

# Session Details

## Communicating Financial Information to Non-Accountants

Speaker: John Daly, CPA Executive Education, Inc.

Do you ever get blank looks when you present your company's financial statements? Does your board nod knowingly after your presentation, but never seems to have any meaningful questions? It could be that they have no idea what you are talking about and are just pretending to understand! Learn how to connect with your CEO, board, fellow managers and team members so they understand your message. Learn to motivate them to action. Come hear a veteran CFO tell you how.

## Staff Retention: Attract and Keep the Best People

Speaker: John Daly, CPA Executive Education, Inc.

Does it seem like you spend far too much time recruiting? Do your people leave just as they become productive? If you think your turnover is because Millennials are different from earlier generations, you probably are not looking at the real source of your problem. Learn the changes you should make now!

## Cybersecurity

Speaker: John Higgins, CPA Crossings, LLC

- *Entity Level Controls* - These controls will be presented from the perspective that the attendees will be better prepared to discuss the state of protection in these areas with their IT staff and/or external service providers.
  - Data center level security controls
  - Encryption
  - Firewall
  - VPN (Virtual Private Network)
  - Anti-Malware
  - Education
- *Personal Level Controls* - These controls will be presented from the perspective of what each individual can do to protect themselves from a cyber-attack.
  - Securing your mobile devices
  - Phishing awareness
  - Using Wi-Fi securely
  - Password management applications

## Technology Trends for CPAs

Speaker: John Higgins, CPA Crossings, LLC

This will be a review of key trends that CPAs working as controllers and CFOs should be familiar with:

- Big Data and Data Analytics
- The Internet of Things (IoT)
- KPI Dashboards
- Cloud Accounting Systems
- Blockchain Technology

## Forensic Accounting: Why you Need to Know

Speakers: Michelle Salazar, Litigation and Valuation Consultants,  
& Darrin Maddox, Eastern Sierra Professional Group

Fraud and Forensic Accounting, why we all should be familiar with:

- What is fraud?
- What are the fraud indicators?
- How does fraud occur?
- Why types of fraud are there?
- How is fraud detected?

# Speaker Information



**John L. Daly, MBA, CPA, CMA, CPIM**, is a former chief financial officer who has worked with manufacturing, health care, hospitality, wholesale and retail businesses, spending the longest part of his career as the CFO of a Tier 1 automotive parts supplier. He has lead continuing professional education seminars since 1995 and does costing and pricing consulting. John authored the book Pricing for Profitability, published by Wiley & Sons, Inc.



**John Higgins, CPA, CITP**, serves as a strategic adviser to CPAs and the CPA profession in all aspects of leveraging technology. He has authored and presented CPE programs for thousands of CPAs for more than 25 years on technology and practice management issues. John is a pioneer in the development and delivery of web based CPE programs. He has presented “live” web CPE events for groups as large as 600+ participants, as well as many small groups. John assisted the Michigan Association of CPAs as an adviser in the development of their web based CPE model. John’s primary qualification is his passion for helping CPAs achieve greater success by leveraging technology. He has extensive knowledge and experience working with CPAs throughout the country. John resides in Rochester, Michigan with his wife Karen and their two children.



**Darrin Maddox, CPA, MBA, CVA** is the President of Eastern Sierra Professional Group. Mr. Maddox’s has over 30 years of public and private industry accounting and litigation related experience with local, national and international entities. More recently this experience includes business valuations, forensic (investigative) accounting, neutral expert services and other litigation related experience. Mr. Maddox works on business valuations for the purpose of divorce, financial reporting, estate and gift planning, business disputes and business sales and acquisitions. Mr. Maddox’s forensic accounting experience includes work on fraud, embezzlement, bankruptcy, dispute resolution, and divorce matters. He is a seasoned CPA trained with the international accounting firm of Pricewaterhouse Coopers. After obtaining his MBA, Darrin spent time in the airline industry, helping take a regional airline public and then with their eventual sale/transition to American Airlines. Following the airline transition, Darrin’s principal function was that of CFO for a locally based international product engineering and manufacturing facility. Responsible for all aspects of the finance and control functions as well as comprehensive patent and trademark administration and defense. Darrin also has an extensive and broad range of experience in the organization and formation of small entrepreneurial / start-up type business organizations. In addition to his CPA certifications (CA and NV), Darrin is an experienced Certified Valuation Analyst (CVA), which is a national certification in the field of business valuation.



**Michelle Salazar, CPA/ABV, CVA, CFE, CDFA**, is the President of Litigation and Valuation Consultants, Inc. Ms. Salazar’s experience includes over nineteen years in the accounting profession, including business valuation, forensic (investigative) accounting and litigation related experience. Ms. Salazar works exclusively on business valuation, forensic accounting and litigation support assignments. Her experience includes valuations for the purpose of divorce, financial reporting, estate and gift planning and business disputes. Ms. Salazar’s forensic accounting experience includes work on fraud, embezzlement and divorce cases. For several years she worked as a CPA in a large Reno, Nevada based Certified Public Accounting firm. Her familiarity with many different accounting systems provides a unique ability to understand and work through forensic and business valuation issues. Ms. Salazar has testified and has been qualified as an expert. She is a Certified Public Accountant (CPA), a Certified Fraud Examiner (CFE), and is currently certified in business valuation by the American Institute of CPAs (ABV) and the National Association of Certified Valuation Analysts (CVA), which is a national certification in the field of business valuation. Recently, Ms. Salazar earned a divorce related credential and is a Certified Divorce Financial Analyst (CDFA).