Continuing Professional Education Seminars

License Number PX177835

Fall 2012

❑ **Wednesday, November 14**
Holiday Inn Monroeville

❑ **Friday, November 16**
Kovalchick Complex - Indiana

❑ **Thursday, December 6**
Holiday Inn Monroeville

8:00 a.m. – 4:00 p.m.

8 hours of CPE credits per seminar

Seminar goals are to expose you to various topics that are timely and purposeful to your profession.

Sponsor:

PNC

GENERAL INFORMATION

- Knowledge—Intermediate —No advance preparation required
- Seminar attendees earn 8 CPE credit hours per seminar
- Cost: $169.00 for one, $285.00 for two (save $53.00) or $426 for three seminars (save $81.00). Discounted rate is per person—no combination of registrants. Checks should be payable to **IUP Research Institute**.
- To register, either mail your registration and payment to:
  Indiana University of Pennsylvania
  Eberly College of Business & IT
  Suite 108 Attn: Wendy Kopczyk
  664 Pratt Drive
  Indiana, PA 15705
  OR Call: Wendy at 724-357-4841
  OR Fax: 724-357-5985, Attn: Wendy
- You will receive a confirmation email when your registration and payment have been received.
- Registration Deadline: no later than five days prior to the first seminar you will attend.
- Pre-registration is required as there is limited seating.
- Refreshments, lunch and all hand-out materials are included with your registration fee.
- Completion Certificates will be provided at the conclusion of the seminar.
- Refund Policy—Full refund if your written request is received at least 5 days prior to the seminar. If less than 5 days notice - you will receive a refund of your registration fee minus $50.00 for late cancellation. Refunds will not be issued for no-shows.
- Need additional information? Contact Wendy Kopczyk at IUP's Management Services Group. Phone 724-357-4841 or email wkopczyk@iup.edu.

IUP Indiana University of Pennsylvania

Fall 2012 CPE Seminars
Reservation Form

Name _____

Company _____

Job Title _____

Mailing Address _____

_____

_____

Daytime Phone # _____

Email _____
(To confirm reservation and to advise of future seminars.)

SEMINARS: (Which are you attending?)

___ Nov. 14, Holiday Inn, Monroeville
___ Nov. 16, Kovalchick Complex, Indiana
___ Nov. 16, afternoon sessions (3 CPE credits)
___ Dec. 6, Holiday Inn, Monroeville

FEES:

___ $169.00 for one seminar
___ $285.00 for two seminars ($53.00 discount)
___ $426.00 for three seminars ($83.00 discount)
___ $60.00 for 11/16 p.m. sessions (3 CPE credits)
(NOTE: discount rate is per person—cannot be combined with other individuals)

PAYMENT OPTIONS:

___ Check payable to **IUP Research Institute**

___ VISA # _____

___ MasterCard # _____

Expiration _____ CVN: _____
CVN (Card Verification Number) - the last 3-digit number on the back of your credit card.

Cardholder's Name & Billing Address:

_____

_____

_____

Signature _____

November 14, 2012
Focus on: Corporate Fraud & Ethics

5 Hours A&A, 3 hours Ethics

Presenter: Duane Ponko, CPA, CFE

A&A

HealthSouth-"It was the quintessential American success story: identify a niche; form a company to exploit it; raise millions in venture capital; take the concept public; meet stockholder expectations for 40 straight quarters, in the process of becoming a darling of Wall Street; and of course make money-plenty of it-while the stock price steadily climbs and revenue projections increase. In a few short years you've gone from rags to riches...you're on a monster roll...Until your boss, saddled with the realization that the Street expectations cannot be realistically be met, asks you to creatively "fix the numbers."

— "How big was the fraud? In 2003 ...HealthSouth paid more money in taxes to the Federal Government than it legitimately made in the previous year." From "HealthSouth: The Wagon to Disaster"

Tyco—June 3, 2002, Manhattan District Attorney Robert Morgenthau investigates CEO Kozlowski for sales tax fraud for $1 million in state and city sales tax. On September 12, 2002, Morgenthau announces a criminal indictment accusing Kozlowski and CFO Mark Schwartz of enterprise corruption for allegedly stealing more than $170 million from Tyco and obtaining $430 million by fraud in the sale of company shares. Former Tyco corporate counsel Mark Belnick is charged separately with falsifying records to conceal more than $14 million in company loans.

MCI WorldCom—On June 25, 2002, WorldCom announced that it had misstated its financial statements over the last five quarters by 3.8 billion...Rounding errors????? Eventually $7 billion.

Enron Mission Statement—"Our Values-Respect, Integrity, Communication, Excellence (RICE)" $14 billion.

Ethics

The Poisoned Culture—a comparison of the ethical environments of these companies with an emphasis of the Tone from the Top.

November 16, 2012
Select Topics
Session Descriptions
Kovalchick Complex, IUP

3 hours A&A, 1 Tax, 4 Other

"Back from the Brink: -Internal Controls?" - Fundamental flaws in internal controls lead to a potential unrecoverable disaster. (1 hour A&A)

"Due Diligence on Mutual Funds, Insurance & Annuities" - Learn details and strategies related to mutual funds, insurance and annuities that every CPA could benefit from related to either working with your clients or while doing your own financial planning. (1 hour Tax, 2 hours Other)

"Other People's Money" - This is not a discussion about leveraging—this is a discussion of employee fraud and dishonesty, the various schemes and the awareness of the repeat offender. (2 hours A&A)

"SBDC: Accountant's Ally"

Part I - Start-up Services - Familiarity with the SBDC's services can be an asset.

Part II The Next Level - New tools for assisting growth businesses. Tools to be reviewed include: The Breakthrough Project and The Business Model Canvass (2 hours Other)

December 6, 2012
Select Topics
Session Descriptions
Holiday Inn Monroeville

3 hours A&A, 2 Tax, 1 Ethics, 2 Other

"Back from the Brink: -Internal Controls?" - Fundamental flaws in internal controls lead to a potential unrecoverable disaster. (1 hour A&A)

"Escaping the Danger Zone" - The inherent danger in the growth cycle of small business (1 hour Other)

"Estate & Tax Planning" (2 hours tax)

"Ethic Exercises for the CPA Brain" (1 hour Ethics)

"The Banking Industry for Private Practice Physicians" (1 hour Other)

"The Reality of Corporate Fraud" - Case statistics and realism of current corporate fraud trends (2 hours A&A)

November 14, 2012

Focus on: Corporate Fraud & Ethics

(repeat of 9/27 seminar in at the Kovalchick Complex, IUP, Indiana, PA)

Holiday Inn Monroeville

Agenda

7:30 a.m.	Sign-in
8:00 a.m.	A&A Part I
9:40 a.m.	Break
9:55 a.m.	A&A Part II
11:10 a.m.	*Break*
11:20 a.m.	*A&A Part III*
12:35 p.m.	*Lunch*
1:15 p.m.	*Ethics Part I*
2:35 p.m.	*Break*
2:45 p.m.	*Ethics Part II*
3:55 p.m.	*Closing*

November 16, 2012

Select Topics

(a.m. sessions repeat of 7/19 seminar at Holiday Inn Monroeville)

Kovalchick Complex, IUP

Agenda

7:30 a.m. Sign-In

8:00 a.m. ***"Other People's Money"***
Presenter: Duane Ponko
(2 hours A&A)

9:40 a.m. Break

9:55 a.m. **"Due Diligence on Mutual Funds, Insurance And Annuities"**
Presenter: J. Victor Conrad
(1 hour Taxes, 2 hours Other)

11:10 a.m. Break

11:25 a.m. **"Due Diligence on Mutual Funds, Insurance and Annuities"** (cont.)

12:40 p.m. Lunch

1:20 p.m. **"Back from the Brink: - Internal Controls?"**
Presenter: Wayne Freed
(1 hour A&A)

2:10 p.m. Break

2:20 p.m. **"SBDC: Accountant's Ally" Parts I & II**
Presenter: Tony Palamone
(2 hours Other)

3:55 p.m. Closing

December 6, 2012
Select Topics

Holiday Inn Monroeville

Agenda

7:30 a.m. Sign-In

8:00 a.m. **"The Banking Industry for Private Practice Physicians"**
Presenter: Brian Wozniak
(1 hour Other)

8:50 a.m. **"Back from the Brink: - Internal Controls?"**
Presenter: Wayne Freed (1 hour A&A)

9:40 a.m. Break

9:55 a.m. **"Escaping the Danger Zone"**
Presenter: Dennis Kennedy
(1 hour Other)

10:45 a.m. **"The Reality of Corporate Fraud"**
Presenter: Andrew Richards
(2 hours A&A)

12:25 p.m. Lunch

1:05 p.m. **"Estate & Tax Planning"**
Presenters: J. Mark Munson & Ken Chapel
(2 hours tax)

2:45 p.m. Break

2:55 p.m. **"Ethics Exercises for the CPA Brain"**
Presenter: Duane Ponko
1 hour Ethics)

3:45 p.m. Closing

SPEAKER BIOS

Ken Chapel, CFP, has more than 21 years of wealth management industry experience. He is Vice President and Senior Wealth Planner at PNC Wealth Management and provides advice on complex estate and other wealth planning issues. He works with a team of specialists in investment management, trust and banking services to help clients achieve their financial objectives.

J. Victor Conrad, CFP®, ChFC, AIF®, CPA (inactive), has a combined 26 years of accounting, audit, and financial strategy experience. In March of 2005, he formed PINNACLE Financial Strategies, an independent firm, to carry on the decades-long tradition of ethical client service, providing coordinated financial planning services and products serving individuals, businesses, defined benefit & defined contribution pension plans and non-profit organizations.

Wayne Freed is VP of the Business Banking Unit and Relationship Manager at First National Bank of Pennsylvania. He is responsible for the overall development and growth of client portfolios. A graduate of SRU and IUP, he works with corporate product specialists to expand product offerings to existing and prospective clients.

Dennis Kennedy, CPA, has 35 years of corporate and public accounting experience. He has spent the last 20 years in senior financial roles. Dennis' core strengths include financial reporting and analysis, cash management and budgeting, and cost savings, as well as overhauling accounting systems and installing internal controls.

J. Mark Munson, JD - As Sr. Vice President and Wealth Management Director at PNC Wealth Management, Mark provides the knowledge and leadership necessary to effectively address clients' wealth planning matters, managing a team of Wealth Planners dedicated to providing objective and personalized financial and estate planning services for clients in the Pittsburgh market. Mark has over 25 years of expertise in the area of estate planning.

Duane Ponko, CPA, CFE, is a graduate of SVC and earned his Master's in Accounting at Duquesne. He has worked as an internal auditor, systems analyst and special assistant to the VP of Finance and the controller's office. He has spent 33 years in full-time education at IUP and Pitt-Greensburg and maintained his own CPA firm over these years.

Tony Palamone, Director of the Small Business Development Center (SBDC) at IUP, holds a Masters Degree in City and Regional Planning from IUP and an MBA from the University of Pittsburgh. His background includes: business and marketing consultations, teaching Entrepreneurship and Small Business Management at the university level; establishing and running a business loan fund; developing and writing business plans; creating financial projections; grant writing and administration; managing and developing business incubators; operating a redevelopment authority; university-based assistance to communities; directing a community-based development corporation; and city planning at the city and county level.

Andrew Richards is a retired National Subject Matter Expert for the United States Postal Inspection Service where he was responsible for all major fraud investigations including: investment fraud; business opportunity fraud, identity theft, internet/wire fraud, charity fraud, political corruption, commercial corruption, embezzlements, false billing schemes, bank fraud, extortion, bribery, money laundering and criminal forfeiture.

Brian Wozniak - bio not available at time of brochure printing.