Federal Reserve Bank of Kansas City,  
Oklahoma City Branch  
Oklahoma City, OK

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The University of Tulsa School of Accounting and CIS ..... Stephen Rockwell

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The Conference of Accountants evolved from a series of annual meetings first held in 1947 and initiated by the late Professor Emeritus Paul J. Graber. The Conference is hosted by The University of Tulsa and directed by representatives of the co-sponsoring professional organizations, an advisory board, and the accounting faculty.

**Net proceeds of the conference provide awards to accounting students at The University of Tulsa.**

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Shaping  
the  
**Future**

Monday, May 22 & Tuesday, May 23, 2017  
Lorton Performance Center, The University of Tulsa

**Collins College of Business**  
**School of Accounting & Computer Information Systems**

[www.utulsa.edu/coa](http://www.utulsa.edu/coa)



# Schedule of Events • Shaping the Future

## Monday, May 22, 2017

### 7:45 a.m. Registration

### 8:30 a.m. Introduction.....Dean Gale Sullenberger

### 8:45 a.m. Session I .....Baruch Lev

#### Financial Reporting for the 21st Century: A New Strategic-Based Disclosure Paradigm to Investors

Extensive evidence presented in my recent book (The End of Accounting and the Path Forward for Investors and Managers) shows that corporate financial reports, quarterly and annual, lost much of their relevance and usefulness to investors. I will discuss the main reasons for this surprising loss of relevance, and propose and demonstrate an evidence-based, new disclosure paradigm to investors. This disclosure focuses on what really matters to investors: the corporate strategy, the main strategic, value-creating assets and managers' success in deploying these assets to create long-term value.

### 10:00 a.m. Session II .....Sam Silverstein

#### Accounting for Accountability™

Many times as we progress through our day we constantly think about the things we need to do tactically and we don't account for the things we need to do mentally. This thought provoking session will lead and teach participants the importance of incorporating their values in every decision they make and the elements of personal accountability. Participants will begin to understand how their values direct the level of success they achieve both personally and organizationally when values are consistently lived, modeled and taught.

### 10:50 a.m. Break

### 11:05 a.m. Session III.....Panel: Paula Kuykendall, Shirley Edwards and Gina Gutzeit

#### The IPO Journey Is Not Always A Straight Road

A discussion of the roles that the CFO/CAO, the Auditors and the Outside Consultants must play to navigate the various capital market transactions companies typically consider. The panel will share how collaboration can be achieved and why it is critical to success.

### 12:20 p.m. Lunch

### 1:30 p.m. Session IV..... Bill Sheridan

#### The Future-Ready CPA: Moving from Compliance to Reliance

The biggest issue facing professionals today is "not enough time". Being agile and proactive are no longer enough. We need to move from crisis management to opportunity management. This session shares the leading research into the new competency of "anticipation" and tools and techniques to help you navigate this rapidly changing and complex world.

### 2:45 p.m. Break

### 3:00 p.m. Session V .....Chad R. Wilkerson

#### U.S. and Oklahoma Economic Update: Rising Optimism

An overview for the national and regional economy, along with specific indicators for Oklahoma and the energy industry.

### 3:50 p.m. Session VI.....Lacey A. Horn

#### Exclusive Look Inside Native American Tribes

Native American tribes today are doing fascinating things. First and foremost a sovereign government, a tribe can also have business interests and act as a nonprofit and foundation. Find out how tribes are working to better the lives of all who live in and around their communities. From transparency in financial accounting to creative partnerships, fast track your understanding of tribes by attending this session presented by the Treasurer of the Cherokee Nation, the largest federally recognized tribe in the United States.

### 4:40 p.m. Adjournment

## Tuesday, May 23, 2017

### 7:45 a.m. Registration

### 8:00 a.m. Session VII..... Honorable Dave Camp

#### The Path Forward for US Tax Reform

An update on the current status of tax reform and perspective on the legislative process and timing.

### 8:50 a.m. Session VIII ..... James L. Kroeker

#### Current Developments at the FASB

Will look at the FASB's current priorities, including current and future agenda projects; monitoring implementation of major new standards on revenue recognition, leases and credit losses; and addressing the challenges and opportunities presented by the increased use of non-GAAP measures in financial reporting.

### 9:40 a.m. Break

### 9:55 a.m. Session IX..... Michael A. Cordero

#### The Cartels as a Multi-National Corporate Business

Drug trafficking cartels are set up and run as most multi-national companies are. Understanding this concept is the first step in identifying, disrupting and dismantling the organizations.

### 11:10 a.m. Session X.....Brad Skinner

#### The Division of Corporation Finance – Overview and Updates

An overview discussion of the SEC's Division of Corporation Finance, the filing review process and the findings of recent reviews.

### 12:00 p.m. Lunch

### 1:10 p.m. Session XI..... Brian S. Sommer

#### Big Data and the Accounting Profession

Accountants have historically focused on transaction data but new kinds of information are triggering a re-thinking as to what accountants must do to remain relevant. With the digital exhaust from smartphones, smart televisions, cloud apps, sensors and more creating massive amounts of data, businesses will use this new data with a number of other technologies to drive major changes to the profession. Listen to this technology industry analyst help you craft a new point of view around this pivotal change.

### 2:00 p.m. Session XII..... G.T. Bynum

#### The State of the City

An overview of the city's accomplishments, current challenges and roadmap for the future.

### 2:50 p.m. Break

### 3:05 p.m. Session XIII .....Allan Bachman

#### Ethics and the Mindset of the Fraudster

Fraud and ethics are inextricably linked: you cannot have one without the other. In this case that means fraudsters usually display a lack of ethics in some form or other. Listening to the very words of convicted fraudsters helps to understand the mindset that ends in committing some form of fraudulent act. In this session you will hear from both subject matter experts and white collar criminals who will discuss where and in some cases, why they made the poor ethical choice which cost them their careers and changed them forever.

### 4:45 p.m. Adjournment



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