

# Join the Southwest AAA for Accounting Mardi Gras

The 2022 Southwest AAA Regional Meeting  
at the Hilton New Orleans Riverside  
in New Orleans, Louisiana  
March 2-5, 2022



<https://www.neworleans.com/>

Earn up to 16.5 hours of CPE\* from 20 Sessions

Including

## Plenary Speakers

**Thursday, March 3<sup>rd</sup> Luncheon (12:00 pm – 1:30 pm)**

**Dr. Yvonne L. Hinson, CPA, CGMA**

*CEO, American Accounting Association*

**Thursday, March 3<sup>rd</sup> Plenary Session (1:30 pm – 3:30 pm)**

**“The Future of the Accounting Profession”**

**Gary Dressler, CPA**

*Chair, Society of Louisiana CPAs*

*Associate Tax Director, Postlethwaite & Netterville, APAC (New Orleans)*

**&**

**Ron Gitz, CPA/CGMA**

*Executive Director/CEO, Society of Louisiana CPAs*

**Friday, March 4<sup>th</sup> Plenary Session (10:30 am – 12:30 pm)**

**“Building a Burnout Resistant Environment”**

**Aneika Simmons, PhD**

*Full Professor of Management, Texas Academic Leadership Academy Fellow*

*Sam Houston State University*

## Workshops and Panel

**Wednesday, March 2<sup>nd</sup> at 1:30 pm – 3:00 pm**

**“Soft Skills for Accounting Students: Incorporating Critical Thinking,  
Leadership, and Communication into the Curriculum”**

*Elizabeth Schroeder, La Salle University*

*Kristin Wentzel, La Salle University*

The presenters developed a three-credit professional development course within their school of business to empower students to take accountability for their professional and career development, while also sharpening the critical thinking, leadership, and communication skills necessary for success as an accountant. They will share their experiences and best practices during the workshop.

**Wednesday, March 2<sup>nd</sup> at 3:30 pm – 5:00 pm**

**“Using Analytics in the Accounting Profession: Real-World Insights from Practitioners”**

*Christopher K. Veith, CPA*

*Senior Managing Consultant, BKD Analytics (Bowling Green, KY)*

The presenter will provide a broad range of real-world data analytics examples and methodologies that cover multiple industries and various topical areas (e.g., financial, operational, fraud, etc.). He will also cover various analytical tools and examples of how they are used by the profession. Lastly, he will provide suggestions of how to incorporate real-world data analytics projects into the curriculum.

**Thursday, March 3<sup>rd</sup> at 3:30 pm – 5:00 pm**

**“Repositioning the Skill Sets of the Accounting Profession”**

*Ronnie Abukhalaf, Melissa Aldredge, Vianka Miranda*

*Northwestern State University*

The landscape of accounting education in America is shifting again. These constant shifts are necessary to catch up with the rapidly evolving needs of American businesses. As the overall business environment has evolved, so has the role of accountants and the accounting curricula. As globalization and sustainability became large factors in the business world, accounting curricula changed to reflect the times. A larger focus on forensic accounting and ethics in the accounting curricula followed the widespread fraudulent activity and financial statement scandals that crippled the accounting profession in the late 1990s and early 2000s. Currently, the CPA examination is undergoing one of the most significant overhauls in the exam’s history. The CPA Evolution Project is transforming the CPA licensure model to a process which integrates the technological and analytical expertise of future accounting professionals with their core accounting skills. Thus, it is time for disruptive thinkers in accounting programs everywhere to begin integrating data analytics, artificial intelligence, block chain, virtual reality, and other leading-edge technologies into their curricula in order to move students and the profession forward.

**Friday, March 4<sup>th</sup> at 8:30 am – 10:00 am**

**“Teaching at an Access Institution: Tips and Discussion”**

*Reanna Berry*

*Georgia Gwinnett College*

Teaching at an access institution provides a unique set of challenges and opportunities for success. This workshop will provide insights about how to effectively face these challenges and opportunities in an interactive format. Following a brief introduction, attendees will be presented with anonymized real scenarios involving student and pedagogical challenges and asked to analyze and discuss methods of addressing the challenges. The workshop will be led by a faculty member with nearly a decade of experience teaching accounting in an AACSB accredited business school at an access institution where the main entrance requirement is having a high school diploma or GED.

**Awards**

**2022 Outstanding Educator Award**

***Dr. Richard G. Brody, CPA, CFE, CFF, CGMA, FCPA***

*University of New Mexico*

Rich Brody is the Douglas Minge Brown Professor and Chair of the Accounting Department in the Anderson School of Management at the University of New Mexico. He is also a Daniels Fund Business Ethics Fellow. He earned his Ph.D. from Arizona State University, his M.S. from Colorado State University and his B.S. from the University of Delaware. He has worked as a staff auditor for Deloitte Haskins + Sells, a cost analyst for Hewlett Packard, and a senior financial reporting analyst for Tandem Computers. He is a Certified Fraud Examiner, a Certified Public Accountant, a Chartered Global Management Accountant and a Forensic Certified Public Accountant. He also holds the Certified in Financial Forensics designation. Rich's research addresses issues related to forensic accounting, auditing and corporate governance. He has authored or co-authored over 100 refereed publications and has made over 150 presentations at

national and international conferences and meetings. He is a Regent Emeritus of the Association of Certified Fraud Examiners (ACFE) and was the 2012 ACFE Educator of the Year. He was recently honored as the outstanding educator for the second time by the New Mexico Society of CPAs. He serves as an expert witness and has experience in both civil and criminal cases. He has worked with the U.S. Secret Service, the U.S. Department of Justice, the New Mexico Attorney General's Office and the Second Judicial District Attorney's Office in New Mexico.

### **2022 Distinguished Paper Award**

#### **“Investor Reaction to the International Provisions of the Tax Cuts and Jobs Act of 2017”**

*Kuan-Chen (K.C.) Lin, Central Michigan University*

*Jared Moore, Western Washington University*

*David Tree, Old Dominion University*

### **2022 TLC Best Paper Award**

#### **“License to Steal”**

*Karen Marie Oxner, University of Central Arkansas*

*Kyleen Whitehead Prewett, University of Arkansas-Little Rock*

### **2022 Gender Issues & Work-Life Balance Best Paper Award**

#### **“Gender, Gender Pairing, and Audit Quality”**

*Kevin Sun, St. John's University*

*Joseph Zhang, University of Memphis*

### **2022 Outstanding Doctoral Student Paper Award & Scholarship**

#### **“The Consequences of Losing All-Star Status”**

*Ling Zhang, University of Oklahoma*

### **Registration Information**

Southwest AAA belongs to the Federation of Business Disciplines (FBD). FBD is a group of independent associations working together as one to achieve economies-of-scale that reduce overall meeting costs to participants. Consequently, each person must register and pay the FBD registration of \$100.00 (\$50.00 for students) in addition to the following AAA registration fees:

Registration Fee	\$160.00 (\$260.00 total with FBD fee)
Student Fee	\$100.00 (\$150.00 total with FBD fee)
Late Registration (after 1/31/2022)	\$185.00 (\$310.00 total with FBD fee)
Late Student (after 1/31/2022)	\$125.00 (\$200.00 total with FBD fee)

The registration website will open on or about December 1, 2021 and will close at 5:00 pm (CST) on January 31, 2022. Those wishing to register after the website closes will pay late registration fees. Online late registration begins on or about February 5, 2022. The registration website can be accessed at <https://fbdonline.org/>.

The website will also include a link to the online hotel registration system for the Hilton New Orleans Riverside. The negotiated room rate is \$189 per night with free in-room WIFI. The self-parking rate is \$25.00 per night.

If you have any questions, please feel free to contact Trevor England (Program Chair) at [tengland@shsu.edu](mailto:tengland@shsu.edu). We look forward to seeing you in New Orleans!