

American Accounting Association



Global Thought Leadership

2010 Annual Meeting and Conference on Teaching and Learning in Accounting

July 31 - August 4, 2010
San Francisco, California

President's Invitation to San Francisco

I am delighted to invite you to the 2010 Annual Meeting of the American Accounting Association in San Francisco, California! The meeting begins on Sunday, August 1 and extends through Wednesday evening, August 4. Of course there are many pre-meeting activities, as well, including our third Conference on Teaching and Learning in Accounting, and so you may be spending as much as a week in California.

The theme for our meeting this year is "Global Thought Leadership." Many of you have heard me talking about this over the past several months. The AAA is and has long been a thought leader through our members' research, education, and service. In a global economy, and with a significant proportion of our membership outside the US, our members incorporate diverse perspectives and contribute to the advancement of accounting thought around the world.

In keeping with our theme, the Annual Meeting will begin on Monday with a plenary presentation by **Robert (Bob) Bunting**, President of the International Federation of Accountants (IFAC). This global organization's independent boards develop accounting standards in ethics, auditing, education, and public sector accounting. IFAC's members and associates represent more than 2 million accountants worldwide.

Bob has been on the IFAC Board since November 2005. Apart from his work at IFAC, Mr. Bunting is a Partner at Moss Adams LLP, where he was Chairman and Chief Executive Officer from 1982 – 2004. From 2004 to 2005, Bob chaired the American Institute of Certified Public Accountants (AICPA) Board of Directors and he has previously chaired the Audit Committee, Board of Examiners, and SEC Practice Section Executive Committee. He will talk about how accounting education and research can advance the profession as we meet the challenges of our global economy.

Tuesday morning's plenary speaker will be **James Kroeker**, recently appointed Chief Accountant of the Securities and Exchange Commission (SEC). Jim was previously a partner with Deloitte and Touche, LLP, having worked in the firm's National Office Accounting Services Group since 2002. His background also includes a stint as Practice Fellow at the Financial Accounting Standards Board. The SEC has a number of issues of interest to academics on its plate, including the proposed road map for adoption of International Financial Reporting Standards. Jim will provide us with the most current information on the status of that issue as well as others of particular interest to members of the accounting academy.

At the Wednesday morning plenary session **Bob Kaplan**, Baker Foundation Professor at Harvard Business School, will deliver the Presidential Scholar address. Perhaps best known for his work in developing the balanced scorecard and activity-based costing, Bob has contributed much to global thought leadership in accounting. He has published extensively in

strategy, financial, cost, and managerial accounting. He served as Dean of the Tepper School of Business at Carnegie Mellon University. In 2006, he was named to the Accounting Hall of Fame and received the Lifetime Contribution Award from the AAA's Management Accounting Section. Bob has promised a thought-provoking speech about the pressing need for accounting scholars to integrate the measurement of uncertainty in fair value accounting and risk management.

The Tuesday luncheon speaker is **Betsy Rafael** the Vice President Corporate Controller and Principal Accounting Officer of Apple, Inc. At the Wednesday luncheon, **Kevin Stocks** will deliver his Presidential Address. Kevin is KPMG Professor and Director of the School of Accountancy at Brigham Young University's Marriott School. He has previously served as the AAA's Vice-President for Education and President of the Teaching, Learning, and Curriculum Section.

He has contributed much to the advancement of accounting education through his many service and scholarly activities.

As you might imagine, it takes at least a village to put together a meeting on the scale of our annual gatherings. This year's Program Chair is Ajay Adhikari (American University). Helping him is Lynn Rees (Texas A&M University) as Program Chair-elect. There are three separate Program Advisory committees. The Strategic

Relationships Team is being led by Ira Solomon (University of Illinois) and Bob Colson (Grant Thornton). Susan Crosson (Santa Fe Community College) is heading the Teaching and Learning Events Team and Venky Nagar (University of Michigan) is leading the Research Events Team. These individuals and their committees are assisted by many others, including the AAA's outstanding meeting planners and the staff in Sarasota. Additionally, the Section Liaisons play a major role in shaping the program. We also appreciate the work of the many, many reviewers whose work improves the quality of the meeting and provides valuable feedback to authors.

San Francisco is indeed an exciting venue. Many of you will have a familiar feel when you come to the meeting as we are going to be at the same hotels we last visited in 2005. The Hilton has done some remodeling in the interim, but it retains its extensive meeting space and is, of course, located centrally so that you and your accompanying guests can simply walk out the front door and visit many of the area's attractions.

Our AAA meetings have grown in size and diversity of program offerings so that there is always something for everyone. The Annual Meeting is like no other in its breadth of research and educational sessions, opportunities to meet and network with colleagues, career placement and supportive services, and exhibitions. And if you find yourself with a moment to spare, you can always get some exercise walking the hills of San Francisco, and perhaps snacking on some sourdough bread or Ghirardelli chocolates. See you there!

Nancy Bagranoff, President, American Accounting Association



Benefits of Membership

Here at the American Accounting Association, our mission is straightforward...we bring together the academic community to further accounting education and to advance the discipline and profession of accounting. We achieve our mission through four focused areas:

✦ Expanding Knowledge and Idea Development

- Research Hives in the AAACommons create private workspaces for accounting scholars.
- Encouraging and fostering academic research to create knowledge and ideas in the discipline, supporting career development and addressing the role of accounting in society.
- Professional networking, the latest research content and research tools, best teaching practices, an open forum for ideas on all accounting topics from all corners of the globe.
- Section and Region meetings offer opportunities to share and review emerging scholarship.
- Offering peer-reviewed publishing opportunities in our many Association-wide and Section journals.

✦ Promoting Effective Learning

- Design stimulating learning opportunities for undergraduate and graduate students at meetings, in journals, and in the Teacher2Teacher area in AAACommons.
- Teaching Hives in AAACommons create private workspaces for storing and sharing your educational materials.
- Join any of our 16 special interest Sections and attend a Section meeting to meet those interested in a specialized subject matter or educational environment.
- Take part in any of our seven Region meetings to network with nearby colleagues sharing teaching and research ideas.
- Attend the Conference on Teaching and Learning in Accounting (CTLA) held during the Annual Meeting.

✦ Informing and Influencing Policy and Practice

- Contribute to the academy and profession through active participation by AAA leaders and members with regulators, standards setters and industry groups.
- Influence policy makers and practitioners in public and corporate practice. The Financial Accounting Standards Committee, Regulation Committee, APLG/AAA Advocacy Committee, and the AAA/FSA Valuation Task Force, as well as many Section committees, offer opportunities to interact with the practice community and government officials.

✦ Advancing Faculty Careers

- Earn Continuing Professional Education credits. The Annual Meeting, seven Region meetings, and twelve Section meetings offer a wide variety of CPE opportunities.
- Exchange ideas with scholars and practitioners from all over the world. AAA members teach and practice in 83 countries, facing the same day-to-day challenges you do.
- Connect with co-authors and mentors. Network with scholars who teach the same courses you do and research the same issues you're working on.
- Provide a unique opportunity for recruiters and registered candidates to meet at the Annual Meeting Career Connection and during the Career Fair that is open to all registered meeting attendees.
- Post a resume, access hundreds of job postings and manage your job search at the Career Center on the AAA Website.

Membership Dues

Membership dues include your choice of online access to one, two, or all three Association journal(s): *The Accounting Review*, *Accounting Horizons*, or *Issues in Accounting Education*. All electronic journals are searchable and downloadable. **Full members may also opt to receive hardcopies of the AAA journal(s) they subscribe for an additional cost:** *The Accounting Review* - \$35, *Accounting Horizons* - \$15, *Issues in Accounting Education* - \$15. Members can choose from among 16 interest Sections and belong to one of 7 Regions. Find information on these groups online at <http://aaahq.org/srg.cfm>.

If you can't attend the Annual Meeting in San Francisco, dues renewal notices will be mailed to members later this Summer. You may renew your AAA membership or join AAA now online at <http://aaahq.org/join.cfm>.

Annual Meeting Highlights

CTLA, Plenary Sessions, Luncheons, Receptions, Concurrent Sessions, and Paper Dialogue Sessions

San Francisco beckons. While we are still months away from the Annual Meeting, the blueprint for an exciting program is already in place. Pre-meeting activities have become a highlight of the Annual Meeting and this year is no different.

On Saturday and Sunday for the third year in a row, the **Conference on Teaching and Learning in Accounting** (CTLA) will again provide an excellent resource for faculty to share and develop their teaching skills, while earning up to 16 CPE credits. CTLA is truly a great event for new and experienced faculty alike.



Also beginning Saturday you will have the option of selecting from a wide variety of **CPE Sessions** providing an opportunity to gain up to 15 CPE credits in addition to the 25+ credits you can earn at the Annual Meeting. We will kick off the Annual Meeting on Sunday in the Exhibit Hall with the Early Bird Reception offering refreshments and an opportunity to enjoy the company of our larger community.

Plenary sessions of the American Accounting Association's Annual Meeting will be held on the mornings of Monday, Tuesday, and Wednesday, August 2-4, 2010, and at lunch on Tuesday and Wednesday. This year's plenary sessions feature a comprehensive and notable group of speakers dealing with the areas of international standard setting, aligning research and scholarship to support professional practice in a global economy, role of uncertainty and risk in accounting, and other issues.

Receptions, luncheons, and breaks offer opportunities for networking with colleagues and catching up with colleagues. Sunday night will be the Early Bird Reception where you can meet our exhibitors and review their new products. Monday night features the Welcome Reception with the opportunity to socialize and connect with acquaintances and meet new friends. Tuesday evening will be open so you can sample some of San Francisco's many restaurants, shops and activities.

Throughout the meeting, there will be more than 350 sessions, with something for everyone. Topics covered in the concurrent sessions represent the varied interests of our membership and showcase our global thought leadership in research, education, and service. Paper and panel presentations are planned across virtually all areas of accounting coordinated by our Research Events Team, Strategic Relationships Team, Teaching, Learning Events Team, History Liaison, and the leadership of our 16 AAA sections. Scores of papers, panels, and poster sessions, including topics on teaching methodology, content and approaches, will be shared. Paper and panel topics address IFRS, sustainability, corporate governance, fair value, risk management, professional updates, and many more.

Monday's plenary speaker, Robert Bunting, President of the International Federation of Accountants (IFAC) will open the Annual Meeting with a presentation on how accounting education and research can advance the accounting profession as it meets the many challenges of a global economy. Bob is a Partner at Moss Adams LLP where he served as Chairman and Chief Executive Officer from 1982 to 2004. From 2004 to 2005, Bob was Chairman of the Board of Directors of the American Institute of Certified Public Accountants (AICPA). He has also served on or chaired several AICPA committees including the Audit Committee, Board of Examiners, and SEC Practice Section Executive Committee. In 2005, he

was appointed to the IFAC Board becoming Deputy President in 2006 and President in 2008.

Tuesday's morning plenary speaker features James Kroeker, Chief Accountant of the Securities and Exchange Commission (SEC). Prior to his appointment as Chief Accountant in August 2009, Jim served as Deputy Chief Accountant from 2007-2009 and Acting Chief Accountant from January 2009. Before coming to the SEC, Jim was a partner with Deloitte and Touche LLP in their National Office Accounting Services Group. Jim also served as a Practice Fellow at the Financial Accounting Standards Board where he assisted in the development of accounting guidance related to evolving accounting issues. With the SEC in the midst of many important initiatives, including the proposed roadmap for adoption of International Financial Reporting Standards in the US, Jim's remarks will be of particular interest to all members of the accounting academy.

Tuesday's luncheon speaker is Betsy Rafael, the Vice President Corporate Controller and Principal Accounting Officer at Apple, Inc. She has more than 25 years of finance and operations experience at Silicon Valley high-tech companies including Cisco, Sun, Aspect, and SGI with more than 10 years as a Senior Executive. At Apple she is responsible for global accounting activities as well



Featured Speakers



Robert Bunting



James Kroeker



Betsy Rafael



Robert Kaplan



Kevin Stocks

as SEC reporting and compliance requirements. Her team is also responsible for providing financial support to organizations within Apple. She is also leading a Finance Transformation effort to drive future scalability requirements.

Wednesday's plenary speaker is Robert Kaplan, Presidential Scholar and Baker Foundation Professor at the Harvard Business School. A co-developer of both activity-based costing and the balanced scorecard, Bob's research, teaching, and consulting focuses on linking cost and performance management systems to strategy implementation and operational excellence. Bob has published numerous scholarly articles and 14 books including *The Balanced Scorecard: Translating Strategy into Action*, winner of the AAA Wildman Medal, and *Relevance Lost: The Rise and Fall of Management Accounting*, recipient of the AAA Seminal Contributions to Literature Award. Elected to the Accounting Hall of Fame in 2006, Bob has been recognized by both academic and practitioner organizations worldwide for his influential contributions to global thought leadership in accounting. Bob's presentation will address the pressing need for accounting scholars

to integrate the measurement of uncertainty in fair value accounting and risk management. Bob will also participate in a panel discussion exploring his views following the plenary.

Wednesday's luncheon speaker is Kevin Stocks, KPMG Professor and Director of the School of Accountancy at Brigham Young University and the incoming President of the American Accounting Association. Kevin has served as President of the Federation of the Schools of Accountancy, as Vice President of Education for the AAA, and President of the Teaching, Learning and Curriculum Section. Through his many scholarly activities and service, Kevin has contributed greatly to the advancement of accounting education. He is also active in professional accounting organizations, including service as chair of the AICPA CPA Exam Task Force and as a member of the AICPA Education Executive Committee. In his Presidential address, Kevin will speak on the current and future challenges facing accounting education.

We look forward to a very informative and exciting Annual Meeting. Join us in San Francisco this summer. ■

Traditional and Paper Dialogue Concurrent Sessions

Concurrent sessions will be available throughout the day on Monday, Tuesday, and Wednesday, August 2-4. These sessions will include a wide variety of panel discussions and paper presentations – more than 350 sessions in all!

In addition to the traditional paper presentation format (i.e., three papers with a discussant), the 2010 Annual Meeting will once again offer a limited number of "paper dialogue" sessions.

Introduced at last year's Annual Meeting, the Paper Dialogue sessions provide a new presentation format for research papers. These concurrent sessions are designed for authors to gain broad feedback and to generate audience participation in a workshop-style format. Four or five papers will be grouped together for a single session, in which each presenter will have five to ten minutes to present their paper. Following the presentation, five to ten minutes will be allocated for session attendees to provide input. Then the next paper will be presented. Formal discussants will not be assigned in these paper dialogue sessions – this allows maximum time for audience participation. ■

Exhibit Hall Hours and Early Bird Reception

The Exhibit Hall at the Annual Meeting will be open Sunday (August 1), Monday (August 2) and Tuesday (August 3).

Plan on joining us for the Early Bird Reception in the Exhibit Hall on Sunday, August 1, 5:30pm – 7:00pm. We encourage you to stop by the Exhibit Hall to meet our exhibitors and review their new products. In addition to the Reception on Sunday night, daily coffee breaks will be held in the Exhibit Hall.

Exhibit Hall hours are as follows:

Sunday, August 1	3:00 PM – 7:00 PM
Monday, August 2	7:30 AM – 12:15 PM 1:45 PM – 5:00 PM
Tuesday, August 3	7:30 AM – 12:15 PM 1:45 PM – 5:00 PM

3rd Annual Conference on Teaching and Learning in Accounting (CTLA)



**July 31 - August 1, 2010
San Francisco, California**

<http://aaahq.org/AM2010/CTLAinfo.cfm>

If you are:

- Interested in the art of teaching accounting
- Wanting to find the best ways to teach emerging topics in accounting
- A practitioner who'd like to become a faculty member
- A person who would like to earn 16+ hours of CPE

Plan to attend the 3rd Annual Conference on Teaching and Learning in Accounting (CTLA)!

Saturday, July 31

- Registration and Continental Breakfast
- Morning Workshops for New or Experienced Faculty
- Effective Teaching Practices Poster sessions
- Effective Learning Strategies Award winners
- Over 20 Craft of Teaching Accounting sessions
- CTLA Reception and AAA Section and Region Teaching Resources Fair

Sunday, August 1

Attendees can choose either both half-day CTLA Continuing Professional Education sessions:

- Teaching with Technology - Morning CPE
- Preparing for Class - Afternoon CPE

Or, one CTLA CPE and one half-day AAA CPE for the other half day - choosing from those listed online at <http://aaahq.org/AM2010/menu.cfm>.

Monday-Wednesday August 2-4*

- Use your *Insider's Guide* to find sessions on teaching-related topics throughout the Annual Meeting program
- Wednesday's "What's Next?" session provides a chance to reflect on learning across the meeting, and make recommendations for future CTLAs.

CTLA is part hands-on teaching clinic, part mentoring by master teachers, and part staying current on emerging topics in accounting!

Register early, space is limited.

*If you cannot stay through Wednesday, a Saturday-Sunday CTLA-only registration option is available.

CTLA Program Outline

Saturday, July 31 (Morning)

7:00am -7:45am Continental Breakfast & Registration

8:00am-11:15am Choice of two workshops:

1.) **The Master Class Workshop for Experienced Faculty**

8:00am-9:30am *Living, Learning, and Thriving with Assessment*

Sherry Mills, New Mexico State University

What will our students learn? How will they learn it? How will we know if they have learned it? What will we do if they have not learned it? We repeatedly ask ourselves these questions, whether we are designing a new course, modify an existing syllabus, or preparing an exam. In this session we will address

- Living with assessment: meeting the expectations placed on students and on ourselves
- Learning with assessment: improving our teaching skills
- Thriving with assessment: continuously improving student learning

9:45am -11:15am *Expanding Your Classroom with Video Technology and Social Media*

Mark Holtzblatt, Roosevelt University and

Norbert Tschakert, University of the Virgin Islands

Harness the power of the 21st century communication revolution to tear down traditional classroom walls. Learn how to use videoconferencing, digital camcorders and social media to generate innovative assignments to engage your students and enliven your classes. Explore how to create experiential learning opportunities that will connect your students to industry experts and colleagues from other universities. We will share the evolution and development of the IFRS Student Video Competition, an innovative program in which students from two universities interviewed IFRS experts in the U.S., Canada, Mexico, Europe and Asia and created 18 fifteen minute videos. We will discuss the student benefits and challenges of this competition which connected students to potential employers and gave them the opportunity to practice a variety of vital business skills.

2.) **The Workshop for New Teaching Faculty and Doctoral Students Interested in Teaching**

8:00am - 9:30am *Life in Academia, Faculty Career Options, Accreditation, and Future Trends*

Cathleen Burns, University of Colorado, Boulder

Gain an overview of academics, academic life, teaching responsibilities, the role of faculty citizenship, business research and academic research, money and the academy, tenure and the tenure process. Learn about accreditation, when business and accounting disciplinary accreditation matter, how at some institutions faculty positions may be called either PQ (Professionally Qualified) or AQ (Academically Qualified), keeping active status as a faculty member, and future trends in education.

9:45am - 11:15am *Panel Discussion—Experiences, Insights, and Advice*

The panel session will provide career paths and insights about becoming successful faculty members from current teaching-focused faculty.

11:15am-12:15pm *Effective Teaching Practices Forum*

A poster session where master faculty discuss how they teach their accounting courses.

Saturday, July 31 (Afternoon)

12:30pm - 1:20pm *Luncheon and Presentation of the Effective Learning Strategies Awards*

1:20pm - 5:30pm *Craft of Teaching Accounting sessions*

Over 20 sessions featuring how-to-teach tips and techniques for on campus, online, and hybrid courses, as well as accounting and technology hot topics.

5:30pm - 7:00pm *Reception and AAA Sections And Regions Teaching Resources Fair*

Sunday, August 1

You may register for either both half-day CTLA CPEs or one CTLA CPE and one half-day Annual Meeting CPE. A complete listing of all Annual Meeting CPEs is available at <http://aaahq.org/AM2010/menu.cfm>.

8:00am - 12:00pm - Morning CTLA CPE
Teaching with Technology

Four 100 minute concurrent sessions provide a hands-on primer for CTLA participants to effectively use student preferred technologies like Camtasia, Twitter, Moodle, and YouTube to make the teaching/learning connection.

12:00pm - 1:00pm Bring Your Own Lunch and Roundtable Discussions

1:00pm - 4:30pm - Afternoon CTLA CPE
Preparing for Class

A small-group working session where CTLA participants will assess their preferred teaching style, review students learning fundamentals, and explore a variety of ways to successfully achieve course learning outcomes. Cohort groups will be formed by course, i.e., financial accounting, managerial accounting, intermediate accounting, advanced accounting, audit, tax, AIS, or international accounting courses. Session provides a forum for best course practices and mentoring opportunities by experienced faculty.

Annual Meeting Activities

Monday - Wednesday, August 2-4

Use your *Insider's Guide* to find sessions specific to your teaching interests in the Annual Meeting program.

Wednesday: *Honing the Craft of Teaching: Reflections on the CTLA and Future Plans* - At the close of the meeting we will have new perspectives. What should next year's CTLA be like? What else would support this community?

Goals of the Conference on Teaching and Learning in Accounting include:

- Supporting and involving the community of accounting educators interested in sharing teaching ideas and resources;
- Building AAACommons teaching community and resources;
- Providing 16+ hours of CPE for faculty interested in teaching & learning in accounting;
- Creating networking opportunities for those with shared interests;
- Exploring ideas, issues, and solutions for supporting teachers and students of accounting.

What did past participants think of CTLA?

Here is what past participants said they liked best about CTLA:

- Creating a community of people excited about teaching
- Getting ideas for classes on a down-to-earth basis
- Learning about new teaching related technologies
- Being able to learn and exchange ideas with all different levels of faculty
- Gaining insight into life in a university business school
- It is helpful to learn best practices in specific areas from the experts!
- Collaboration...great group!
- Thank you AAA. We really need this. Wonderful job!

Registration for CTLA requires AAA membership. Membership options are:

- Full Membership..... \$185
For just 50 cents per day, full membership includes electronic access to one AAA journal. Section membership may be selected as a membership add-on. Dues vary by section.
- Two-Year College Membership..... \$50
Available to any faculty member currently teaching at a two-year college. Includes electronic access to one AAA journal. Two-Year College Section membership may be added for \$10. Other section membership may also be selected as a membership add-on. Dues vary by section.

Additional journal options are available for all member types. See <http://aaahq.org/join.cfm> for details.

CTLA and AAA Annual Meeting with 40+ CPE credits (July 31 - August 4)..... \$570

CTLA only with 16+ CPE credits (July 31 – August 1)..... \$180

Schedule subject to change.

Space for this popular conference will be limited. For questions about the conference and for registration information, go to <http://aaahq.org/AM2010/menu.htm> or contact Deirdre Harris at Deirdre@aaahq.org.

CPE Sessions

Continuing Professional Education credits are offered for completing the courses listed in this section. For expanded descriptions of CPE Sessions go to <http://aaahq.org/AM2010/menu.cfm>. The CPE sessions will be held on Friday, July 30, Saturday, July 31 and Sunday, August 1. The session on Friday is a full-day course and sessions on Saturday and Sunday feature both full- and half-day courses covering a broad range of subjects. Lunch is on your own on Friday, Saturday and Sunday (except for CPE #18). Attendance at these CPE programs is restricted to AAA members.

Friday, July 30 – Full Day

8:00 am-4:30 pm

CPE #1 — 1st Annual SET Transformative Technologies Workshop

Computer Science — Intermediate, 7.5 CH

This workshop is for academics and practitioners to explore emerging technologies with the potential to radically change accounting. We will see demonstrations of these technologies, and have lively discussions about how we can incorporate them into industry, teaching, and research.

Coordinator: Julie Smith David, Arizona State University

Saturday, July 31 – Full Day

8:00 am-4:30 pm

CPE #2 — Nineteenth Annual Strategic and Emerging Technologies Workshop

Accounting — Overview, 7.5 CH

This workshop provides a forum for researchers interested in the application of Strategic and Emerging Technologies in accounting, auditing and tax to present their work to and exchange ideas with colleagues. Research papers outlining work at any stage of completion are welcomed.

Presenters: Amelia Baldwin, University of Alabama in Huntsville; Carol Brown, Oregon State University; Gregory Gerard, Florida State University

Registration credentials for CPE sessions will be available for pick up at the Hilton San Francisco Union Square during the following hours:

Friday 7:00 AM - 8:00 AM (CPE #1 only)

Friday 5:00 PM – 7:00 PM

Saturday 7:00 AM - 6:00 PM

Sunday 7:00 AM - 7:00 PM

8:00 am-4:30 pm

CPE #3 — Ernst & Young Academic Resource Center IFRS Technical Learning and Educational Resource Session

Accounting — Basic, 7.5 CH

Members of the Ernst & Young Academic Resource Center will provide an IFRS technical learning and educational resource session covering the following areas: introduction to IFRS, financial statements, liabilities, equity, property, plant and equipment, intangibles, financial instruments and revenue recognition.

Presenters: Catherine Banks, Ernst & Young Academic Resource Center; Greg Burton, BYU and Ernst & Young Academic Resource Center; Nick Kissel, Ernst & Young Academic Resource Center; Peter Nurczynski, Ernst & Young Academic Resource Center; Jana Raedy, UNC Chapel Hill and Ernst & Young Academic Resource Center; Bob Riley, USC and Ernst & Young Academic Resource Center

Saturday, July 31 – Morning

8:00 am-11:00 am

CPE #4 — Fraud and Ethics Resources for Enhancing Student Learning

Accounting — Overview, 3.0 CH

Looking for new resources to incorporate into your introductory or advanced financial accounting courses? Fraud continues to make the headlines and capture student interest. This session will provide you with fraud resources (websites, cases, activities) that can be used at the introductory, intermediate and advanced levels, organized for you.

Presenter: Patricia Johnson, Canisius College

8:00 am-11:00 am

CPE #5 — Designing and Teaching User Oriented MBA Accounting Courses

Accounting — Basic, 3.0 CH

This workshop will focus on how to design and teach user oriented MBA financial and managerial accounting courses. Topics to cover, cases and other course materials to use, computer and projects those are important to MBA students. The presenters are an accounting and marketing professor with experience in teaching user oriented MBA courses.

Presenters: Sudhir Chawla, Angelo State University; Zafar Khan, Eastern Michigan University

8:00 am-Noon

CPE #6 — How to Design and Program Self-Grading Excel Assignments for Financial and Managerial Accounting Courses

Specialized Knowledge and Applications — Intermediate, 4.0 CH

This workshop will provide participants with the knowledge to create self-grading Excel assignments and how to extract grades from these assignments without having to open each file. The workshop will include demonstrations on designing good Excel assignments and templates (including how to program the assignments to be self-grading).

Presenter: Michael Meyer, Ohio University

8:00 am-Noon

CPE #7 — Primer in Qualitative Research in Accounting

Specialized Knowledge and Applications — Basic, 4.0 CH

The session will cover the “how to” of basic qualitative research including interviews, observations, document analysis, grounded surveys, and storytelling. Basic analysis techniques will also be reviewed such as high vs. low inference interpretation, theory-building, concept mapping, and displaying data.

Presenter: Marsha Huber, Otterbein College

8:00 am-Noon

CPE #8 — Integrating Lean Accounting into a Managerial Accounting Course

Business Management and Organization — Basic, 4.0 CH

This session will describe the principles of lean and will review the key components of lean accounting. We will also review how the University of Tennessee at Chattanooga integrated lean accounting into our MBA managerial accounting course.

Presenter: Gerald DeBusk, University of Tennessee at Chattanooga

8:00 am-Noon

CPE #9 — Share Your Classroom Experiences: Publish in Accounting Education Journals

Specialized Knowledge and Applications — Basic, 4.0 CH

This workshop provides educators interested in publishing teaching related scholarship with practical and constructive suggestions for navigating the editorial process. This session increases the likelihood of publication success by addressing five of the most common pitfalls found in teaching related manuscript submissions.

Presenters: Anthony Catanach Jr, Villanova University; Bill N. Schwartz, Stevens Institute of Technology

8:00 am-Noon

CPE #10 — Understanding IFRS - US GAAP Differences

Accounting — Basic, 4.0 CH

This session provides an overview of key similarities and differences between IFRS and US GAAP - including a focus on those differences that are presently being eliminated and those that could be expected to remain for the next several years.

Presenters: Holger Erchinger, KPMG National Partner, New York, NY; Ian P.N. Hague, Accounting Standards Board - Canada; Cheryl Linthicum, University of Texas at San Antonio and former SEC Academic Fellow; Paul Munter, KPMG LLP, Department of Professional Practice, New York, NY

Saturday, July 31 – Afternoon

1:00 pm-4:00 pm

CPE #11 — The Future is Now: Accounting for the New Revenue Recognition Guidance

Accounting — Basic, 3.0 CH

Through intensive discussion and working examples we, as a group, will evaluate the impact that the new revenue recognition standards will have on financial accounting.

Presenter: Frank J. Beil, University of Minnesota

1:00 pm-4:00 pm

CPE #12 — The IFRS for SMEs: International GAAP for Private Entities

Accounting — Basic, 3.0 CH

This workshop will provide comprehensive coverage of IFRS for SMEs from both academic and practice perspectives.

It will include a case study to illustrate first-time adoption and application of IFRS for SMEs, as well as discussion of the accounting policy options available.

Presenters: Barry Jay Epstein, Russel Novak & Company LLP; Eva K. Jermakowicz, Tennessee State University

1:00 pm-4:30 pm

CPE #13 — Ethics Education Boot Camp

Behavioral Ethics — Overview, 3.5 CH

This CPE session focuses on practical ways to teach ethics to enable accounting educators to meet NASBA’s call for 3 credits of ethics education for accounting graduates. Participants are introduced to the literature on ethics education in accounting and to the syllabi and methods used successfully by accounting educators to teach ethics.

Presenters: Mohammad Abdolmohammadi, Bentley University; Jim Gaa, University of Alberta; Dawn Massey, Fairfield University; Murphy Smith, Texas A&M University; Bill Thomas, Baylor University; Joan Van Hise, Fairfield University

1:00 pm-4:30 pm

CPE #14 — Teaching Accounting Online: One Instructor’s Experience.

Accounting — Basic, 3.5 CH

This interactive session is offered once again at the Annual Meeting for existing or future online accounting instructors. Course goals include: general information about distance education; instructor’s personal experience teaching online; “hands on” tips for successfully setting up and managing your course.

Presenter: Michael Ruff, Clark University

1:00 pm-5:00 pm

CPE #15 — IFRS Teaching

Accounting — Basic, 4.0 CH

This joint IASCF/IAS AAA/IAAER session encourages and supports the integration of framework-based teaching of IFRSs in financial reporting programmes. Presenters include financial reporting academics with extensive standard-setting experience and those with practical experience of auditing IFRS judgments.

Presenters: Mary Barth, Stanford University and Academic Advisor to the IASB; Ervin Black, Brigham Young University and Chairman, IAS AAA; Holger Erchinger, Partner, KPMG LLP; Ian Hague, Principle, Accounting Standards, AcSB and incoming Chairman, IAS AAA; Donna Street, University of Dayton and President, IAAER

Note: CPE fields of study and level are italicized. Half-day CPE session fees are \$90 each and full-day session fees are \$180.

Saturday, July 31 – Afternoon cont'd.

1:00 pm-5:00 pm

CPE #16 — Mapping a Partnership Agreement to a Partnership Return

Taxes — Advanced, 4.0 CH

How can a tax professional prepare or an academic teach a partnership return without reading and understanding the partnership agreement? This session will cross-reference typical partnership provisions to the Form 1065 partnership return.

Presenter: Mark Sellner, University of Minnesota

1:00 pm-5:00 pm

CPE #17 — Potential Uses of Islamic Finance in Teaching Accounting and Accountability

Specialized Knowledge and Applications — Basic, 4.0 CH

This workshop seeks to show how concepts underlying globally emergent Islamic finance, such as shared risks and shared returns, can serve as a resource for teaching ethics and accountability in accounting courses.

Presenter: Athar Murtuza, Seton Hall University

Sunday, August 1 – Full Day

8:00 am-4:30 pm

CPE #18 — 15th Annual Ethics Symposium

Behavioral Ethics — Overview, 7.5 CH

This is a continuation of the Annual Ethics Symposium sponsored by the Professionalism and Ethics Committee and the Public Interest Section of the AAA. The Symposium involves research papers on ethics and professional responsibility in accounting. The Accounting Exemplar Award Luncheon is included.

Coordinators: Jim Lampe, Missouri State University; Diane Roberts, University of San Francisco

Membership Dues for 2010-2011

Annual Meeting registration requires membership dues in the American Accounting Association for September 2010 - August 2011 be paid for all attendees, including students.

Can't attend the Annual Meeting in San Francisco?

Dues renewal notices will be mailed to members later this Summer or you may renew your AAA membership online now at <http://aaahq.org/membership/renewal.htm>. ■

Sunday, August 1 – Morning

8:00 am-11:00 am

CPE #19 — Major Changes to Compilations and Reviews Are Coming

Accounting — Basic, 3.0 CH

Reporting on unaudited financial statements will take a dramatic change under the proposed standards on compilation and review reports. These changes are the biggest changes to compilation and review in the 32 years since they were instituted. The standards rethink the CPA's independence and allow for more latitude in the CPA to assist businesses.

Presenter: Kenn Heaslip, Bloomfield College

8:00 am-11:00 am

CPE #20 — Radical Course Design: Taking a Fresh Look at Your Courses

Specialized Knowledge and Applications — Basic, 3.0 CH

This session is designed so you can take a fresh look at what you're doing in your classes. In the radical redesign process, you will be asked to critically look at several aspects of your classes including your grading structure.

Presenter: Marsha Huber, Otterbein College

8:00 am-11:00 am

CPE #21 — Teaching Strategic Cost Management

Business Management and Organization — Overview, 3.0 CH

The workshop provides guidance in course design and choosing appropriate cases and other teaching materials based on the instructor's teaching experience and on insights gained from teaching this workshop at 14 prior AAA annual meetings.

Presenter: Edward Blocher, University of North Carolina at Chapel Hill

8:00 am-Noon

CPE #22 — Introduction to XBRL: Featuring Current Events and Classroom Applications

Specialized Knowledge and Applications — Basic, 4.0 CH

The objective of this workshop is to introduce accounting educators to XBRL (eXtensible Business Reporting Language). All companies will be furnishing financial statements to the SEC in XBRL format by 2011. This working will introduce XBRL financial statements, taxonomies, and classroom cases.

Presenters: Glen Gray, University of California, Northridge; Clinton White, University of Delaware

8:00 am-Noon

CPE #23 — Guerrilla Teaching Tactics

Accounting — Overview, 4.0 CH

Provides teaching tactics for professors to help manage their SET scores, agency theory, retention rates, rules of the trade, impression management, ingratiation techniques, variables impacting scores, spotting abusive SET professors, grade inflation, measuring learning, and alternatives to SET are covered.

Presenter: D. Larry Crumbley, Louisiana State University

8:00 am-Noon

CPE #24 — Creating a Positive Accounting Learning Environment

Accounting — Basic, 4.0 CH

This session will focus on strategies to create a positive learning environment for students. Each attendee should leave the session with a number of ideas to enhance student learning and create interest in accounting. Additionally, attendees will be able to take a new look at the way they have been conducting their courses.

Presenter: William Stahlin, Stevens Institute of Technology

8:00 am-Noon

CPE #25 — FASB/IASB Update - Part I

Accounting — Basic, 4.0 CH

Part I is a joint FASB/IASB workshop to update participants on the current status of major projects on the two boards' agendas. Among the topics likely to be included are Conceptual Framework, Financial Statement Presentation, Revenue, and Leases.

Presenters: Mary E Barth, Stanford University, Academic Advisor to the IASB; Thomas J. Linsmeier, Financial Accounting Standards Board

8:00 am-Noon

CPE #26 — Accounting Case Teaching Workshop

Accounting — Overview, 4.0 CH

This workshop offers a practical guide to effective case teaching. It is led by accounting faculty from the Richard Ivey School of Business, the world's second largest publisher of business cases, with expertise in teaching using cases alone.

Presenters: Vaughan S. Radcliffe, University of Western Ontario; Mitchell J. Stein, Richard Ivey School of Business, University of Western Ontario

8:00 am-Noon

CPE #27 — Effectively Designed Rubrics and Attention-Directing Evidence for Assurance of Learning

Accounting — Basic, 4.0 CH

Several accounting programs use rubrics in their AOL portfolios. However, there is considerable concern about the efficacy of rubrics that were developed in-house as well as those developed by third parties. This session will offer a hands-on approach to effectively evaluating rubrics and for creating attention-directing visual evidence for AOL.

Presenter: Thomas G. Calderon, The University of Akron

8:00 am-Noon

CPE #28 — Doing the Right Thing = Ethical Effectiveness Skills Development

Behavioral Ethics — Intermediate, 4.0 CH

Teach students HOW to say "no" and develop their effectiveness at ethical influence on others. Doing the right thing is more than knowing or even deciding what is right. Getting it done involves resisting temptations, and resisting influences, and influencing others to cooperate. Ethical Effectiveness is the missing link to ethical behavior.

Presenter: Wallace Wood, University of Cincinnati

Sunday, August 1 – Afternoon

1:00 pm-4:00 pm

CPE #29 — Framework for Incorporating Fair Value Measurements in the Accounting Curriculum

Accounting — Intermediate, 3.0 CH

Explore, discuss, and evaluate a comprehensive framework for the implementation of Fair Value Measurements in the Accounting Curriculum. Prepare your students for a "fair value" working world by have a systematic and rational plan to incorporate Fair Value Measurements in your accounting curriculum.

Presenter: Frank Beil, University of Minnesota

1:00 pm-4:00 pm

CPE #30 — IFRS Bootcamp for Accounting Principles Courses

Accounting — Update, 3.0 CH

This workshop prepares educators to infuse IFRS into their existing principles level accounting course. Attendees receive customized instructor manuals (slides, examples, projects, etc.) designed for any level (light, basic, pro level) of IFRS infusion into principles level accounting course.

Presenters: Jason Cherubini, Loyola University Maryland; Hong Zhu, Loyola University Maryland

1:00 pm-4:00 pm

CPE #31 — Web Videos – How to Create, Edit, and Use in Your Classroom

Computer Science — Basic, 3.0 CH

Participants will learn how to create, edit and use web videos in the accounting classroom. A variety of software used to create web videos will be introduced. Participants will learn how to use Camtasia to record and edit videos. Finally, participants will learn how to host the videos in a course management system or on YouTube.

Presenters: Tracie Nobles, Austin Community College; William St. John, Union Graduate College

1:00 pm-4:00 pm

CPE #32 — Teaching with Technology: Using Web 2.0 Technology to Build Interactivity into Your Teaching-Learning Experience

Specialized Knowledge and Applications — Basic, 3.0 CH

This workshop introduces participants to practical approaches to using cutting-edge Web 2.0 technology to create engaging course materials and interactive teaching-learning experiences. Participants will search the internet, practice using technology, and determine how technology features meet instructional needs.

Presenter: Richard Lillie, California State University, San Bernardino

Note: CPE fields of study and level are italicized. Half-day CPE session fees are \$90 each and full-day session fees are \$180.

Sunday, August 1 – Afternoon cont'd.

1:00 pm-4:30 pm

CPE #33 — FASB/IASB Update – Part II

Accounting — Basic, 3.5 CH

Part II is a joint FASB/IASB workshop to update participants on the current status of major projects on the two boards' agendas. Among the topics likely to be included are Financial Instruments, Liabilities and Equity, Consolidations, and Derecognition.

Presenters: Mary E. Barth, Stanford University, Academic Advisor to the IASB; Thomas J. Linsmeier, Financial Accounting Standards Board

1:00 pm-4:30 pm

CPE #34 — Accounting and Taxation in China

Accounting — Basic, 3.5 CH

This workshop intends to provide participants with a general understanding of the history of accounting development, current state of accounting and auditing practices, and taxation systems in China. The workshop will cover China's new taxation system as well as special tax treatments for foreign investments in China.

Presenter: Zhijun Lin, Hong Kong Baptist University

1:00 pm-4:30 pm

CPE #35 — Enhancing Learning and Gaining Insight into Student Thinking by Using Classroom Assessment Techniques

Specialized Knowledge and Applications — Basic, 3.5 CH

You will learn how to design CATs to gain understanding of your students' thinking and to obtain answers about whether or why students are or are not learning. In addition, strategies will be presented that encourage good CAT design.

Presenter: Marsha Huber, Otterbein College

1:00 pm-4:30 pm

CPE #36 — Advanced Considerations in the Learner-Centered Approach

Accounting — Intermediate, 3.5 CH

You will learn how to improve student learning beyond a basic application of the learning centered approach. You will be able to apply all six stages of the Dee Fink taxonomy. You will create a holistic learning experience for students, and be viewed as a master teacher. **Presenter: David Albrecht, Concordia College**

1:00 pm-4:30 pm

CPE #37 — Research and Teaching Opportunities in the Government and Nonprofit Area

Accounting (Governmental) — Basic, 3.5 CH

This session provides basic information about research and teaching for Ph.D. students and new assistant professors interested in the government and nonprofit area. Sessions will discuss data sources, research methodologies, and recent teaching and research innovations in government and nonprofit accounting.

Presenters: Angela Gore, The George Washington University; Nicole Thibodeau, Willamette University

1:00 pm-5:00 pm

CPE #38 — So You Wish to Be an Expert Witness

Accounting — Overview, 4.0 CH

This workshop enables professors or practitioners to add value to their outside activities through an understanding of the litigation needs of lawyers. A person teaching tax, fraud examination, fraud auditing, or forensic accounting could benefit from this seminar. Litigation services is a major part of forensic accounting.

Presenter: D. Crumbley, Louisiana State University

1:00 pm-5:00 pm

CPE #39 — Deceptive Accounting Practices

Accounting — Basic, 4.0 CH

Auditing standards have been promulgated largely as a result of past frauds and failed audits. This seminar will discuss and detail major historical scandals in categories such as classic cases, revenue recognition, reserves, inventory, fixed assets and ethics. The focus will be the influence of the frauds in the creation of revised standards.

Presenter: Kenn Heaslip, Bloomfield College

1:00 pm-4:30pm

CPE #40 — Sustainability Accounting: What Is It and How To Teach It

TBD, 3.5 CH

Organizations are increasingly incorporating sustainability issues in strategic management and reporting on environmental and social performance. During this workshop, participants will learn about frameworks for sustainability accounting and explore ideas for teaching sustainability topics in management accounting, cost accounting, financial accounting, and auditing courses.

Presenter: Susan Wolcott, CA School of Business ■

Conference on Teaching and Learning in Accounting (CTLA)

Are you:

- Interested in the art of teaching accounting?
- Looking for the best ways to teach emerging topics in accounting?
- A practitioner who'd like to become a faculty member?

If so, be sure to check out the CTLA insert at the center of this brochure or go to <http://aaahq.org/AM2010/CTLAinfo.cfm>. For more information, contact Deirdre Harris at deirdre@aaahq.org or 941-556-4119.

2010 CAREER CONNECTION



MARK YOUR CALENDARS NOW!

2010 AAA Annual Meeting
Career Connection and Career Fair

San Francisco, CA
July 31 - August 4, 2010

For more information, please visit
<http://aaahq.org/AM2010/career.cfm>

Meeting Dates

Annual Meeting: July 31 – August 4
Conference on Teaching and Learning in Accounting (CTLA): July 31 – August 1

Hilton San Francisco Union Square

333 O'Farrell Street
San Francisco, CA 94102 USA
Toll-Free: 1-800-445-8667
Telephone: 1-415-771-1400
Fax: 1-415-771-6807

Group Rate: Single/Double: \$189

Parc 55 San Francisco

55 Cyril Magnin Street
San Francisco, CA 94102 USA
Toll-Free: 1-800-595-0507
Telephone: 1-415-392-8000
Fax: 1-415-403-6602

Group Rate: Single/Double: \$189

Special Rates

To receive the special conference rate at either hotel be sure to make your reservations by **June 21, 2010** and identify yourself as attending the *American Accounting Association Annual Meeting*. Online reservations may be made from <http://aaahq.org/AM2010/hotel.cfm>. NOTE: One night deposit will be required in order to secure your reservation at either hotel. If reservation is made by credit card, your account will be charged at the time of reservation.

Meeting Attendees with Limited Mobility

If you anticipate having limited mobility during your participation in the AAA Annual Meeting in San Francisco, it is very important that you notify the hotel when you make your reservations, and when you check into the hotel. Should there be an emergency that would require evacuation, hotel staff need to know that you would require assistance. This includes temporary mobility issues that might unexpectedly slow you down like an injury, crutches, etc. Please request instructions directly from the hotel about how to proceed in case of an emergency.

Americans with Disabilities Act

It is the intention of the American Accounting Association to comply fully with the Americans with Disabilities Act (ADA). Members planning to attend this meeting who have special needs, as covered by the ADA, are requested to notify Debbie Gardner at the American Accounting Association, debbie@aaahq.org or (941) 556-4101, to facilitate identification and accommodation of these needs by the Association.

Special Food Requirements

Members attending the Annual Meeting in San Francisco who require vegetarian, vegan or gluten-free meals must so indicate on the registration form. Information regarding entrees at the luncheons will be available at the AAA registration desk at the Hilton San Francisco Union Square Hotel. ■

Career Connection At the 2010 Annual Meeting

Supporting Accounting Program Communities
Through our State-of-the-Art Job Board

Employers - need to fill an open position? Post your job opening through the AAA Career Center. The Career Center will cater to your recruiting needs by allowing you to browse resumes, contact job seekers and reserve interview tables and times at the Annual Meeting.

Job seekers - you will have the opportunity to post an anonymous resume, search for job openings that fit your needs, contact employers and request interview times at the Annual Meeting Interview Hall.

The American Accounting Association's Career Connection at the 2010 Annual Meeting will be located in the Hilton San Francisco Union Square. This will be the location for applicants seeking positions and organizations seeking faculty and other academic staff to make connections.

The Career Connection Offers:

Interview Tables

Job seekers and employers will have the chance to connect and conduct interviews throughout the course of the Annual Meeting. Organizations will have the option to reserve specific interview table time slots at the Career Connection Sunday morning through Wednesday afternoon. Uploading of resumes, position listings, and interview scheduling may be completed on-site, however we encourage you to complete your posting/scheduling prior to the Annual Meeting. Please note interview table space is limited.

Annual Meeting Career Fair

This is an opportunity to network, share materials and highlight or learn about organizations recruiting, or planning to recruit in the near future. Held on Sunday from 3:00-6:00pm at the Hilton San Francisco Union Square Hotel, this event will be a broad opportunity for finding potential colleagues. After purchasing a package that includes the Career Fair option, you will be sent an email with your booth number to help facilitate networking with job seekers.

AAA Package Options

We are pleased to offer organizations a variety of recruiting options, including the Complete Package with the Initial Position Announcement, Interview Table (Sunday, Monday, Tuesday and Wednesday) and a Career Fair booth.

Watch for the opening of our Career Connection on our Annual Meeting website at <http://aaahq.org/AM2010/career.cfm>. ■

Requests for Meeting Space, Social and Alumni Functions

Meeting space may be reserved for events held during the 2010 AAA Annual Meeting in San Francisco, California. Limited space is available Sunday through Wednesday, August 1–4.

Alumni events and other functions may be scheduled during the following times (space permitting):

Sunday, August 1

Breakfast, Lunch, and Evening functions

Monday, August 2

Breakfast, Lunch, and Evening functions

Tuesday, August 3

Breakfast and Evening functions

Wednesday, August 4

Breakfast and Evening functions

Menu selection will be made directly with the Hotel Catering Department and the hotel will bill each group directly.

Requests for space can be made by contacting Debbie Gardner at the American Accounting Association, debbie@aaahq.org or (941) 556-4101.

We will need to know the period during which you wish to hold your meeting/function (date, time, and length), the name of the meeting/function, the estimated attendance, and the name, address, telephone, and email address of the contact person. The American Accounting Association will then assign a room, if available, for the meeting/function and notify the Hotel Catering Department if applicable. **NOTE: Room assignment for requested space begins late May 2010.** ■

Membership Dues

- Annual Meeting registration requires membership dues in the American Accounting Association for September 2010 – August 2011 be paid for all attendees, including students.
- Membership dues include online access to one, two, or three Association journal(s), *The Accounting Review*, *Accounting Horizons*, or *Issues in Accounting Education*, depending on the level of membership selected.
- Full members may opt to receive hardcopies of the AAA journal(s) they subscribe for an additional cost: *The Accounting Review* - \$35, *Accounting Horizons* - \$15, *Issues in Accounting Education* - \$15.
- Full members may also subscribe to hard copies of many section journals. Prices vary and section membership is required.
- Membership also gains you access to the AAACommons, our innovative resource, networking, and peer review platform.
- Members have the opportunity to join any of our 16 special interest Sections. ■

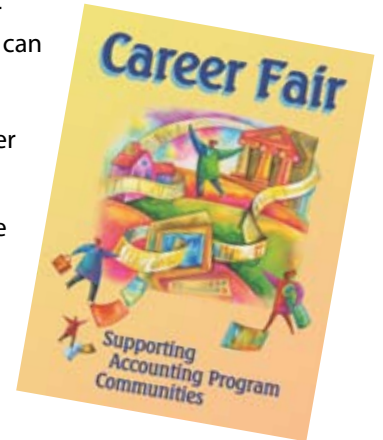
2010 Annual Meeting Career Fair “A Networking Path To Your Future”

We are pleased to announce the 2010 American Accounting Association Career Fair. The Career Fair will take place on Sunday, August 1 from 3:00 to 6:00 pm at the Hilton San Francisco Union Square.

Job Seekers

This may be a small part of your entire job search process, but it can be the most successful part!

- Your resume will be posted on our state-of-the-art Career Center
- An opportunity to make face to face connections with recruiters
- Network and meet people
- Hand out resumes
- Schedule a follow-up interview during the Annual Meeting Career Connection



Academic Recruiters

- An opportunity to meet job seekers in a professional, large-format event.
- We will provide a 4' x 8' cork display board that will accommodate posters.
- A table for handouts and a chair.

This event will be promoted not only to job seekers already signed up with the Career Center, but also to all Annual Meeting registrants. Watch for the opening of the 2010 Career Connection on the Annual Meeting website at <http://aaahq.org/AM2010/career.cfm>. ■

Luncheon Tickets

This year meeting attendees will have the opportunity to select their Tuesday or Wednesday luncheon ticket on their Annual Meeting registration form. One luncheon ticket is included with each meeting registration. Tickets are assigned on a first-come, first-served basis, so remember to register early. Guest tickets will also be available for purchase at the on-site ticket counter.

Reminder: Special meal tickets, including vegetarian, vegan, and gluten-free meal options, must be ordered in advance on the Annual Meeting registration form.

Need other ideas for lunch or dinner? Check out our website at http://www.welcometosf.com/showbadge/badge_offers.asp?cat_id=2. ■

Registration Information

Annual Meeting Registration Fee Includes:

- Name Badge
- Exhibit Hall Admission
- Career Fair Admission
- Program and Proceedings Book
- Quick Reference Card
- List of Registrants
- Admission to plenaries, panels, and research sessions
- One Ticket to either the Tuesday or Wednesday Luncheon
- Sunday Evening Early Bird Reception
- Monday Evening Welcome Reception
- Refreshment Breaks
- Cyber Café Admission

Guest Registration

A \$60 guest registration fee is required for guests 12 and older. Accounting faculty and students are NOT eligible to register as guests. Paid guests must be listed on the registration form.

Guest Registration Fee Includes:

- Name Badge (required for admission to events and activities)
- Exhibit Hall Admission
- Career Fair Admission
- Sunday Evening Early Bird Reception
- Monday Evening Welcome Reception
- Refreshment Breaks
- Cyber Café Admission

The guest badge does NOT include admission to the Placement Center, plenaries, panel sessions, research sessions, or CPEs.

Registration Deadline — June 21, 2010

- Registrations received after June 21 will incur a \$50 late fee.
- Pre-registration closes at 4:00pm EDT on July 19. There will be a \$100 late fee on all registrations received after July 19.
- On-site registration will be available at the Hilton San Francisco Union Square Hotel starting July 31.

Register Online to Save!

- Register online to take advantage of a \$30 discount on the meeting registration fee.
- You can register online at <http://aaahq.org/AM2010/registration.htm> until 4:00 PM EDT July 19, 2010 by using your Visa or MasterCard.

Register by Mail or Fax

- Download and print your registration form at <http://aaahq.org/AM2010/registration.htm>.
- If you pay by credit card (VISA or MasterCard only), you may fax your registration form to (941) 923-4093 until 4:00pm EDT July 19, 2010.
- Make checks payable to the American Accounting Association and mail your registration form to: American Accounting Association, 5717 Bessie Drive, Sarasota, FL 34233-2399
- If you mail or fax a registration form to AAA that was previously submitted, please indicate so on the form.

On-Site Registrations

- On-site registration will include a \$100 late fee and will be available starting July 31 at the AAA Registration Desk in the Hilton San Francisco Union Square Hotel.

Registration Changes

- All registration inquiries and change requests should be submitted to AAA headquarters at info@aaahq.org or (941) 921-7747. After July 19 any registration changes should be made on-site at the AAA Registration Desk in the Hilton San Francisco Union Square Hotel. Ticket changes will be accommodated based on availability.

Cancellation Policy

- All cancellations must be received in writing at AAA in order to be processed.
- Cancellation requests received after June 21 will incur a \$50 cancellation charge.
- No refunds will be available for cancellations after July 19, or for no-shows.

Registration Fees & Forms

Looking for your Annual Meeting registration form?

The registration forms are posted online at <http://aaahq.org/AM2010/registration.htm>.

- Register online to take advantage of a \$30 discount on the meeting registration fee.
- Mail your registration form with payment to AAA.
- Fax your registration form with a credit card number to AAA.

Registration Fees (including membership dues) start at:

Full Member: \$575
Student Member: \$235
Emeritus Member: \$415
Life Member: \$390

Can't print the registration form? Please call one of our Member Service Coordinators for assistance at 941-921-7747 or send an email to info@aaahq.org to request a copy of the registration form. ■

Meeting at a Glance*

Friday, July 30, 2010

7:00 am - 8:00 am	Registration (CPE #1 only)
8:00 am - 4:30 pm	CPE Course #1
5:00 pm - 7:00 pm	Registration

Saturday, July 31, 2010

7:00 am - 6:00 pm	Registration
8:00 am - 5:00 pm	CPE Courses
8:00 am - 5:30 pm	Conference on Teaching and Learning in Accounting (see insert for details)

Sunday, August 1, 2010

7:00 am - 7:00 pm	Registration
8:00 am - 4:30 pm	Conference on Teaching and Learning in Accounting (see insert for details)
8:00 am - 5:00 pm	CPE Courses
9:00 am - 2:00 pm	Career Connection
12:00 pm - 1:00 pm	Accounting Exemplar Award Luncheon (ticket required)
3:00 pm - 7:00 pm	Exhibits
3:00 pm - 6:00 pm	Career Fair
5:30 pm - 7:00 pm	Early Bird Reception/ Dinner On Your Own

Monday, August 2, 2010

6:45 am - 8:15 am	Section Breakfasts with Business Meeting (TLC; ticket required for breakfast)
7:00 am - 5:00 pm	Registration
7:30 am - 12:15 pm	Exhibits
8:00 am - 6:00 pm	Career Connection
8:30 am - 9:45 am	Opening Plenary Session Speaker: Robert Bunting
9:45 am - 11:00 am	Effective Learning Strategies Forum Research Interaction Forum Session
10:15 am - 11:45 am	Concurrent Sessions Section Business Meetings (ATA, FARS, GNP)
12:00 pm - 1:45 pm	Section Luncheons (ATA, AUD, FARS, GNP, IAS; ticket required for lunch) Section Luncheons with Business Meetings (MAS, TYC; ticket required for lunch)
1:45 pm - 5:00 pm	Exhibits
2:00 pm - 3:30 pm	Concurrent Sessions Section Business Meetings (SET, IAS)

3:00 pm - 4:30 pm	Research Interaction Forum Session Effective Learning Strategies Session
4:00 pm - 5:30 pm	Concurrent Sessions Section Business Meeting (PIAS)
6:30 pm - 8:00 pm	Welcome Reception/ Dinner On Your Own

Tuesday, August 3, 2010

6:45 am - 8:15 am	Section Breakfasts with Business Meetings (DIV, GI&WB, IS; ticket required for breakfast)
7:30 am - 12:15 pm	Exhibits
8:00 am - 6:00 pm	Career Connection
8:00 am - 5:00 pm	Registration
8:30 am - 9:45 am	Tuesday Plenary Session Speaker: James Kroeker
9:45 am - 11:00 am	Emerging and Innovative Research Projects Session Research Interaction Forum Session
10:15 am - 11:45 am	Concurrent Sessions New Scholars Concurrent Session
12:00 pm - 1:45 pm	Luncheon (ticket required) Speaker: Betsy Rafael
1:45 pm - 5:00 pm	Exhibits
2:00 pm - 3:30 pm	Concurrent Sessions
3:00 pm - 4:30 pm	Effective Learning Strategies Session Research Interaction Forum Session
4:00 pm - 5:30 pm	AAA Business Meeting Concurrent Sessions Dinner On Your Own

Wednesday, August 4, 2010

6:45 am - 8:15 am	Section Breakfast (FIAS; ticket required for breakfast)
8:00 am - 11:00 am	Career Connection
8:00 am - 2:00 pm	Registration
8:30 am - 9:45 am	Wednesday Plenary Session Speaker: Robert Kaplan <i>Presidential Scholar</i>
9:45 am - 11:00 am	Effective Learning Strategies Session Research Interaction Forum Session
10:15 am - 11:45 am	Concurrent Sessions Section Business Meeting (FIAS)
12:00 pm - 1:45 pm	Luncheon (ticket required) Speaker: Kevin Stocks, President-Elect, AAA
2:00 pm - 3:30 pm	Concurrent Sessions
4:00 pm - 5:30 pm	Concurrent Sessions
5:30 pm - 6:00 pm	Refreshments and Raffle Drawing



2010 Annual Meeting and Conference on Teaching and Learning in Accounting

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Email: info@AAAhq.org

<http://AAAhq.org>

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<http://aaahq.org/AM2010/registration.htm>.

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- Mail your registration form with payment to AAA.
- Fax your registration form with a credit card number to AAA.

Can't print the registration form? Please call our office at 941-921-7747 or send an email to info@aaahq.org to request a copy of the registration form. ■

Log onto <http://AAAhq.org> for more information