

ACCOUNTING EDUCATION NEWS

The Newsletter of the American Accounting Association



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Volume 39 Issue 2 • Co-Editors Kevin Stocks & Tracey E. Sutherland

2011 Annual Meeting

August 6 – 10 • Denver, Colorado

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President's Invitation to Denver

I am pleased to invite you to the 2011 Annual Meeting of the American Accounting Association in Denver, Colorado! The meeting begins on Sunday, August 7 and extends through Wednesday evening, August 10. As in the past, there are a number of pre-meeting activities, including our fourth **Conference on Teaching and Learning in Accounting (CTLA)**.

The theme for our meeting this year is “**Engage to Make a Difference**,” which builds on our objective of being the **thought leaders in accounting**. Many of you have heard me talk about the numerous ways we can each become engaged and make a difference at our schools, with the profession, in the AAA through Sections and Regions, working with local, state, national and international standard-setting bodies, and with other academic and professional organizations through our teaching, research, and service efforts. The influence we can and should have on professional practice, standard-setting, and the governance of our schools and colleges is unlimited.

Our Annual Meeting sessions begin Monday morning with **Bob Herz**, former chairman of the FASB. Prior to joining the FASB, Mr. Herz was with PwC and was a member of the firm's Global and U.S. Boards. He also served as a part-time member of the International Accounting Standards Board.

Tuesday morning's plenary speaker will be **Justin Fox**. Mr. Fox is editorial director of the Harvard Business Review Group and the author of *The Myth of the Rational Market: A History of Risk, Reward, and Delusion on Wall Street*. Fox is a regular commentator on the *Nightly Business Report* on PBS. He has also been a guest on Comedy Central's *The Daily Show with Jon Stewart*.

Ruth McCartney will be the luncheon speaker on Tuesday. Ms. McCartney is CEO of McCartney Music and Multimedia Inc. She has provided consulting and production services for Fortune 100 companies and she will discuss the role of social media in education. And yes, she is the step-sister of Paul McCartney of The Beatles fame.

Wednesday morning **Stephen Zeff** will be the plenary speaker as the Presidential Scholar. Steve is the Herbert S. Autrey Professor of Accounting at Rice University. Steve is a past editor of *The Accounting Review* and a past president of the American Accounting Association.

Wednesday's luncheon will have a bit of a different format than in past years. I will take a few minutes to review the activities of the year and then **Greg Waymire** will share his focus as the incoming AAA President. Greg is the Asa Griggs Candler Professor of Accounting at the Goizueta Business School at Emory University.

Putting together a meeting the size and complexity of our Annual Meeting takes the combined efforts of a number of individuals. This year's Program Chair is Lynn Rees of Texas A&M University. There are three separate Program Advisory committees: the Strategic Relationships Team led by George Krull (Bradley University and emeritus partner from Grant Thornton); the Teaching and Learning Events Team headed by David Stout (Youngstown State); and the Research Events Team led by Marlys Lipe (The University of Oklahoma). Many others assist these team leaders and the members of their teams, including the AAA's meeting planner, Dee Strahan, the new Director of Meetings and Education Gay Williams, and the rest of the AAA staff in Sarasota. Additionally, the Section Liaisons play a major role in shaping the program. The efforts of the many, many reviewers whose work improve the quality of the meeting and provide valuable feedback to authors are also invaluable and greatly appreciated.

Denver is a wonderful city. The meeting hotels are located in the heart of the city 2½ blocks apart. Plenary sessions, luncheons and regular sessions will be held in both hotels. Meeting registration and the Exhibit Hall will be in the Hyatt Regency. Both hotels are next to the 16th Street Mall—a one-mile-long pedestrian mall is next to the hotels. For those who do not want to walk, a free bus service comes every 10 minutes and stops at every corner. After dark, horse-drawn carriages traverse the area. The Denver U.S. Mint, the Colorado state capital, and numerous galleries and museums are all within short walking distance. The Colorado Rockies play on August 6 and 7 for those in the area. The Denver Zoo is a short drive away. Extend your trip and visit Pike's Peak and any of the wonderful parks of the Rocky Mountains.

Come and enjoy the interaction with colleagues, the stimulation of research and teaching discussions, and the excitement of the mountains in Denver. I look forward to seeing you there.

Kevin Stocks, President, American Accounting Association



AAA Service Project



New this year at the Annual Meeting will be our first-ever service project.

What is the Service Project?

There are a great number of elementary students in Denver who are in need of the basic school supplies such as a backpack, pencils, paper, etc. As part of our meeting, we are each provided with the opportunity to help these youngsters prepare for success in the new school year.

How can I get involved?

You can bring supplies with you to the Annual Meeting in Denver, purchase supplies at an office supply store within walking distance of the meeting hotels, or you are welcome to make a monetary donation in any amount. You'll find a list of needed supplies and the donation form at <http://aaahq.org/AM2011/service.cfm>. All monies donated will be used to purchase school supplies. We also invite you to help stuff backpacks with the school supplies while you are in Denver. Be sure to check your Annual Meeting materials for more information on how you can help! The estimated cost to create a backpack for one student is just **\$35.00**, however a donation of any dollar amount is welcome and appreciated. Please join us this year and help make a difference in a child's life!

The Teaching, Learning and Curriculum Section WOW Event!

The Teaching Learning and Curriculum (TLC) Section and KPMG proudly present the second annual WOW event to be held at the Denver Art Museum on Tuesday, August 9 from 6:30-9:30pm.

The WOW event featured speaker is Dr. Richard J. Light, the Walter H. Gale Professor of Education, Kennedy School of Government, at Harvard University. Dr. Light is an award-winning teacher and author on how to improve program management to strengthen higher education. His book, *Making the Most of College: Students Speak their Minds*, was honored with the Virginia and Warren Stone Prize for Best Book of the Year about Education and Society. He has taught at the Wharton School and at Harvard.

Many colleges and universities are contemplating how to integrate business and accounting ethics' topics into their curriculum. Dr. Light will lead three interactive exercises on core values that are being used with Harvard students at the museum auditorium. Faculty will receive copies of these exercises on Tuesday evening that they can take home to use in their own classrooms this fall.

Ticket prices for the WOW Event are \$60 per person. The ticket price includes Dr. Light's presentation, admission to the museum and galleries, food and beverage by Kevin Taylor catering, and transportation to and from the museum. You don't want to miss this chance to hear one of America's top educational researchers along with fresh Colorado cuisine, world-class art and iconic architecture in this special TLC evening event. You may purchase additional tickets for colleagues and family members.

Dr. Light is also the invited speaker for the TLC breakfast on Monday, August 8 at 6:45am. Dr. Light will share the results of his interviews with students and administrators on 24 campuses to see just how challenging this concept can be. We will be the first group to hear these results and some of them will be surprising. Register for one or both of these events when you register for the AAA Annual Meeting.

Annual Meeting Highlights

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

The Annual Meeting is now taking shape and promises to offer something of value to all members of the American Accounting Association. In addition to the extensive activities planned for the meeting itself, the pre-meeting activities will again provide stimulating and thought-provoking discussion. Saturday and Sunday, August 6-7, will feature the **Conference on Teaching and Learning in Accounting (CTLA)**.



This conference provides an excellent resource for new and experienced faculty to develop new classroom ideas and techniques. In addition to the CTLA, registrants can earn CPE credits prior to the meeting by participating in a wide variety of CPE Sessions.

As in years past, the meeting will kick off with an Early Bird reception on Sunday evening, which will offer an early opportunity to network and catch up with friends. Other networking opportunities are provided throughout the conference; including, luncheons, a Welcome Reception on Monday with food and beverages, and a Raffle Drawing on Wednesday that is quickly becoming a popular event for a large portion of our community.

Plenary sessions of the American Accounting Association's Annual Meeting will be held each

morning on Monday, Tuesday, and Wednesday. In addition, special guest speakers will address us during lunch on Tuesday and Wednesday. Plenary speakers provide a diverse set of experience and promise to offer interesting perspectives on accounting education and research. The speakers bring expertise in accounting research and regulation, economics, international business, communications, and marketing. Come with an open mind and be prepared to hear some interesting perspectives on the direction of accounting education and research, and how academics can benefit the broader accounting and business communities.

This year, the Annual Meeting will provide more than 350 concurrent sessions. With this many sessions, everyone is bound to find something that will be tailored to their specific needs. Many sessions will present peer-reviewed cutting edge research in the various fields of accounting. Other sessions will be panel presentations to discuss important issues that face our discipline today. Panels have been organized by our association membership, as well as teams specifically charged with developing panels that would be of broad interest to our membership. These teams are organized around Research Events, Strategic Relationships, and Teaching and Learning. Just some of the topics that will be addressed are: professional updates, incorporating research in the classroom, forensic accounting, Pathways Commission, Trueblood mini-seminar, among many others.

Monday's plenary speaker is Robert Herz. Mr. Herz was

Chairman of the Financial Accounting Standards Board from July 2002 through September 2010. Prior to joining the FASB, he was PricewaterhouseCoopers North America Theater Leader of Professional, Technical, Risk and Quality and a member of the firm's Global and U.S. Boards. He was also President of the PricewaterhouseCoopers Foundation, which supports college and university activities. He also served as a part-time member of the International Accounting Standards Board. Mr. Herz recently joined the faculty of the Columbia University Business School as an Executive in Residence and also serves on the Advisory Board of the Manchester University Business School in England. The format for Mr. Herz's presentation will be different than the typical format. Instead of coming with a prepared speech, Bob will address questions that have been submitted by the AAA membership. The content of his remarks will depend on the questions received, which could include topics like accounting standard setting, international convergence of accounting standards and the potential use of IFRS in the U.S., challenges and opportunities facing the reporting system under the current economic environment, and accounting education and research.

Tuesday's plenary speaker is Justin Fox. Mr. Fox is the author of the book, *Myth of the Rational Market: A History of Risk, Reward, and Delusion on Wall Street*, which is relevant to anyone interested in our capital markets, and very pertinent to much of the research accounting academics conduct. Mr. Fox's book takes direct aim at the theory that markets are rational, and provides

Featured Speakers



Robert Herz



Justin Fox



Ruth McCartney



Stephen Zeff



Kevin Stocks



Greg Waymire

compelling arguments that the theory is flawed and contributed to the recent financial crisis. The book is a fascinating read, and was voted Amazon's Best Business Book of the Year. Mr. Fox is editorial director of the Harvard Business Review Group. A nimble economics and finance journalist, Fox writes about complex problems with an extraordinary depth and breadth, as well as a plain-spoken and illuminating accessibility. He blogs at the Harvard Business Review Group Blog and contributes regularly to *Time*, where he previously wrote a weekly column. He also started that magazine's influential Curious Capitalist blog, at Time.com. For over a decade before that, Fox was a writer and editor at Fortune, where he covered economics, finance, and international business. Fox is a regular commentator on the *Nightly Business Report* on PBS, and has appeared on NPR's Marketplace as well as *The Daily Show with Jon Stewart*.

Tuesday's lunch speaker is Ruth McCartney. Ms. McCartney will speak about the role of social media in education. Ms. McCartney has the distinction of being Paul McCartney's step-sister. She has a strong and varied musical



Photo Courtesy of Dave Falconer and VISIT DENVER

background and served as a temporary judge for *American Idol* for Fox TV. Currently, Ms. McCartney is CEO of McCartney Music and Multimedia Inc. She has made presentations to academics and business professionals from Fortune 100 and entertainment companies.

Wednesday's plenary speaker is Stephen Zeff, Presidential Scholar and Herbert S. Autrey Professor of Accounting at Rice University. Professor Zeff is a past Editor of *The Accounting Review* and a past President of the American Accounting Association. He was honored by the AAA in 1988 as an Outstanding Accounting Educator and by the International Accounting Section in 1999 as an Outstanding International Accounting Educator. In 2002, he was inducted as the 70th member of the Accounting Hall of Fame. In 2009, the European Accounting Association gave him the Anthony G. Hopwood Award for Academic Leadership. He is an honorary member of the Texas Society of CPAs, CPA Australia, and the Institute of Chartered Accountants in England and Wales. In 2002, the Institute of Chartered Accountants of Scotland awarded him the title of ICAS Honorary Research Fellow. From 1962 to 1966 and again since 2006 he has been the book review editor of *The Accounting Review*. Professor Zeff will give us a historical analysis of the major steps in the evolution of the IASC between 1973 and 2000, and the first decade of developments at the IASB. He will also discuss the challenges posed by countries coming on board and in the roles of auditors and securities market regulators.

Wednesday's lunch speakers are Kevin Stocks and Gregory Waymire. Kevin Stocks, the

KPMG Professor and Director of the School of Accountancy at Brigham Young University and the outgoing President of the American Accounting Association, will review the activities of the AAA over the past year. As the incoming President of the AAA, Greg will share his vision and priorities for the AAA in the year ahead. Greg is the Asa Griggs Candler Professor of Accounting at the Goizueta Business School at Emory University. He has been a member of the Goizueta faculty since 1990. He previously served as President of the Financial Accounting and Reporting Section and as the AAA Vice-President-Research. ■

New This Year!

Preparing for the Interview Process CPE

This new and exciting program is intended for all Annual Meeting registrants who are interested in learning or reviewing skills that are helpful while going through the job seeking process. A panel of scholars will discuss what makes a successful candidate, how to stand out in the crowd and provide insight on highlighting key points within your *Curriculum Vitae*.

There will also be a brief presentation on how the AAA's Career Center can help you in your job seeking process. This **FREE** program will take place on Sunday, August 7, from 2:00 - 3:30pm at the Hyatt Regency Denver. After the program we encourage everyone to attend the nearby Career Fair at 4:00pm!

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/AM2011/CPE_program.cfm. The CPE sessions will be held on Friday, August 5, Saturday, August 6 and Sunday, August 7. Lunch is on your own on Friday, Saturday and Sunday (except for CPE #17). Attendance at these CPE programs is restricted to AAA members.

Friday, August 5 - Full Day

8:00 am-4:30 pm

CPE #1 – 2nd Annual SET Transformative Technologies Workshop

Management Advisory Services – Basic, 7.5 CH

This workshop will introduce several emerging technologies to the practicing and academic accounting communities. Industry leaders will provide introductions to transformative ideas, and discussion will focus on how these transformations will change accounting—and generate new research and teaching activities.

Coordinator: Julie Smith David, Arizona State University

Saturday, August 6, 2011 - Full Day

8:00 am-4:30 pm

CPE #2 – Twentieth Annual Strategic and Emerging Technologies Workshop

Accounting – Basic, 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 A. Baldwin, University of Arkansas at Fort Smith; Carol E. Brown, Oregon State University; Graham Gal, University of Massachusetts Amherst

Registration credentials for CPE sessions will be available for pick up at the Hyatt Regency Denver 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 – The Ernst & Young Academic Resource Center: Managing the Wave of Accounting Change in the Classroom and an Overview of Supporting Curriculum Resources

Accounting – Basic, 7.5 CH

Members of the Ernst & Young Academic Resource Center will provide insights on addressing the wave of accounting change in the classroom in regards to US GAAP and IFRS and provide an overview of EYARC curriculum and other resources.

Presenters: Catherine Banks, Ernst & Young Academic Resource Center; F. Greg Burton, Brigham Young University and Ernst & Young Academic Resource Center; Nick Kissel, Ernst & Young Academic Resource Center; Jana Raedy, University of North Carolina at Chapel Hill and Ernst & Young Academic Resource Center; Bob Riley, University of Southern California and Ernst & Young Academic Resource Center

Saturday, August 6 - Morning

8:00 am-11:00 am

CPE #4 – Research in International Accounting

Accounting – Basic, 3.0 CH

This program introduces Ph.D. students and faculty to international accounting research. Leading scholars will discuss: (1) recent innovations and trends; (2) how to develop promising topics; (3) data sources and methods of analysis; and (4) how to do high level research even at an institution with limited resources.

Presenters: Mary E Barth, Stanford University; Elizabeth A. Gordon, Temple University; William R. Kinney, Jr., University of Texas at Austin

8:00 am-Noon

CPE #5 – Be Prepared...to Develop Ethical Accountants

Behavioral Ethics – Basic - 4.0CH

Designing a Professional Ethics course? Frustrated with your Accounting Ethics course? Instead of experimenting one term at a time, here is an opportunity to learn from YEARS of those experiments and be shown the shortcuts. Teaching accounting ethics can be fun and satisfying in that “make your students better” way.

Presenter: Wallace Wood, University of Cincinnati

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

8:00 am-Noon

CPE #6 — Share Your Classroom Experiences: Publish in Accounting Education Journals

Spec. 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; Dorothy Feldmann, Bentley University

8:00 am-Noon

CPE #7 — Changing Paradigms: Historical Perspective and Research

Specialized Knowledge and Applications — Overview, 4.0 CH

A variety of dominant explanations and conventions found in our literature over the last century will be reviewed. Relating these to commerce, capital formation and philosophies of political economy inform contemporary research.

Presenters: Sudiptah Basu, Temple University; Barbara Merino, University of North Texas; Steve Moehrle, University of Missouri-St Louis; Gary Previts, Case Western Reserve University; Jennifer Reynolds-Moerhle, University of Missouri-St Louis; Greg Waymire, Emory University

8:00 am-Noon

CPE #8 — Teaching Lean Accounting: Materials and Strategies for the Classroom

Accounting — Basic, 4.0 CH

Are you seeking strategies and materials for teaching lean accounting to your students even those lacking business experience? This workshop will provide hands-on experience using materials from the forthcoming edition of *Practical Lean Accounting* as well as other materials and strategies to stimulate learning and applying lean accounting concepts.

Presenter: Lawrence Grasso, Central Connecticut State University

Saturday, August 6 – Afternoon

1:00 pm-4:00 pm

CPE #9 — Teaching Accounting Courses Online: One instructor's Experience

Spec. Knowledge and Applications — Basic, 3.0 CH

This workshop is designed to overview distance education history, philosophy, current status, and future trends; discuss the instructor's (and participants') personal experiences teaching online accounting courses; and offer suggestions and checklists to those teaching distance education accounting courses.

Presenter: Michael Ruff, Bentley University

1:00 pm-4:00 pm

CPE #10 — 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 K Chawla, Angelo State University; Zafar Khan, Eastern Michigan University

1:00 pm-4:00 pm

CPE #11 — Revenue Recognition: Charting a Course for an Uncertain Future

Accounting — Basic, 3.0 CH

This workshop will be a comprehensive analysis of the proposed NEW revenue recognition standard, Contracts with Customers, as put forth by the FASB and the IASB.

Presenter: Frank Beil, University of Minnesota

1:00 pm-4:00 pm

CPE #12 — How the Games Begin—Detecting Financial Statement Fraud

Accounting — Intermediate, 3.0 CH

Financial statement fraud continues to be a significant problem for investors, auditors and analysts. This session will take a look at patterns, tools and non-financial information that can be utilized by these users of financial statements to uncover anomalies and red flags.

Presenter: Patricia Johnson, Canisius College

1:00 pm-4:30 pm

CPE #13 — Infusing Leadership Skills and Alternative Communication Tools into Your Courses: A Hands-On Workshop

Personal Development — Basic, 3.5 CH

Participants will experience how the introduction of leadership concepts and communication tools can enhance their classes.

Presenter: Timothy West, Northern Illinois University

Exhibit Hall Hours/Early Bird Reception

The Exhibit Hall at the Annual Meeting will be open Sunday, Monday and Tuesday. Plan on joining us for the Exhibit Hall Reception on Sunday, August 7, 5:30pm – 7:00pm. Daily coffee breaks will also be held in the Exhibit Hall.

Exhibit Hall hours are as follows:

Sunday, August 7	3:00 pm – 7:00 pm
Monday, August 8	7:30 am – 12:15 pm 1:45 pm – 5:00 pm
Tuesday, August 9	7:30 am – 12:15 pm 1:45 pm – 5:00 pm

1:00 pm-4:30 pm

CPE #14 — The Governmental and Nonprofit Accounting Classroom: Inspiring Future Public Servants

Accounting (Governmental) — Basic, 3.5 CH

This session is designed to help instructors develop a GNP accounting course, of whatever shape or size, that underscores the relevance of this sector of the economy, links the accounting for public and private sectors, and integrates material that emphasizes both technical skills and soft skills, and . . . makes it fun!

Presenter: Tammy Waymire, Northern Illinois University

1:00 pm-5:30 pm

CPE #15 — Ethics Education Boot Camp

Behavioral Ethics — Basic, 4.5 CH

This workshop 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. Attendees are introduced to the literature on accounting ethics education and methods used successfully by accounting educators to teach ethics.

Presenters: Mohammad Abdolmohammadi (Co-Coordinator), Bentley University; Janell Blazovich, University of St Thomas - St Paul; James C. Gaa, University of Alberta; Stephen E. Loeb (Co-Coordinator), University of Maryland, College Park; Dawn W. Massey, Fairfield University; Steven M. Mintz, California Polytechnic State University, San Luis Obispo; Kevin M. Misiewicz, University of Notre Dame; Murphy Smith, Texas A&M University; Joan Van Hise, Fairfield University

Sunday, August 7 - Full Day

8:00 am-4:00 pm

CPE #16 — Integrating Lean Accounting into your Accounting Curriculum

Business Mgmt and Organization — Basic, 7.0 CH

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

Presenter: Gerald DeBusk, University of Tennessee at Chattanooga

8:00 am-4:30 pm

CPE #17 — 16th Annual Ethics Research Symposium

Behavioral Ethics — Overview, 7.5 CH

The 16th Annual Ethics Research Symposium will focus on ethics research and teaching within the field of accounting. It encourages thoughtful papers, case studies, and teaching cases in a number of different areas of accounting ethics scholarship. We encourage researchers in all areas to identify the ethical implications in your research.

Presenters: Andrew Felo, The Pennsylvania State University; Marty Stuebs, Baylor University

8:00 am-4:30 pm

CPE #18 — Semantic Modeling of Accounting Phenomena (SMAP)

Computer Science — Intermediate, 7.5 CH

This workshop's objective is to provide a forum for researchers and educators interested in semantic modeling of accounting phenomena, as illustrated by the REA (resources, events and agents) paradigm. This part of SMAP will focus on research presentations and discussions in the area.

Presenter: Julie Smith David, Arizona State University

Sunday, August 7 - Morning

8:00 am-11:00 am

CPE #19 — Rubrics and Attention-Directing Evidence for Assurance of Learning

Accounting — Intermediate, 3.0 CH

Faculty and administrators are constantly searching for tools and techniques to assess student learning and program effectiveness. This workshop is highly recommended for faculty who are interested in building and using rubrics to evaluate their students' work and contribute to the assurance of learning objectives of their programs. The workshop is particularly beneficial for administrators who wish to design processes that encourage faculty and others to reflect on program learning goals and use attention-directing evidence to promote change.

Presenter: Thomas Calderon, University of Akron

8:00 am-11:00 am

CPE #20 — Teaching Strategic Cost Management

Business Mgmt and Organization — Basic, 3.0 CH

The workshop provides guidance, based on the instructor's teaching experience and insights from 15 prior AAA workshops, on teaching strategic cost management topics including strategy maps, the balanced scorecard, activity-based costing, customer profitability analysis, performance measurement, strategic budgeting, and performance management.

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

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

4th Annual Conference on Teaching and Learning in Accounting (CTLA)



August 6-7, 2011
Denver, Colorado

<http://aaahq.org/AM2011/CTLAinfo.cfm>

Are you interested in...

- Thought Leader Dialogues: Handling generational differences in the classroom, Developing effective critical and creative thinking, and Faculty stress management
- Concurrent Sessions: The textbook of the future, Technology tools for the classroom (including Skype, Audacity, podcasting), Ethics, Developing cases, Student-to-career transition issues, Rekindling your passion for teaching, and Teaching and research synergies
- Roundtable Sharing: Teaching and technology hands-on sessions
- Cutting Edge Technology to Enhance Pedagogy: XBRL, Online videos, Using technology effectively, and Social media
- Teaching Strategies for Today and Tomorrow: Developing an effective learning environment, Teaching perspectives inventory, and Resolving conflict
- Effective Teaching Practices Poster Sessions covering Pedagogy and Course Best Practices
- 2010 Bea Sanders, Mark Chain, and George Krull Effective Learning Strategies award winners and honorable mention sessions
- Earning up to 17 Hours of CPE Credit

If so, plan to attend the 4th Annual Conference on Teaching and Learning in Accounting (CTLA) on August 6 and CTLA CPEs on August 7!!

Register early! Space for this popular conference and CPE will be limited.

CTLA Registration (AAA membership req'd)

Conference on Teaching and Learning in Acctg
August 6 all day (9 CPE credits) \$180

CTLA CPE #21: *Cutting Edge Technology to Enhance Pedagogy*
August 7 morning (4 CPE credits) \$90

CTLA CPE #36: *Teaching Strategies for Today and Tomorrow*
August 7 afternoon (4 CPE credits) \$90

CPEs

This year we are pleased to offer increased flexibility in extending your meeting experience with more CPE options on Sunday, August 7. For an additional fee, you may choose to extend your CTLA experience on Sunday by selecting **CPEs #21 *Cutting Edge Technology to Enhance Pedagogy*** and **#36 *Teaching Strategies for Today and Tomorrow*** and adding them to your CTLA or Annual Meeting registration (see descriptions below).

Annual Meeting

All CTLA attendees will receive an *Insider's Guide* to the Annual Meeting. You can use this guide during the Annual Meeting to help you identify sessions on teaching-related topics that are held throughout the three days of concurrent sessions. We will also gather on Wednesday, August 10, for a "What's Next?" session that will provide a chance to reflect on learning across the meeting, and make recommendations for future CTLAs.

CTLA Program Outline*

Friday, August 5

5:00pm - 7:00pm Registration

Saturday, August 6

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

8:00am - 11:00am ***"Successfully" Teaching Student Success: An Interactive Workshop***

Presenter: Bruce Colbert, University of Pittsburgh at Johnstown

In this opening plenary session, programs and methods that teach student success for today's students will be discussed. The first part of the session will cover background and research concerning teaching student success and the softer skills. The second part of the program will feature a mini faculty stress management seminar that will demonstrate teaching methods for softer skills.

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

Faculty will discuss their pedagogy and specific course best practices during this poster session.

12:30pm - 1:20pm *Luncheon and Presentation of the 2010 Effective Learning Strategies Awards*

1:30pm - 5:30pm *Craft of Teaching Concurrent Sessions*

More than 20 sessions featuring how-to-teach tips and techniques, panel sessions, award winner presentations, as well as accounting and technology hot topics.

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

Sunday, August 7

Lengthen your CTLA experience by registering for the two offered CTLA CPEs on Sunday. Complete descriptions are available at http://aaahq.org/AM2011/CPE_program.cfm.

8:00am - 12:00pm - *CTLA CPE #21: Cutting Edge Technology to Enhance Pedagogy*
(Choose from two presentations in each time slot.)

8:00am - 9:40am

1. ***How to Integrate XBRL Analysis and Tagging Software in Accounting Courses***
Presenter: Kristine Brands, Regis University

2. ***Becoming a Star: Using Technology to Create and Present Videos Online to Supplement the Teaching of Accounting***
Presenter: Letitia Pleis, Metropolitan State College of Denver

10:20am - 12:00pm

1. ***Using Technology to Free Up Time for Critical Thinking: Applications for Introductory Financial Accounting***
Presenters: Pete Wilson and Carolyn Wilson, Boston College

2. ***Using a Social Learning Community and Social Media Tools to Engage Students in Accounting***
Presenter: Wendy Tietz, Kent State University

12:00pm - 1:00pm *Brown Bag Lunch and Networking with Colleagues*
(Bring your own lunch)

1:00pm - 5:00pm - *CTLA CPE #36: Teaching Strategies for Today and Tomorrow*

Come and learn about teaching tips you can implement in your class today and build on for tomorrow. Participants will explore developing an effective learning environment, assess their preferred teaching style, and create their own teaching mission statement. Participants will also learn how conflict arises and how to effectively resolve it in the academic environment. This session format will encourage sharing of ideas with other faculty.

* Schedule subject to change.

Annual Meeting Activities

Monday–Wednesday, August 8–10

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

Wednesday, August 10, 2:00pm - 3:30pm *Honing the Craft of Teaching: Reflections on the CTLA and Future Plans*

Come share your thoughts and ideas for improving CTLA in the future. Additionally, come learn what you can do to become an integral part of the CTLA 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 the AAACommons teaching community and resources;
- Providing 17 hours of CPE over two days for faculty interested in teaching and learning in accounting;
- Creating networking opportunities for those with shared interests;
- Exploring ideas, issues, and solutions for supporting teachers and students of accounting; and
- Re-energizing accounting faculty with new ideas and solutions for the classroom.

Registration for CTLA requires AAA membership.

Section membership may be selected as a membership add-on. Dues vary by section.

Membership options are:

- **Full Membership. \$200**
For just 50 cents per day, full membership includes all three AAA online journals (*Review*, *Horizons*, and *Issues*).
- **Two-Year College Membership.. . . . \$55**
Available to any faculty member currently teaching at a two-year college. Includes all three AAA online journals.

Two-Year College and Teaching, Learning and Curriculum Section memberships may be added for \$10 each.

Hard copy journal options are also available. See <http://aaahq.org/join.cfm> for details.

For questions about the conference and for registration information, please contact Deirdre Harris at deirdre@aaahq.org.

<http://aaahq.org/AM2011/CTLAinfo.cfm>

8:00 am-Noon

CPE #21 — CTLA CPE: Cutting Edge Technology to Enhance Pedagogy

Computer Science — Intermediate, 4.0 CH

This workshop is made up of four 100-minute concurrent sessions and will provide a hands-on primer for participants to effectively use student-preferred technologies to make the teaching/learning connection, including XBRL, online videos, social media, and more.

Coordinators: Mark Holtzblatt, Roosevelt University; Norbert Tschakert, Salem State University

8:00 am-Noon

CPE #22 — No-Nonsense Course Design—Taking a Reflective Look at your Classes

Accounting — Basic, 4.0 CH

This session is designed so you can take a reflective look at what you're doing in your classes. In the no-nonsense process, you will be asked to critically look at several aspects of your classes including your assignments and grading structure.

Presenter: Marsha Huber, Youngstown State University

8:00 am-Noon

CPE #23 — Lessons Learned in Managing Teams in Intensive Environments: What Audit Teams Can Learn from Emergency Room Team Research

Auditing — Basic, 4.0 CH

Emergency health-care professionals operate in high stress with compressed time-lines and uncertainty of both indicators and outcome (diagnosis and prognosis). The parallels between these environments will be explored and several key principles described.

Presenter: Terry Campbell, Indiana University at Bloomington

8:00 am-Noon

CPE #24 — So You Wish to Be an Expert Witness

Spec. Knowledge and Applications — Basic, 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

8:00 am-Noon

CPE #25 — An Introduction to XBRL: Featuring US GAAP 2011, IFRS 2010, and Classroom Applications

Spec. Knowledge and Applications — Basic, 4.0 CH

All SEC registrants must now furnish XBRL financial statements with their filings. The workshop will cover the basics of financial reporting with US GAAP 2011 and IFRS 2010 XBRL taxonomies, and classroom applications.

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

8:00 am-Noon

CPE #26 — FASB/IASB Update—Part I

Accounting — Update, 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; Thomas J. Linsmeier, Financial Accounting Standards Board

8:00 am-Noon

CPE #27 — Engaging Students—What the Best College Teachers Do

Accounting — Basic, 4.0 CH

This workshop focuses on how the best college teachers engage students in the learning process. It is based on Ken Bain's research presented in "What the Best College Teachers Do." It covers how students learn, creating a student-centered learning environment and how the best teachers treat students.

Presenter: William Stahlin, Stevens Institute of Technology

8:00 am-Noon

CPE #28 — Using Social Media in the Classroom

Communications — Basic, 4.0 CH

Social media usage is increasing at both the professional level and the collegiate level. The workshop covers why and how to use various social media into the classroom. Although many social media applications will be covered, the workshop focus is on: 1) texting, 2) Facebook, 3) LinkedIn, 4) Twitter, 5) Blogging, and 6) YouTube.

Presenter: David Albrecht, Concordia College

8:00 am-Noon

CPE #29 — Issues Related to Compilations and Reviews after SSARS 19

Auditing — Basic, 4.0 CH

Reporting on unaudited financial statements has changed with the issuance of SSARS 19. These changes, the biggest in 32 years, have caused CPA firms to rethink their reporting approaches. More students are seeing compilations and reviews and this session will highlight what they need to know and the current approaches.

Presenter: Kenn Heaslip, Bloomfield College;

8:00 am-Noon

CPE #30 — 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, University of Western Ontario

Sunday, August 7 - Afternoon

1:00 pm-4:00 pm

CPE #31 – Using the “Warmth Continuum” to Create Engaging Course Materials and Learning Experiences

Personal Development – Basic, 3.0 CH

This hands-on workshop introduces the “Warmth Continuum,” a practical guide to using Web 2.0 technologies to create engaging course materials and learning experiences. We will review examples of course materials created with Web 2.0 tools, identify tools for personal use, and put them to work creating materials for an upcoming accounting course.

Presenter: Richard Lillie, California State University, San Bernardino

1:00 pm-4:00 pm

CPE #32 – Accounting for Leases: Examining Financial Statement Impacts of the New Standard

Accounting – Intermediate, 3.0 CH

An examination, evaluation, and exploration of the NEW accounting guidance: Accounting for Leases with special emphasis on the changes to the Statement of Financial Position.

Presenter: Frank Beil, University of Minnesota

1:00 pm-4:00 pm

CPE #33 – Toward a Future Accounting: Breaking with Tradition

Accounting – Basic, 3.0 CH

After using roughly the same tools of accounting for more than 500 years, it is time to take a fresh look at how financial accounting can be transformed by a universal, effective, efficient network approach.

Presenter: Carl Thomsen, Sonoma State University

1:00 pm-4:00 pm

CPE #34 – Teaching Written Communication Skills for Accountants: Basics and Beyond

Communications – Basic, 3.0 CH

Strong written communication skills are essential for professional success in accounting. In this workshop participants will learn to teach and assess the following skills:

Spelling, Grammar, Punctuation, and Word Usage; Sentences, Paragraphs, and Organization; Formatting; Tone; and Audience

Presenters: Sheila Elworthy, CA School of Business; Susan Wolcott, CA School of Business

1:00 pm-4:00 pm

CPE #35 – Internet Corporate Reporting, Collaboration and Social Media

Accounting – Basic, 3.0 CH

Explores Corporate Reporting on the Web, the use of Social Media and other Web 2.0 features, and managing collaboration and innovation in financial and business reporting. A look at best practices and research ideas.

Presenter: Gerald Trites, University of Waterloo Center for Information Assurance

1:00 pm-5:00 pm

CPE #36 – CTLA CPE: Teaching Strategies for Today and Tomorrow

Personal Development – Basic, 4.0 CH

Come and learn about teaching tips you can implement in your class today and build on for tomorrow. Participants will explore developing an effective learning environment, assess their preferred teaching style and create their own teaching mission statement. Participants will also learn how conflict arises and how to effectively resolve conflict in the academic environment. This session format will encourage sharing of ideas with other faculty.

Coordinators: Cassy Budd, Brigham Young University; Tracie Nobles, Austin Community College

1:00 pm-4:30 pm

CPE #37 – Blogging for Professors

Personal Development – Basic, 3.5 CH

Blogging for Professors is designed to cover two types of blogs, both academic and instructional. The session will cover the benefits of blogging, which are substantial, and the time commitment required to make the blog successful. In addition, the workshop cover everything needed to create and write a blog.

Presenter: David Albrecht, Concordia College

1:00 pm-4:30 pm

CPE #38 – FASB/IASB Update—Part II

Accounting – Update, 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, Fair Value Measurement, Consolidations, and Derecognition.

Presenters: Mary E. Barth, Stanford University; Thomas J. Linsmeier, Financial Accounting Standards Board

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

1:00 pm-4:30 pm

CPE #39 — Positively Intervening: Tackling Classroom Problems with Positive Interventions

Spec. Knowledge and App. — Basic, 3.5 CH

This hands-on session is related to positive psychology. In this session, participants will experience a positive intervention themselves, learn about the literature behind positive interventions, and develop a positive intervention for their own classes if so desired.

Presenter: Marsha Huber, Youngstown State University

1:00 pm-4:30 pm

CPE #40 — Research Opportunities in Governmental and Nonprofit Accounting: Melding Academic Research and Practice

Accounting (Governmental) — Basic, 3.5 CH

This workshop is designed to identify and discuss research and publication opportunities for those interested in governmental and nonprofit accounting. The workshop will also include a discussion of how to make your research more publishable.

Presenters: Dean Mead, Governmental Accounting Standards Board; Vaughan S. Radcliffe, University of Western Ontario; Dana Forgiione, University of Texas at San Antonio; Ron Bossio, FASB; Federal Accounting Standards Advisory Board Representative; William Baber, Georgetown University

1:00 pm-4:30 pm

CPE #41 — Divided We Conquer? Incorporating International Issues in the Curriculum

Accounting — Basic, 3.5 CH

This interactive session discusses the merits of stand-alone international accounting courses relative to incorporating such issues into existing courses. Participants will also receive extensive information about available instructional resources for financial, managerial, audit, and tax topics.

Presenter: Gia Chevis, Baylor University

1:00 pm-5:30 pm

CPE #42 — Islamic Finance as a Teaching Resource for Accounting Ethics

Spec. Knowledge and App. — Basic, 4.5 CH

This workshop provides an overview of Islamic finance to show how concepts underlying it, such as shared risks and returns, primacy of common good, control of greed, and regulation of commerce can serve as a resource for teaching ethics and accountability.

Presenter: Athar Murtuza, Seton Hall University

1:00 pm-5:30 pm

CPE #43 — Deceptive Accounting Practices

Auditing — Basic, 4.5 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-5:30 pm

CPE #44 — Framework-Based IFRS Teaching

Accounting — Basic, 4.5 CH

The workshop demonstrates framework-based teaching and shows how it enhances the ability of students to exercise the judgements that are necessary to apply IFRSs and better prepares them to continuously update their IFRS knowledge and competencies in the context of life long learning.

Presenters: Mary E Barth, Stanford University; Sara York Kenny, University of Utah; Patricia McConnell, IASB Member; Donna Street, University of Dayton; Ann Tarca, University of Western Australia; Michael John Wells, Director of IFRS Foundation's Education Initiative

2:00pm-3:30pm

CPE #45 — Preparing for the Interview Process

Personal Development — Basic, 1.5 CH

This CPE will feature a panel of scholars who will discuss what makes a successful candidate, how to stand out in the crowd and provide insight on highlighting key points within your Curriculum Vitae. In addition, there will also be a brief presentation on how the AAA's Career Center can help you in your job seeking process. **There is no registration fee for this workshop, however preregistration is required.**

Presenters: TBD ■

Luncheon Tickets

Meeting attendees will have the opportunity to select a 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. If no luncheon selection is made on your registration form, you will not receive a luncheon ticket.

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 <http://www.denver.org/visitdenver/AAA>. ■

Hotel Information

Meeting Dates

Annual Meeting: August 6-10
Conference on Teaching and Learning in Accounting (CTLA): August 6-7

Hyatt Regency Denver

650 15th Street, Denver, CO 80202 USA
Toll-Free: 1-888-421-1442
Telephone: 303-436-1234
Group Rate: Single/Double: \$205

Sheraton Denver Downtown Hotel

1550 Court Place, Denver, CO 80202 USA
Toll-Free: 1-888-627-8405
Telephone: 303-893-3333
Group Rate: Single/Double: \$199

Special Rates

To receive the special conference rate at either hotel be sure to make your reservations by **June 21, 2011** and identify yourself as attending the *American Accounting Association Annual Meeting*. Online reservations may be made from <http://aaahq.org/AM2011/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 the AAA Annual Meeting in Denver, it is very important that you notify the hotel when you make your reservations and when you check in. 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 AAA at 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 Denver 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. ■

Career Connection at the 2011 Annual Meeting

Supporting Accounting Program Communities through our State-of-the-Art Job Board at the same low prices that you have enjoyed since 2009!

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 2011 Annual Meeting will be located in the Sheraton Denver Downtown. 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- More Privacy This Year!

Job seekers and employers will have the chance to connect and conduct interviews throughout the course of the Annual Meeting. Schools/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 4:00-7:00pm at the Hyatt Regency Denver, 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 schools/organizations a variety of recruiting options, including the Complete Package that includes 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/AM2011/career.cfm>. ■

Requests for Meeting Space, Social and Alumni Functions

Meeting space may be reserved for events held during the 2011 AAA Annual Meeting in Denver, Colorado. Limited space is available Sunday through Wednesday, August 7-10.

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

Sunday, August 7

Breakfast, Lunch, and Evening functions

Monday, August 8

Breakfast, Lunch, and Evening functions

Tuesday, August 9

Breakfast and Evening functions

Wednesday, August 10

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 2011.** ■

2011 Annual Meeting Career Fair “A Networking Path To Your Future”

We are pleased to announce the 2011 American Accounting Association Career Fair. The Career Fair will take place on Sunday, August 7 from 4:00 to 7:00 pm at the Hyatt Regency Denver.

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
- Last year over 50 employers were represented at the Career Fair!



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 2011 Career Connection on the Annual Meeting website at <http://aaahq.org/AM2011/career.cfm> ■

AAA Membership Dues

* Annual Meeting registration requires membership dues in the American Accounting Association for September 2011 – August 2012 be paid for all attendees, including students.

* Membership dues include all three online journals, *The Accounting Review*, *Accounting Horizons*, and *Issues in Accounting Education*.

* Full, Two-Year College, Emeritus and Life members may opt to receive hardcopies of AAA journal(s) for an additional cost: *The Accounting Review* - \$35, *Accounting Horizons* - \$15, *Issues in Accounting Education* - \$15.

* Full, Two-Year College, Emeritus and Life 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, and the AAA Career Center.

* Members have the opportunity to join any of our 16 special interest Sections.

* Questions about membership? Contact Member Services at 941-921-7747 or info@aaahq.org. ■

Registration

Annual Meeting Registration Fee Includes:

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

Registration Deadline — June 21, 2011

- Registrations received after 11:59pm EDT on June 21 will incur a \$50 late fee.
- Pre-registration closes at 4:00pm EDT on July 25. There will be a \$100 late fee on all registrations received after July 25.
- On-site registration will be available at the Hyatt Regency Denver Hotel starting August 5.

Registration Fees & Forms

Looking for your Annual Meeting registration form? The registration forms are posted at <http://aaahq.org/AM2011/registration.cfm>. You can choose to register online, by fax or by mail.

Registration Fees (including AAA membership dues) start at:

Full Member: \$590

Student Member: \$240

Two-Year College Member: \$445

Emeritus Member: \$420

Life Member: \$390

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

Register Online

- You can register online at <http://aaahq.org/AM2011/registration.cfm> until 4:00 PM EDT July 25, 2011 by using your Visa or MasterCard.

Register by Mail or Fax

- Download and print your registration form at <http://aaahq.org/AM2011/registration.cfm>.
- 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 25, 2011.
- 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 Friday evening, August 5, at the AAA Registration Desk in the Hyatt Regency Denver Hotel.

Registration Changes

- All registration inquiries and change requests should be submitted to AAA Member Services at info@aaahq.org or (941) 921-7747. After July 25 any registration changes should be made on-site at the AAA Registration Desk in the Hyatt Regency Denver Hotel. Ticket changes will be accommodated based on availability.

Cancellation Policy

All registration cancellations and refund requests must be made in writing by July 25, 2011. A refund of the conference fee, minus a \$50 administrative fee, will be given for cancellations received by July 25. No refunds will be granted for requests made or postmarked after July 25. Submit all requests to the AAA Member Services at info@aaahq.org. The AAA regrets that refunds will not be given for meeting no-shows.

Meeting at a Glance*

Friday, August 5, 2011

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

Saturday, August 6, 2011

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

Sunday, August 7, 2011

- 7:00am - 7:00pm Registration
- 8:00am - 4:30pm **CTLA** CPE Courses
- 8:00am - 5:00pm Annual Meeting CPE Courses
- 9:00am - 3:00pm Career Connection
- 12:00pm - 1:00pm Accounting Exemplar Award Luncheon (ticket required)
- 3:00pm - 7:00pm Exhibits
- 4:00pm - 7:00pm Career Fair
- 5:30pm - 7:00pm Early Bird Reception/
Dinner On Your Own

Monday, August 8, 2011

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

Section Luncheons with Business Meetings (MAS, TYC; ticket required for lunch)
- 1:45pm - 5:00pm Exhibits
- 2:00pm - 3:30pm Concurrent Sessions

- 2:00pm - 3:30pm Section Business Meetings (SET, IAS)
- 3:00pm - 4:30pm Research Interaction Forum
Effective Learning Strategies
- 4:00pm - 5:30pm Concurrent Sessions
Section Business Meeting (PIAS)
- 6:30pm - 8:00pm Welcome Reception/
Dinner On Your Own

Tuesday, August 9, 2011

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

Wednesday, August 10, 2011

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



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Email: info@AAAhq.org
<http://AAAhq.org>
Printed in the USA

**Looking for your Annual
Meeting Registration Form?**

All meeting registration forms are posted online at <http://aaahq.org/AM2011/registration.cfm>.

- Register online with a Visa or MasterCard.
- Mail your registration form with payment to the AAA.
- Fax your registration form with a credit card number to the AAA.

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

See <http://AAAhq.org> for more information