



AICPA®

ENGAGE 2019

CPAFMA National Practice Management Conference

June 9–13 | Las Vegas or attend online

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Here to help

Reach your goals faster with one of our 30 AICPA ENGAGE curated agendas!

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Explore agendas expertly curated to deliver a personalized learning experience for you and your firm.

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360⁺
AICPA ENGAGE
Sessions

300⁺
AICPA ENGAGE
Speakers

The Visionary Leader

Job titles: Partner, CEO, president, principal, director, owner
Level: Senior



Your goals

- Set and lead the competitive pace for growth
- Hear more clients say “I couldn’t have done this without you”
- Retain the best and brightest staff on my team

Your essential sessions

The Alien Invasion: Non CPAs in our CPA World FMA1912

Sandra Wiley

Creating a Pathway for Your Technical People to Transform into Advisors FMA1914

William Reeb, CPA, CGMA, CITP

The Legal View of Being Non-Politically Correct FMA1920

David Miklas, JD

Breakout by Firm Size Sessions: 101+ People FMA1910

Ann White, PAFM | Larry Sheftel, PHR, SHRM-CP, PAFM
Kristine Latchaw, CPA, PAFM

How to Use a Talent Assessment to Hire for Culture Fit FMA1917

Jeremy Wortman, Ph.D.



Your goals

- Have my clients think of my accounting firm before anyone else
- Become known for having the busiest table at CPA career fairs
- Build a company culture that thrives on change

Your essential sessions

Breakout by Firm Size Sessions: 50-75 People FMA1908

Jane Johnson, MBA, PAFM, ACMPE | Jeanie Price, PAFM

Email Extinguisher: Simple Steps to Shrink the Inbox FMA1911

Marcey Rader

Shifting to a Learning Culture FMA1913

JoAnn Labbie, CPA

Data Driven Firm Automation Panel FMA1922

Roman Kepczyk, CPA, CITP, CGMA ,LSS BB

Great Firms Have a Vision for the Future! What's Yours? FMA1904

Jennifer Wilson

The Operations Linchpin

Job Titles: Firm administrator, firm manager, office administrator,
HR director
Level: Senior



Your goals

- Build and shape a company culture that thrives on change
- Oversee operational success across every department
- Celebrate a year of unmatched growth

Your essential sessions

Learn CPA Firm Operations FMA1918

Roman Kepczyk, CPA, CITP, CGMA ,LSS BB

Breakout by Firm Size Sessions: 26-49 People FMA1907

Michael Mariano, PHR, PAFM | Alan Alexander, CPA, PAFM

50 Ideas in 50 Minutes FMA1923

Bob Biddle, PAFM

Is Leadership Going Soft? FMA1921

Judy Hoberman

How to Build a High-Performing Culture FMA1916

Bill Kaiser

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to **save \$100.**



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