

# INFORMATION

The WICPA High School Educator Accounting Symposium is an annual conference for high school accounting teachers who want to supplement their current curriculum with firsthand information from accounting professionals. The symposium is planned with the help of high school accounting teachers and the WICPA Accounting Careers Committee.

## REGISTRATION DETAILS

Registration fee is \$45.

**Deadline for registration is Friday, Nov. 1.**

Mail or fax payment and registration to:  
**WICPA** 235 N. Executive Drive, Suite 200 • Brookfield, WI 53005  
Fax: 262-785-0838

Register online at **[www.wicpa.org/SymposiumReg](http://www.wicpa.org/SymposiumReg)**

“THIS YEAR’S SYMPOSIUM WAS THE BEST I’VE ATTENDED. THE STORIES AND EXPERIENCES SHARED BY ALL THE SPEAKERS WERE GREAT!”

## LODGING

**Sheraton Madison Hotel**  
706 John Nolen Drive • Madison, WI 53173  
[www.sheratonmadison.com](http://www.sheratonmadison.com)

A block of rooms is available at the rate of \$99 per room for the night of Thursday, Nov. 14.  
Call the Sheraton at 888-627-7077 or 608-251-2300 and use the group code WICPA.

**The deadline for the group rate is Monday, Oct. 14.**

## CONFERENCE HIGHLIGHTS

Accounting is everywhere and takes place in every business imaginable, including the places your students **shop, eat** and **work**.

- Hear a CPA from Kohl’s Corporation talk about accounting at a department store chain with more than 1,100 stores in 49 states.
- Participate in roundtable talks with CPAs from grocery stores, fast food restaurants and other retail outlets.
- Find out how to involve your students in a school-based enterprise when you hear from a teacher whose accounting students work for her school’s store.
- Learn about the trends in accounting technology.
- Find out how easy it is to apply for an Accounting Career Awareness Grant.
- Come prepared to tell how your accounting curriculum challenges students to apply knowledge related to Wisconsin’s Standards for English Language Arts and Mathematics.
- Network with CPAs, professors and college accounting students at lunch.

“AS ALWAYS, IT WAS A TERRIFIC DAY! I’M EXCITED TO SHARE EVERYTHING I’VE LEARNED WITH MY STUDENTS.”

## ATTEND SYMPOSIUM, AND YOU COULD RECEIVE \$2,500

Each year, the WICPA Educational Foundation awards grants to high school teachers across Wisconsin. Only teachers who attend the WICPA Educators Symposium can apply. Funds are awarded for local projects that promote accounting as a career and involve interaction with CPAs. Attend the symposium and learn how you can apply for funds to benefit you and your accounting class. **Grant application deadline is Friday, Dec. 13, 2013.**

## AGENDA

8 – 8:30 a.m.	Registration and Continental Breakfast
8:30 – 8:45 a.m.	<b>Welcome: Robert Gruber, Ph.D., CPA, CGMA, UW– Whitewater</b>
8:50 – 9:20 a.m.	Breakout Sessions ( <i>Choose A, B or C. See reverse.</i> )
9:25 – 9:55 a.m.	Breakout Sessions ( <i>Choose A, B or C. See reverse.</i> )
10 – 10:45 a.m.	Accounting from one of the most trusted department store brands: <b>Thomas Taugher, CPA, Vice President – Finance, Kohl’s Corp.</b>
10:45 – 11 a.m.	Break
11 a.m. – 12:15 p.m.	<b>Retail Roundtable</b>
12:15 – 1:30 p.m.	Lunch and Grant Program
1:30 – 2:45 p.m.	<b>Curriculum Sharing:</b> What are you doing to challenge students to apply knowledge related to Wisconsin’s Standards for English Language Arts and Mathematics? Receive ideas from your peers to implement in your class. <b>Dave Thomas, Education Consultant, Wisconsin Department of Public Instruction</b>
2:45 – 3 p.m.	Closing Remarks

“IT WAS THE BEST CONFERENCE I’VE BEEN TO! IT WAS NICE THAT I COULD GO BACK TO MY CLASSROOM AND IMPLEMENT IDEAS RIGHT AWAY.”

## HEAR WHAT MORE TEACHERS HAVE TO SAY AT [WWW.WICPA.ORG/SYMPOSIUM](http://WWW.WICPA.ORG/SYMPOSIUM)

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

School name: \_\_\_\_\_

School street address: \_\_\_\_\_ City/state/zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone number: \_\_\_\_\_

### FEE: \$45

Method of payment: ☐ **Check** (payable to the WICPA) ☐ **Visa** ☐ **MasterCard**

**PURCHASE ORDERS ARE NOT ACCEPTED.**

### IF CREDIT CARD PAYMENT:

Cardholder name: \_\_\_\_\_ Card number: \_\_\_\_\_

CVV # (3 digits on back): \_\_\_\_\_ Expiration date: \_\_\_\_\_

Payment amount: \$ \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Credit card billing address: \_\_\_\_\_

City/state/zip: \_\_\_\_\_

Accounting is everywhere, including where your students **shop, eat and work.**

# HIGH SCHOOL EDUCATORS ACCOUNTING SYMPOSIUM

**FRIDAY, NOV. 15, 2013**

**SHERATON MADISON HOTEL**



**Educational FOUNDATION**

235 North Executive Drive | Suite 200  
 Brookfield, WI 53005

## NEW LOCATION!

Sheraton Madison Hotel  
 706 John Nolen Drive  
 Madison, WI 53173

- A. \$2,500 can be yours: Find out how easy it is to apply for an Accounting Career Awareness Grant:** Educators Sara Burling, Stacey Gardiner and Lisa Kiefer talk about the easy process that enabled them to receive thousands of dollars over the years to strengthen their accounting programs. WICPA Executive Relations Manager Jessica Barillari will also be on hand to answer questions.
- B. Accounting technology trends:** Jeff Lemmermann, CPA, CITP, CISA, CEH explores how new technologies are affecting the accounting profession; especially mobile devices, cloud services, and new apps.
- C. School Based Enterprise:** Educator Therese Tuinstra-Blunck tells how she blends her accounting curriculum with her school store. Learn how you can, too.

## BREAKOUT SESSIONS (choose one for each time period)

### ARE YOU A 2013 GRANT RECIPIENT?

☐ Yes ☐ No

If yes, you receive FREE registration and do not need to fill out the payment information. Please fill out both sides of this form and select your breakout sessions. Free registrations are not eligible for online registration. Send your registration form **by Nov. 1** to the WICPA by mail or fax to:

#### WICPA

235 N. Executive Drive, Suite 200  
 Brookfield, WI 53005 • Fax 262-785-0838

- ☐ I am an accounting teacher  
☐ I am a student teacher  
☐ I am a counselor

☐ Please check if you prefer a vegetarian meal

#### BREAKOUT SESSIONS (select one for each time slot)

##### 9:50 – 9:20 a.m.

- ☐ \$2,500 can be yours  
☐ Accounting technology trends  
☐ School-based enterprise

##### 9:25 – 9:55 a.m.

- ☐ \$2,500 can be yours  
☐ Accounting technology trends  
☐ School-based enterprise