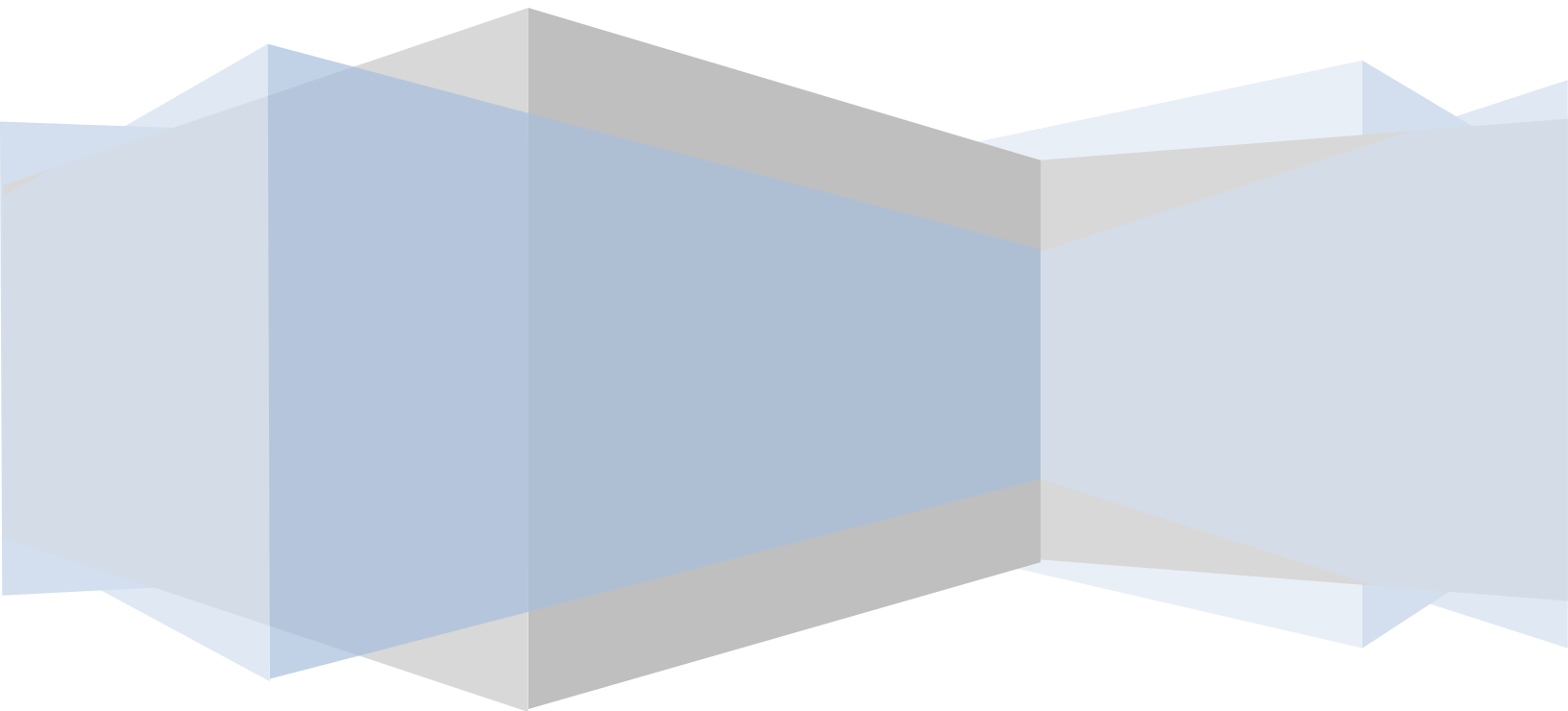


Guidelines to Creating and Delivering a Successful Committee Conference

Updated February 2014



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I. INTRODUCTION

Thank you for your participation in the development of quality, relevant, and practical education programs with the Foundation for Accounting Education. Your contribution is very important for us to provide continuing professional education curriculum for the entire Society membership, and the outside community of accounting professionals.

These guidelines are being provided to you and your committee to give an overview of the requirements needed to develop educationally sound programs. Please utilize these guidelines as a reference when planning your committee's conference, recognizing that the FAE conference staff is your supplement. Therefore, please do not hesitate to contact us.

Our success and growth has been due in largely in part of dedicated, professional member-volunteers like you who donate hours to planning and improving our programs. Thank you for your continued commitment.

II. CONFERENCE PLANNING ESSENTIALS

These steps will greatly assist you in the planning process to ensure materials are received on time and challenges can be addressed in a timely manner.

1. Immediately after your present conference, planning activities for the next conference should begin 10 months before your next conference date.
2. First, select your **conference subcommittee of up to 3 members**. Assign your conference chairs/co-chairs to lead the subcommittee not because they volunteered, but because they will be committed to a timely, professional and technically relevant planned conference. As the Chair of the Committee, you do not necessarily need to work on the conference, however you must oversee the conference subcommittee to be sure the topics are relevant, and the program marketing deliverables are on schedule.
3. FAE will work with you (committee and/or conference chair) to **identify a date** for your next conference. Please ensure that there are no similar or conflicting events within the industry that may be taking place on or close to your conference date. Once this date is confirmed with you, FAE will secure a facility.
4. Once your conference date is confirmed, a **FAE conference manager** and marketing coordinator will be assigned to assist you and your planning committee with the development of the program layout and marketing promotion copy. Please invite your FAE conference manager to your planning meetings.
5. Review the **evaluation summary reports** of at least two of the prior conferences. This will provide your planning committee with critical feedback on the topics past attendees are interested in hearing about next time, and on how well your speakers were received.
6. **Plan topics** based on updates, issues that are hot/new, and/or advancement of the subject matter. If you must repeat topics of the past, highlight what is new and interesting about them. Simply repeating topics and topic descriptions from past conferences will adversely affect the success of the conference. Attendees are looking for new, relevant, and practical information to add to their knowledge base and tool kit.

7. **Select up to a maximum of ten (10) speakers** for your topics. Do not use speakers just because they are available. Select speakers based on their knowledge and their ability to successfully deliver the subject matter. If you plan to have a panel, schedule a conference call or meeting so the panelists and moderator can meet and review the session topic and determine each speaker's area of focus. If you are not sure if a speaker will be a success, have them speak for your committee at a technical session.
8. **Confirm all your speakers prior to submitting direct marketing copy to FAE.** A direct marketing template will be provided to you by your conference manager. Please be sure you have confirmed each speaker's session title, topic description, meeting date, and time slot with them. Please also be sure to inform them that the conference will be webcast, and that they must review and sign our Speaker Release Form (**see Attachment 1**).
9. If the conference chair is unavailable, designate a **marketing liaison** from your conference planning subcommittee that will work closely with our marketing department to identify target audiences (inside and outside the Society) and suggest associations, websites or journals to promote the conference. The Society's marketing manager will research and evaluate all suggestions and execute accordingly, recognizing budgetary constraints.
10. **Designate a webcast liaison.** This is a committee member who will take emailed questions to their smartphone, tablet or laptop from the live webcast participants. The liaison will have a handheld cordless microphone with them throughout the program. The webcast liaison also assists the conference by fielding questions from the audience with the microphone. All comments and questions made during the conference must be made into a microphone in order for the live webcast participants to hear.
11. **Designate a self-study liaison.** The live webcast recording for each conference will be recorded and edited and made available, at a cost, as an on-demand self-study product. In order to grant CPE credit to the user, a self-study exam must be completed and a passing grade achieved. Each 50 minutes of presentation time, or 1 CPE credit hour, requires at least 5 multiple choice questions for the self-study exam (note that True/False questions are not acceptable). A full day conference consists of 8 CPE credit hours or 400 presentation minutes. Therefore, the FAE requires a total of at least 40 questions and answers submitted to the conference manager within 3 business days following the program. Please designate one committee member to be responsible for collecting all questions and answers received either directly from the speakers, or if applicable, the moderators of the panels. Please remember that questions must be based on the actual conference content.

12. **Encourage each member of your committee to attend the conference.** This will enable them to become more actively involved in reviewing the conference performance and making informed suggestions for the next one. It is important that your committee supports the hard work of your conference committee volunteers and speakers.

13. Lastly, **communicate your progress**, challenges, or questions at all times to your FAE conference manager. FAE can only help you if we hear from you. Please bear in mind that although you may have an opportunity to speak with other representatives of the Society, your conference manager is dedicated to your program and is there to assist you at all times.

See Attachment 2—Conference Planning Checklist and Key FAE Policies

III. CONFERENCE PREPARATION SCHEDULE

Months Before Conference

Activity

- 10 Two (2) months after present conference, select the conference chairperson and planning subcommittee of up to 3 members. Review the evaluations from the recent conference.
- 10 Confirm a date with the FAE.
- 9 Hold an initial planning meeting and subsequent meetings with the conference planning subcommittee. Determine target audience, set specific conference objectives, select topics, consider speakers, and determine conference formats and presentation methods.
- 8-10 You will receive a conference confirmation letter from FAE which will outline all of the committee's responsibilities and corresponding deadlines.
- 6-8 Contact and confirm speakers, develop topic descriptions with them, and work on the **conference direct marketing promotion copy**. Also, meet with your assigned FAE conference manager to discuss content and educational elements of the conference.
- 5 **Marketing copy due to FAE.** This includes bullets, or topic session titles, and keynote speakers; the Designed for (Who Should Attend?) and Objective (Why Should You attend?); the names of the planning committee members and conference chair(s). This information will be utilized to place ads and create the save-the-date emails. Please also provide a 2–5 sentence description about why a reader should attend this conference. For example, if you were in an elevator with a potential attendee and only had ten seconds to entice him to register, what would you say? This will enable us to create a proper tagline for the conference and also choose the appropriate image.
- See Attachment 3**
- 4 **Direct marketing promotion copy due to FAE.** Submit completed direct marketing copy to your FAE conference manager. Be sure that all topics, topic descriptions, speakers' names, credentials, firm/company affiliations, and bios, and other program details are included in the copy. After evaluation for completeness, newness, and relevance, direct marketing copy is submitted to our Production department for copy editing, design and printing.

**Months Before
Conference**

Activity Cont'd

- 4 Submit the **contact list to FAE in a Word document**. Include the planning members and all speakers. This should contain the name, credentials, title, firm, address phone and email. For high profile speakers, we will require the contact information of their assistants in order to communicate pertinent information.
- 3 Work with speakers if necessary to review program concepts and outlines. Confirmation letters will be sent to speakers thanking them for agreeing to speak and detailing FAE speaking requirements and deadlines.
- 2 ½ + The FAE conference manager will send a confirmation letter to the speakers. The contents will include the event details, travel policy, webcast/ paperless materials release form, and an expense reimbursement form.
- 1+ Completed detailed outlines and/or presentations must be submitted to the conference chairperson for technical review, and to FAE for inclusion with the materials.
- 1 Designate your webcast liaison. This is a committee member who will receive emailed questions on their smart-phone, tablet or laptop. They will ask the questions on behalf of the web attendee.
- 1 Please inform your conference manager on how the questions for the self-study will be handled. Will the speakers give their questions and answers directly to the self-study liaison? Or will the liaison be in charge of creating the questions and answers?
- Conference Day Attend and enjoy a well-developed and well-prepared conference.
- +1 Post-conference wrap-up.

IV. CONFERENCE PLANNING CONSIDERATIONS

Performance-based Objectives

It is important to define the objectives of the conference as you begin planning. A learning objective identifies what a participant should be able to do at the completion of learning. Thus, it should be stated in **performance-related** terms. By performance-related terms, we mean the use of such verbs as **identify, perform, write, determine, compute, plan, distinguish**, etc. When you are setting a learning objective, begin with the phrase **"To enable the participant to:"** and complete it with as many objectives as you feel are necessary for the participant to achieve the necessary proficiency in the subject.

The learning objectives that you establish for the conference must be realistic and achievable. Several factors will influence whether the objectives will meet these criteria:

- Length of the program or conference segment.
- Experience level of the target group of participants.
- Level of knowledge established for the participants.
- Presentation methods used.
 - Lecture
 - Panel
 - Case Study
 - Question and Answer Panel

The most effective education programs have:

- Consistency between learning objectives and presentation methods. If the objectives are to apply, to compute, to perform, etc., the presentation methods should include the opportunity for the participant to practice these activities.
- Participant involvement.
- A variety of presentation methods and aids.

Curriculum (Field of Study) Areas

Each CPE presentation is designed under a specific curriculum area: Accounting; Advisory Services; Auditing; Ethics; Specialized Knowledge and Applications to Specialized Industries, and Taxation.

To review the definitions of these areas, see Attachment 4.

V. PARTICIPANT MATERIAL

All attendees of FAE programs will receive electronic course materials. The material contains a narrative or outline summary of each speaker's presentation along with other material that the speaker feels is appropriate. The speaker is responsible for assembling all material for his or her session, and delivering it in final form, to the FAE conference manager and to the conference chairperson for review.

The guidelines that follow describe the responsibilities as a speaker for developing and submitting material for the conference, or committee or ETS session. The conference chairperson should ensure that all speakers agree to these requirements.

Format

The two formats that are most frequently chosen are:

- 1) Detailed outline
- 2) Power point presentation

The following guidelines apply to both formats:

- 1) **Materials are available online.** All presentations submitted by presenters will be saved in a pdf format. The materials will then be made available to registrants and speakers via an emailed link. There will be no printed materials on-site.
- 2) The length of the material will be influenced by the nature of the topic and the degree of detail you feel is necessary to attain the learning objectives of the program.
- 3) Submit the copy in camera-ready format; FAE cannot make editorial or cosmetic changes to the material.
- 4) The material should generally follow the oral content of your presentation.
- 5) If tables, figures, sidebars, etc., are used, they should be properly referenced within the body of the outline or narrative.
- 6) The use of examples and illustrations is strongly encouraged.
- 7) If tax forms or pro-forma schedules are included in your copy, they must be originals or clear, clean reproductions.
- 8) If forms are copied from a tax service, all wording added by the publisher should be deleted.
 - a) Figures entered onto tax forms or schedules should be typewritten.
- 9) You are responsible for obtaining and submitting to FAE written permission to use any copyrighted material. Add to the copyrighted material any required credit line in the form specified by the copyright owner.
- 10) Payment of any fee required by the copyright owner is the responsibility of the speaker.

11) Proofread your material to eliminate errors in:

- a) Technical content
- b) Typing

VI. CONFERENCE POLICIES

The following policies will directly affect the conference. They should be reviewed carefully and discussed by the committee. Exceptions to the policies may be requested, but will be granted only in unusual circumstances.

Travel Policy and Expenses

For speakers living outside the conference area, reimbursement for the following will be provided:

- 1) The lesser of coach round trip airfare, rail fare, or auto use at the prevailing IRS mileage allowance.
- 2) Transportation to and parking at the airport, if required.
- 3) The conference manager will make hotel room arrangements, upon request. Out-of-town speakers should arrive the night before the conference, in case of travel problems or weather conditions the day of the conference.
- 4) Dinner (reasonable dollar amount, please) the night before the conference. A continental breakfast is provided the morning of the conference, and lunch is served during the luncheon portion of the conference.
- 5) For speakers within the conference area, local travel expenses will be reimbursed.
- 6) **All receipts must accompany the expense reimburse form and be turned in within two weeks of the program.** Instructions can be found on the form.

See Attachment 5

Registration Fees

- Registration fees are set in advance by the FAE Board of Trustees, and cannot be altered by a committee.
- The member fee is available to all members of the NYS Society. A discount fee is available through the FAE VP program (formerly, POP) for individuals and firms.
- Non members of the NYSSCPA are eligible for the non-member fees.
- Complimentary registrations for the program are provided to the speakers, conference chair and co-chairs, webcast liaison, and self-study liaison. Government officials may invite a guest from his/her same office.

Sponsorship

There are various levels of sponsorship that a vendor may purchase. Vendors should be selected based on their eligibility to improve the success of the conference. It is imperative that the FAE marketing managers works directly with the vendors to ensure proper communication. A co-sponsored conference must be sponsored under the Foundation's sponsor number and will require compliance with the standards of the New York State Board of Accountancy.

CPE Credits

The primary purpose of a conference is to provide quality education for the participants. An all-day conference can qualify for up to eight (8) CPE credits (50 minutes of contact time equals one CPE credit). Certain topics presented may not qualify for credit in New York State, but may qualify in other states and meet the NASBA and AICPA requirement. FAE is registered with NASBA as a sponsor of CPE.

Depending on technical content, some programs may meet the requirements for CFP Certification, for CE Credits and PACE Credits. Once this is determined, the necessary steps will be taken to secure and advertise to potential attendees.

Speakers are entitled to receive CPE credit based upon actual presentation time and will be issued a credit form by the conference coordinator. Up to two credit hours of preparation time for each credit hour of presentation time may be self-declared as well not to exceed 50% of the required CPE credits. The New York State Mandatory Continuing Education Requirement is on their website: www.OP.NYSED.Gov or more specifically, <http://www.op.nysed.gov/prof/cpa/cpace.htm>.

Live Webcast:

We will be webcasting the conference live. The web attendees have the opportunity to submit questions via email throughout the day.

1. **Webcast Liaison:** Please designate someone at the conference to receive these emailed questions and pose them when appropriate. The webcast liaison should be on the committee, and should have a smartphone or tablet that can receive emails. They may also use a laptop. If the conference is at the FAE Learning Center, we will provide you with a laptop.
2. The liaison will be given a cordless, handheld microphone for the day and will ask the questions when appropriate. They can also assist with questions from the floor throughout the day. ALL QUESTIONS AND COMMENTS THROUGHOUT THE DAY MUST BE MADE INTO A MICROPHONE IN ORDER FOR THE WEB ATTENDEES TO HEAR. Of course, that benefits all in the room also.

On-Demand Self-Study Development Requirements:

As part of FAE's mission to provide the best in CPE opportunities for NYSSCPA members and other CPAs and financial professionals, we have greatly expanded the use of live webcasts of

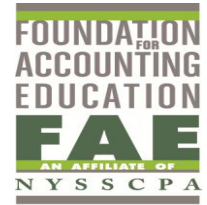
our conferences and the subsequent self-study availability of each conference. Unlike the live webcast of the conference, in order to earn CPE credit, the purchasers of the on-demand "self-study" version of the program must complete an exam after viewing and listening to the archived program. The self-study video is created directly from the recording of the live webcast.

1. We ask that you provide 40 multiple-choice questions for a full-day, eight (8) hour conference, divided up equally (or close) for each session (note that True/False questions are not acceptable).
2. **Self Study Liaison:** The liaison should also be on the committee, preferably on the planning committee. The liaison will be responsible for sending all of the appropriate questions and answers, in one Word document, to the FAE conference manager.
3. The questions must be based on the session given at the conference. Remember that the self-study program is a copy of the live webcast.

Your FAE Support Team

Name	Title	Phone	Email
Denise Osorio	Director, FAE	212-719-8310	Dosorio@nysscpa.org
Annette Davis	Associate Director, Education Services	212-719-8305	adavis@nysscpa.org
Ed Novack	Director, FAE Business Development & Marketing	212-719-8472	enovack@nysscpa.org
Christine James	Conference Manager	212-719-8363	cjames@nysscpa.org
Sarah Young- McAtee	CPE Administrative Coordinator	212-719-8365	syoung@nysscpa.org
Ellen Clark	Senior Marketing Coordinator	212-719-8341	eclark@nysscpa.org
Jeff Slipek	Marketing Coordinator	212-719-8367	jslipek@nysscpa.org
Lelia Dickenson	Manager, Chapter Relations	212-719-8366	ldickenson@nysscpa.org

Attachment 1—Speaker Release Form



SPEAKER AGREEMENT AND RELEASE

I consent to the live streaming, reproduction and electronic distribution of my presentation (“Presentation”), including my name, likeness, voice, and any materials connected therewith, for the _____ Conference being held on _____ (“Conference”) by the Foundation for Accounting Education, Inc. (“FAE”) and its affiliated entity The New York State Society of Certified Public Accountants (“NYSSCPA”). I acknowledge that any reproduction and electronic redistribution of my Presentation shall be subject to reasonable modification or editing.

I warrant that if my Presentation contains any previously copyrighted or trademarked material not in the public domain, I have secured in writing all necessary permissions for the use and reproduction of such text, illustrations, or other material as provided under this Speaker Agreement and Release, and will furnish these permissions to FAE upon request. I warrant that my Presentation contains no material which is scandalous, slanderous, libelous, defamatory, fraudulent, or otherwise contrary to law; and that no portion of my Presentation infringes upon any copyrights, common-law literary rights, trademarks, or proprietary rights of any third party. With respect to the warranties contained in this paragraph, I agree to hold harmless and release FAE, NYSSCPA and their chosen Technology Provider to the fullest extent permitted by law from claims brought by third-parties pertaining to my Presentation.

I hereby grant to FAE, on a worldwide, nonexclusive basis, the following irrevocable and non-transferable license:

The right to publish, reproduce, disseminate and use the Presentation in connection with the above-referenced Conference in all forms of media including, but not limited to, audio, video, webcast, paper and electronic forms now in existence, either separately, or as a part of a collective work. The right to republish, edit, rewrite, condense, abridge or otherwise change the Presentation as FAE may reasonably require as suitable for publication for brevity and accuracy and to make other changes according to the established format, writing, grammar, punctuation, spelling, and style practices. To the extent that FAE’s edits amount to copyrightable works of authorship, I hereby assign all right, title, and interest in such edits to FAE.

I release FAE, NYSSCPA and their chosen Technology Provider from any other claims arising out of their reproduction and electronic distribution of my Presentation provided it is reproduced in its entirety, or has been reasonably modified or edited as provided under the first paragraph of this Speaker Agreement and Release. I also grant FAE and NYSSCPA the right to reproduce printed or electronic materials I may provide for the Conference in connection with my Presentation. I understand that my printed and electronic materials will be part of an aggregate paperless manual that will be available to all attendees of the Conference in hard or electronic copy.

Committee Speaker Signature

(Please print name)

Date

Address: _____

Attachment 2—Conference Planning Checklist and Key FAE Policies

PROGRAM DEVELOPMENT:

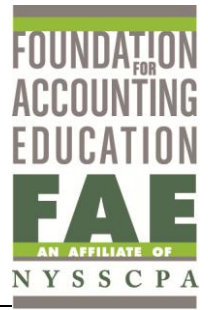
- 1. Confirm Conference Date**
 - Confirm new conference date approved by both the FAE and the Committee
- 2. Meet with FAE Staff and Conduct Conference Debrief**
 - Review prior year's conference results (budget, attendance figures, attendees' feedback, pre-planning, etc.)
 - Set goals for the new conference
 - Discuss and establish marketing action plan
- 3. Create Conference Planning Committee**
 - Committee should be up to 3 members including committee chair (member rotation; new leaders are encouraged to bring a new perspective to the conference)
- 4. Plan Complimentary Attendance**
 - Complimentary attendance is offered up to 3 members of the conference planning committee
 - Complimentary attendance is offered to a maximum of 10 conference speakers
- 5. Submit Proposed Program Agenda for FAE's Review and Approval**
 - Topic
 - Topic Description
 - Speaker Bio and Contact Information (phone number and email address)
 - All speaker materials including PowerPoint slides, etc. (Due 4 weeks prior to conference)
 - Speaker Confirmation/Signed Speaker Release Form
 - Quality control committee to review and approve program agenda and speakers

KEY FAE POLICIES:

The conference planning committee must seek approval from the FAE Director for requests outside existing recommended policies.

- 1. Number of speakers**
 - Up to 10 speakers for the entire program or the full day
- 2. Number of panels**
 - One (1) panel for conferences with less than 120 in-person registrants
 - Two (2) panels with conferences over 120 in-person registrants
- 3. Number of panelists**
 - A maximum of two (2) panelists for each 50 minute session
 - A maximum of three (3) panelists for each 75 minutes session
- 4. Number of Concurrent Sessions**
 - Planning committee must seek approval from FAE for concurrent sessions or separate learning tracks
- 5. Technical Review of Speaker Material and Sign-Off**
 - Conference planning committee members must review all speaker materials for accuracy, relevancy, and quality before submitting to the FAE for final review and approval

(February 2014)



CONFERENCE SPEAKER INFORMATION REQUEST FORM

IMPORTANT: Return no later than __/__/__ to cjames@nyssepa.org

TIME SLOT: _____

SPEAKER NAME _____

FIRM NAME: _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Email address: _____ Phone No. _____

CPA: Yes No Attorney: Yes No Other Credentials: _____

TOPIC TITLE

TOPIC DESCRIPTION (Compelling reason for anyone to attend this session) **ELEVATOR PITCH!!**

CPE SUBJECT AREAS: (*Accounting; Auditing; Advisory Services; Ethics; Specialized Knowledge; Taxation*)
THREE BENEFITS OF ATTENDING (3 MAIN "TAKE-AWAYS")

- _____
- _____
- _____

OUTLINE/PRESENTATION REQUIRED: 4 weeks before the conference (*required for CPE credits*)

SPEAKER BIO: Attach a 50 – 75 word bio in MS Word Format Only.

SPEAKER RELEASE FORM (attached)

We are interested in sponsorship opportunities. List name of organization and contact person.

Attachment 4—NYSED Descriptions of CPE Subject Areas



Descriptions of CPE Subject Areas

Effective September, 2009

The Education Department registers sponsors who award CPA licensees Continuing Professional Education (CPE) credit for participation in formal programs of learning that are in accordance with [Section 7409](#) of New York State Education Law and [Section 70.6](#) of the Regulations of the Commissioner of Education. These statutes require that programs for which CPE credit is awarded: 1) contribute to the development or maintenance of a licensee's professional competence, and 2) fall within one of the subject areas described below. Consistent with the statutory intent, CPE credit will not be given for participation in programs that focus on the marketing of professional services or improving the profitability of an accounting firm or practice.

Clearly some courses could fall into more than one of the prescribed subject areas (e.g. auditing and specialized industries). As a guide, however, a course will be categorized based on its primary focus and predominant subject matter. A ruling on the classification of a specific course may be obtained from the Board office by sending a written request and a detailed description of the course's contents to:

NY State Education Department
Office of the Professions
State Board for Public Accountancy
89 Washington Avenue
Albany, New York 12234-1000
Fax: 518-474-6375

ACCOUNTING:

Courses in this subject area focus on the development of professional knowledge and skills related to generally accepted accounting principles; comprehensive bases of accounting; and/or accounting processes and related financial reporting. Relevant subject matter includes authoritative pronouncements and accounting principles issued by the standard setting bodies as well as related subjects that are generally classified within the accounting discipline.

Individual programs in this subject area could cover newly promulgated financial reporting requirements/standards; accounting concepts and principles; preparation and compilation

of financial statements; measurement; recognition and presentation of specific financial statement items; and internal controls for profit and nonprofit entities.

AUDITING:

This subject area includes the body of knowledge that deals with the basic service of the public accounting profession examining and reporting on financial statements. It also includes the examination or review of internal and administrative controls, operations and/or government programs. Courses on professional conduct and ethics are appropriately categorized in the auditing category.

Individual programs classified in this area could cover audit theory and philosophy; generally accepted auditing standards; evaluation of internal controls; substantive audit procedures; audit sampling; reporting on financial statements; review services; computer and government audits; and Securities and Exchange Commission audit activities and requirements.

TAXATION:

This subject area includes local, state, federal and international tax compliance and tax planning for individuals, businesses, estates and trusts. Compliance includes tax return preparation and review, as well as Internal Revenue Service examinations, ruling requests and protests. Tax planning focuses on applying tax rules to prospective transactions and understanding the tax implications of unusual or complex transactions. It also includes alternative tax treatments and advising clients on tax-saving opportunities.

Programs offered in this subject area could cover tax research and theory; application of tax rules to different forms and types of taxpayers; specialized taxes, return preparation; tax authorities' examinations; rulings and appeals; tax exempt organizations; tax accounting; and employee compensation and tax deferral plans.

ADVISORY SERVICES:

This subject area encompasses the various advisory services provided by accountants to clients. Traditionally these services involve analyzing, evaluating, designing and, in some situations, implementing the systems that affect the planning, organizing and controlling of any phase of activity in a business or nonprofit enterprise. Less traditional advisory services include technology consulting, personal financial planning and small business consulting.

Relevant programs within this category could cover planning and control systems for business or not-for-profit organizations. These systems could target specific business processes such as manufacturing, marketing, human resources, research and development, and information management.

Practice management courses would be eligible for CPE credit under this category IF the course content focuses on improving the delivery of services to clients. Such courses could

cover organizational structure, human resources management, preparation for quality review and other client-related administrative services. Courses that focus on marketing professional services or improving profitability for the accounting firm will not be eligible for CPE credit.

SPECIALIZED KNOWLEDGE AND APPLICATIONS RELATED TO SPECIALIZED

INDUSTRIES:

This subject area focuses on the development of professional skills and knowledge related to specialized industries and business entities. These industries are often identified by the title of an AICPA industry audit guide and employ specialized accounting principles and practices, encounter distinctive tax problems and audit issues, or require unique advisory services.

Individual programs that fall within this category could cover industry specific: accounting and auditing standards; terminology and technology; legislative or regulatory requirements; marketing or distribution systems and issues; economic structures; and sources of financing.

ETHICS:

This field of study includes coursework which will increase the accountants' knowledge of ethical standards for the profession. Coursework will focus on New York State Education Law, Rules of the Board of Regents and Regulations of the Commissioner of Education. The foundation course will cover topics including introduction to ethic concepts, the psychology of moral development, judgement and values, the sociology of professions, virtue and the role of rules of ethics, public expectations of CPA's responsibilities, and ethical dilemmas. The role of the Board of Regents and the State Education Department, highlighting New York State law, rules, and regulations, including a comparison and contrast to AICPA and New York State Society of CPAs ethics rules, and enforcement of rules on ethics will also be covered.

Ethics coursework in the specific fields of accounting, auditing, and taxation will be acceptable and should include updates on New York State and AICPA ethics rules, ethical guidance in the specialty practice, information on recent litigation related to ethical concerns or issues in the area of specialization, and discussion of case studies in the field relating to ethical issues.

Last Updated: November 21, 2009

Attachment 5--Policy and Expenses for Conference Speakers/Chair(s)

For speakers living outside the conference area, reimbursement will be provided as follows:

- The lesser of coach round trip airfare, rail fare, or auto use at the prevailing IRS mileage allowance which is currently \$.565
- Transportation to and parking at the airport, if required.
- **The conference manager will make hotel room arrangements, upon request.** Out-of-town speakers should arrive the night before the conference, in case of travel problems or weather conditions the night before the conference.
- Dinner (reasonable dollar amount, please) the night before the conference. Please note that coffee and continental breakfast are available the morning of the program, and lunch is served during the luncheon portion of the conference.
- For airline arrangements, you may wish to utilize **HRG North America at 1 877 707-3809**

Please provide Sandy with the full conference **title** and **course code**, and your **FAE staff contact**.

(insert Conference name) Course Code: # _____ Conference manager: _____

**ALL ORIGINAL EXPENSE RECEIPTS MUST BE ATTACHED TO YOUR
SUBMITTED EXPENSE FORM,
NO MATTER WHAT THE VALUE**

(February 2014)