

Schedule for Permian Basin Chapter CPE Expo

Day One - Wednesday, November 1, 2017	
101- 8:30 a.m. - 10:10 a.m.	
Technology Update: Trends Tools & Resources for Accountants	
David Bergstein, CPA, CITP, CGMA	
102 - 10:20 a.m. - 12:00 p.m.	
Professional and Legislative Issues Update	
John Sharbaugh, CAE	
12:00 p.m. to 12:50 p.m.	
Lunch - UTPB Accounting Update	
Dr. Wayne Counts	
103 - 1:00pm - 2:40 pm	104 - 1:00pm - 2:40 pm
Stupid Charitable Tricks: Planning Mistakes I Have Seen	The New Partnership Audit Rules and the Impact on Entities of All Sizes
Ramsay Slugg	Jason Freeman, CPA
105 - 2:50pm - 4:30pm	106 - 2:50pm - 4:30pm
The Nuts and Bolts of Foreign Asset Reporting	Planning for Incapacity: Helping Clients Prepare for Potential Future Health Crises
Aaron Borden	Vaughn James

Day Two - Thursday, November 2, 2017	
201 - 8:30am - 10:10am	202 - 8:30am - 12:00pm
Business Development... Growing your practice in a competitive market	A CPA's Guidebook for Ethical Behavior
Dan Robinson	Allison McLeod, LL.M., JD, CPA
203 - 10:20 a.m. - 12:00 p.m.	
The New Revenue Recognition Leasing Standards – and What Does this Mean for the Energy Industry?	
Adam Sanderson, Reid Brooks, Kristin Floyd	
12:00 p.m. to 12:50 p.m.	
Lunch	
204 - 1:00pm - 2:40 pm	205 - 1:00pm - 2:40 pm
Business Development... Growing your practice in a competitive market	Review and Compilation Update
Dan Robinson	Dr. Cheryl Prachyl, CPA
206 - 2:50pm - 4:30pm	
Economic Update	
Karr Ingham	

Session descriptions, speaker biographies and online registration available at <http://permian.tscpa.org>.

	Members	Non-Members	Early Bird Discount must be received by 10/14
Both Days - PBZEXPO	\$350	\$400	
Day One - PBZEXPO01	\$275	\$350	Two Days - \$50
Day Two - PBZEXPO02	\$275	\$350	One Day - \$25

Day 1—November 1

8:30 a.m. to 10:10 a.m.

David Bergstein, CPA, CITP, CGMA
Intuit

Biography:

David belongs to Intuit's Accountant Segment and is a thought-leader in Technology Issues in the Accounting Firm, such as Wireless, Paperless Workflow, Apps, Cloud and Mobile. Accounting Today listed him as one of their Top 100 Most Influential People within the accounting profession in 2015 and again this year in 2017. He blogs on technology and new ideas in the global information industry, and has a popular Twitter following. He helps CPA's understand the true power of Cloud Accounting Services that allow them to become strategic advisors to their clients and increase their revenues and niche specialties.

David has been in the accounting industry for many years and has been a practicing accountant since 1966. While at the IRS he held various positions: Agent, Trainer, Speaker and Technical Chief. He received his CPA and a master's in Taxation from Long Island University's CW Post College.

He is a member of the FICPA and is an AICPA CPA Ambassador. In the past, he has served on the AICPA Top Tech Technology Team.

Session Title: Technology Update-Trends Tools & Resources for Accountants

This session will enable the attendees to keep up to date on what is going on in the world of accounting. Disruption is occurring all around and accountants must adapt and adjust in order to stay relevant. This session will help the attendees to move from compliance work to advisory services as technology does more of the work.

10:20 a.m. to 12 p.m.

John Sharbaugh, CAE
Texas Society of CPAs

Biography:

John M. Sharbaugh is the Managing Director of Governmental Affairs for the Texas Society of CPAs (TSCPA), a position he assumed on January 1, 2017. Prior to that time, he was the CEO and Executive Director of TSCPA for nearly 17 years.

Before joining TSCPA in 2000, John served as vice president of State Societies and Regulatory Affairs with the American Institute of CPAs in Washington, D.C. for 12 years. His prior experience also includes serving as executive director for the Florida Institute of CPAs.

John is past chairman of the Texas Society of Association Executives (TSAE), and a past president of the CPA Society Executives Association (CPA/SEA). He also is a past Board member of the America Society of Association Executives (ASAE). His past service on AICPA Committees includes membership on the AICPA

Peer Review Board and Strategic Planning Committee. He has also served as a member of the National Association of State Boards of Accountancy's (NASBA) State Society Relations Committee.

John is a Certified Association Executive (CAE), a professional designation issued by ASAE. John received the TSAE Distinguished Executive Award in 2015 and was recognized as a Fellow by ASAE in 2003.

He received a B.A. from Pennsylvania State University and an MBA from the University of Florida.

John is married to Carolyn, and they have two adult children. He resides in Austin, Texas.

Session Title: Professional and Legislative Issues Update

This conference session is designed for Texas CPAs and other accounting professionals to provide them with an update on various national professional issues affecting the CPA profession and will also overview state and federal legislative and regulatory issues of interest to CPAs. The session will overview the outcome of the 2017 Texas legislative sessions (Regular Session and Special Session). It will specifically focus on issues for the next session of the legislature in 2019, and discuss the impending sunset review of the Texas State Board of Public Accountancy and the Texas Public Accountancy Act which will take place in 2019.

1 p.m. to 2:40 p.m. (1st Breakout)

Ramsay Slugg

U.S. Trust Private Wealth Management

Biography:

Ramsay H. Slugg is a Managing Director and member of the National Wealth Planning Strategies Group at U.S. Trust. Previously, he was the National Practice Director of Bank of America's Philanthropic Management group. He has also served as the Central Region Director of the Bank's Charitable Management Services Group, and the Central Region Director of the Wealth Management Consulting Group.

Mr. Slugg has also served as an adjunct professor at Texas Christian University and Texas A&M College of Law. He is a frequent speaker on tax and financial planning topics, especially as they relate to art and collectibles, and is frequently quoted in the Wall Street Journal, New York Times, Forbes, Barron's and other business publications. He is the author of the ***Handbook of Practical Planning for Art Collectors and Their Advisors***, published by the American Bar Association's Section of Real Property, Trust and Estate Law.

Mr. Slugg is admitted to practice law in Texas, is a member of the State Bar of Texas, the American, and Tarrant County Bar Associations, the Tax and Estate Planning Section of the Tarrant County Bar (Chair, 1999-2000), the Lone Star Chapter of the Partnership for Philanthropic Planning, and the College of the State Bar of Texas. He currently serves as Co-chair of the American Bar Association's Real Property Trust and Estate Law Art and Collectibles Committee, as well as in several other leadership positions. Mr. Slugg received his J.D. degree from the Ohio State University College of Law, and his undergraduate degree from Wittenberg University.

Session Title: Stupid Charitable Tricks: Planning Mistakes I Have Seen

Life used to be easy. Most people received a paycheck and if they made charitable gifts, they did so with cash or checks. But life, compensation and investments are more complicated now. Although it often makes sense to make charitable gifts with appreciated assets, those assets are not always what they appear to be, and charitable gifts do not always result in the tax consequences that the donor expects. This presentation explores the complex world of tax rules related to charitable giving and how mistakes can easily be made if one is not aware of exactly what it is that they are giving away.

1 p.m. to 2:40 p.m. (2nd Breakout)

Jason Freeman
Freeman Law PLLC

Biography:

Mr. Freeman is the founding and managing member of Freeman Law, PLLC. He is a dual-credentialed attorney-CPA, author, law professor, and trial attorney. Mr. Freeman serves on the law school faculty at Southern Methodist University's School of Law, and is a frequent public speaker across the country. He has been recognized multiple times by D Magazine as one of the Best Lawyers in Dallas for tax law and white-collar criminal defense, as well as by Super Lawyers and Texas Monthly magazine. Mr. Freeman is the President of the North Texas chapter of the American Academy of Attorney-CPAs, an executive board member of the Texas Society of CPAs, and a member of the Board of Directors for the Dallas Society of CPAs. He also sits on the council for the Tax Section of the State Bar of Texas.

<https://www.freemanlaw-llc.com/attorney-bio/>

Session Title: The New Partnership Audit Rules and the Impact on Entities of All Sizes

This presentation will review the development of the new audit rules under the Bipartisan Budget Act ("BBA") and the repeal of TEFRA. Attendees will learn about key issues with the new framework and will receive tips on how to advise clients that are subject to the BBA. The presentation will cover why the new BBA rules may be the most important development in tax law in more than 30 years.

2:50 p.m. to 4:30 p.m. (1st Breakout)

Aaron Borden
Meadows, Collier, Reed, Cousins, Crouch & Ungerman, L.L.P.

Biography:

Mr. Borden practices in the areas of Income Tax Litigation, Estate and Gift Tax Litigation, White Collar and Government Regulatory Litigation and State Tax Planning and Litigation. He represents individuals, estates, partnerships, closely-held businesses, and large corporations in all stages of a tax dispute, including IRS examinations, administrative appeals, and litigation in U.S. Tax Court, Federal District Court, and the Court of Federal Claims. His practice also concentrates on resolving white collar criminal investigations and representing taxpayers in disputes with the Texas Comptroller of Public Accounts and other state tax agencies.

Mr. Borden was admitted to practice in Texas in 2013 and he is a Certified Public Accountant.

Session Title: The Nuts and Bolts of Foreign Asset Reporting

The penalties for failing to report foreign assets can be draconian, and the circumstances giving rise to a reporting obligation are much broader than one would intuitively suspect. As such, every public tax practitioner needs an understanding of the what, when, and where of filing FBARS and other information returns related to ownership of foreign assets, including Forms 926, 3520, 3520A, 5471, 5472, 8865, and 8938. The presentation will focus on what must be reported on each form, when each form is required, and where to include the pertinent information on each of the forms. The presentation will also delve into recent cases regarding the foreign asset reporting requirements and taxpayer defenses to the penalties imposed for failure to properly report foreign assets. Key topics include: FBAR/FinCEN Form 114, Forms 8938, 5471, 3520, defending against penalties imposed for failure to comply with foreign asset reporting obligations, and recent cases regarding foreign asset reporting.

2:50 p.m. to 4:30 p.m. (2nd Breakout)

Vaughn James

Texas Tech University School of Law

Biography:

Professor Vaughn E. James is the Judge Robert H. Bean Professor at Texas Tech University School of Law in Lubbock, Texas, and an Adjunct Professor at the University of Tennessee College of Law in Knoxville, Tennessee. He has previously taught law at Syracuse University College of Law in Syracuse, New York, Southern Illinois College of Law in Carbondale, Illinois, and Thurgood Marshall School of Law in Houston, Texas. He teaches – or has taught – various courses including Elder Law, Estate and Gift Taxation, Estate Planning, Federal Income Taxation, Gratuitous Transfers, International Taxation, Law and Religion, and Wills and Trusts. He practices law in New York and Texas, and before the Federal District Court for the Northern District of Texas and the United States Tax Court. An avid believer in the notion Equal Justice for All, Professor James has been a member of the Texas State Bar *Pro Bono* College for several years. In October 2016, the State Bar of Texas named him the Equal Access to Justice *Pro Bono* Champion.

Prior to practicing law, Professor James was an investment banker in New York City, and before that, he was an accountant, first in his native Caribbean, then in the United States. He was also an accounting professor at the undergraduate level.

Notwithstanding his busy life, Professor James finds the time to write. His books include the 2018 and 2017 editions of *Texas Elder Law* (both published by Texas Lawyer), *Current Conflicts in Law and Religion* (Vandeplas Publishing, 2015) and *The Alzheimer's Advisor: A Caregiver's Guide to Dealing with the Tough Legal and Ethical Issues* (Amacom Books, 2008). His journal articles include *The Foreign Account Tax Compliance Act (FATCA) Explained in Layman's Terms* (The Sun Newspaper, June 18-July 20, 2014), *No Help for the Helpless: How the Law Has Failed Persons Suffering from Alzheimer's Disease* (Journal of Health & Biomedical Law, 2012), *Defamation of Religions versus Freedom of Expression – Finding the Balance* (Fides at Libertas, 2009).

Session Title: Planning for Incapacity: Helping Clients Prepare for Potential Future Health Crises

This presentation examines various ways in which we, as professionals can help our clients prepare for potential health crises or accidents that lead to disability or incapacity. As an initial matter, the presentation notes that planning for incapacity involves planning along two “management tracks” – property management and healthcare management. These tracks are in turn populated by various tools available to legal practitioners, estate planners and personal financial planners. Part II of the presentation will discuss the property management track and the tools therein – the Revocable Living Trust and the Durable Power of Attorney. Part III will discuss the healthcare management tracks and the tools contained therein – the Directive to Physicians, Family and Surrogate, Medical Power of Attorney and Out-of-Hospital Do-Not-Resuscitate (DNR) Orders. Part IV will discuss a Texas tool that effectively straddles both tracks – the Declaration of Guardian. Part V, the Conclusion, will summarize the tools and tracks discussed in the presentation, and will urge us to lead our clients – regardless of their age – to begin the process of planning for incapacity.

Day 2—November 2

8:30 a.m. to 12 p.m.

Allison McLeod

Allison M. McLeod, LL.M., CPA A PLLC

Biography:

Allison M. (Yee) McLeod, LL.M., JD, CPA, is currently a Senior Lecturer at the University of North Texas in Denton, Texas. She received Bachelor of Business Administration and Juris Doctor degrees from Baylor University, and a Master of Legal Letters (LL.M) degree specializing in Taxation from the Southern Methodist University School of Law. Professor McLeod has also studied British and Art History at the University of Sussex, England.

Prior to joining UNT faculty in 2010, Professor McLeod held the position of Director of Tax Planning and IRS Audits for Lehigh Hanson North America, a major manufacturer of cement, aggregates and other building materials. Her practice included both federal and international tax planning. Professor McLeod also spent thirteen years specializing in Tax Planning with JCPenney Corporation, Inc., and two years with Deloitte & Touche in Dallas.

Professor McLeod is licensed to practice law by the State Bar of Texas since 1992 and has been a Certified Public Accountant since 1993.

Session Title: A CPA's Guidebook for Ethical Behavior

A CPA is challenged in today's work world to not only serve his/her client or employer but also to protect the public interest by ensuring that there is transparency in financial reporting or there is fair administration of the tax laws. In balancing the two interests, a CPA may find him or herself in an ethical dilemma. This course covers not only basic ethical frameworks, but also specific rules governing CPA practice and responsibilities. It concludes with a section on how a CPA can put his or her ethics into action.

8:30 a.m. to 10:10 a.m.

Dan Robinson

Weaver

Biography:

Dan is an accomplished business development professional with over 20 years of experience in sales management, consulting and training. As a business development leader, Dan's primary focus is to build awareness about his firm's unique capabilities among prospective clients, as well as guide sales growth strategies. Dan takes pride in building relationships with clients and enjoys getting to know each person he works with professionally and personally.

Session Title: Business Development... Growing your practice in a competitive market

During this interactive session, we will explore business development best practices to help you stay relevant and drive growth in a highly competitive market. The presentation will focus on developing your business develop strategy, creating a clearly defined target list, strategic networking, leveraging referral sources and implementing a sales process.

10:20 a.m. to 12 p.m.

Adam Sanderson

Reid Brooks

Kristin Floyd

Opportune

Biographies:

Adam Sanderson is a Director in Opportune’s Process and Technology practice. Adam has over 15 years of management and consulting experience across a variety of industries in the areas of financial analysis, strategic advisory, program management, information technology, and data analytics. Recently, Adam has led lease accounting system implementation projects for Fortune 500 companies, including: Tyson Foods, General Dynamics, Owens Corning and Owens and Minor.

Reid Brooks is a Manager in Opportune’s Complex Financial Reporting practice. Reid has over 8 years of experience with technical accounting and has providing clients across the energy sectors with technical research and SEC reporting assistance. Reid specializes in revenue recognition, lease accounting, energy trading and derivatives and debt and equity-related embedded derivatives. Before joining Opportune, Reid held positions of increasing responsibility at ONEOK, Inc. in Tulsa, Oklahoma. Reid Brooks is a Certified Public Accountant (CPA) licensed in the state of Oklahoma and member of the American Institute of Certified Public Accountants

Kristin Floyd is a Manager in Opportune’s Complex Financial Reporting practice. Kristin has assisted on numerous large-scale revenue recognition implementations in the upstream and midstream energy sectors. Prior to joining Opportune, Kristin worked as a Postgraduate Technical Assistant at the Financial Accounting Standards Board (FASB). At the FASB, Kristin was a member of the revenue recognition team that drafted amendments to the new revenue standard and addressed technical implementation issues through the Transition Resources Group for Revenue Recognition.

Session Title: Pitfalls to Implementation of a Lease Accounting Solution/Revenue Recognition and The New Revenue Recognition and Leasing Standards – What Does this Mean for the Energy Industry?

This session will identify problem areas that companies are experiencing when implementing a technology solution to become compliant with the new lease accounting standard. Additionally Opportune’s subject matter experts will discuss the impacts of the new revenue recognition and leasing standards on the energy industry.

1 p.m. to 2:40 p.m. (1st Breakout)

Dr. Cheryl Prachyl

University of Texas of the Permian Basin

Biography:

Cheryl L. Prachyl received her Ph.D. in Accounting from the University of Texas at Arlington and is currently serving as an Assistant Professor at the University of Texas of the Permian Basin. She teaches courses in Advanced Accounting, Accounting for Managers, and Financial Statement Analysis. Dr. Prachyl's areas of research include Accounting Education, Technology in Accounting, and Fraud. After earning a Master of Science in Accounting at Texas A&M University (1991), Dr. Prachyl entered the Ph.D. program at the University of Texas at Arlington and began teaching Principles of Accounting, Accounting Information Systems, and Intermediate Accounting. She also worked with Allyson Turner, PC as a staff accountant and system specialist doing small business system troubleshooting. Dr. Prachyl has presented research papers at the American Accounting Association, World Congress of the International Association for Accounting Education and Research, TSCPA Accounting Education Conference, American Society of Business and Behavioral Sciences, Decision Sciences Institute Southwest Region, and International Business and Education Technology Conference. Her research has been published in the Journal of Accountancy, Journal of Instructional Pedagogies, Journal of Business and Behavioral Sciences, Journal of Forensic and Investigative Accounting, and Southwestern Business Administration Journal.

Session Title: Review and Compilation Update

This will be a discussion of Review and Compilation standards and recent updates to those standards. Topics will include an overview of review and compilation guidance, practice issues, and current standard setting projects of the Accounting and Review Services Committee of the AICPA.

1 p.m. to 2:40 p.m. (2nd Breakout)

Dan Robinson
Weaver

Biography:

Dan is an accomplished business development professional with over 20 years of experience in sales management, consulting and training. As a business development leader, Dan's primary focus is to build awareness about his firm's unique capabilities among prospective clients, as well as guide sales growth strategies. Dan takes pride in building relationships with clients and enjoys getting to know each person he works with professionally and personally.

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2:50 p.m. to 4:30 p.m.

Karr Ingham
InghamECON Inc

Biography:

KARR INGHAM is an Amarillo, Texas economist, and is the owner and President of InghamEcon, LLC, an economic analysis and research firm specializing in regional/metro area economics, and oil & gas/energy economics.

Mr. Ingham is a native of the Texas Panhandle, and is a magna cum laude BBA Economics graduate of West Texas A&M University in Canyon, Texas (and taught there for a short time as well).

Ingham conducts ongoing economic analysis and forecasting in a number of regions and metro areas in Texas and elsewhere for banks, media corporations, chambers of commerce, economic development organizations, and other clients. He also conducts ongoing oil & gas market analysis regionally in Texas and in other states, as well as oil & gas industry analysis at the statewide and national levels.

Ingham is a member of the National Association for Business Economics, and serves on various forecasting and survey panels for that organization. He is a member of the US Association for Energy Economics, holding his affiliation with the Houston chapter. **He serves as the Consulting Petroleum Economist for the Texas Alliance of Energy Producers, the nation's largest state oil & gas trade association with over 3,500 members.** He also serves on the Supply and Demand Committee of the Independent Petroleum Association of America. He is the creator of the Texas Alliance of Energy Producers *Texas Petro Index*, a tool for tracking growth rates and industry cycles in the Texas oil and gas exploration & production sector. He is also the current President of the Amarillo Habitat for Humanity board.

In Midland-Odessa, Mr. Ingham serves as a consultant to the Midland Development Corporation and the Odessa Development Corporation, and maintains separate economic indexes in Midland and Odessa, as well as the Midland-Odessa Regional Economic Index and the Texas Permian Basin Petroleum Index.

Session Title: Economic Update

Economist Karr Ingham offers an assessment of the Permian Basin general economy, the general economies of Midland and Odessa (and the combined Midland-Odessa metro area) as well as the Permian Basin oil & gas economy. During the session, Ingham will review the Midland-Odessa Regional Economic Index and the Texas Permian Basin Petroleum Index, and will also present various economic data on the broader Permian Basin region. The session will quantify the connection between the regional oil & gas economy and the broader economies of Midland-Odessa and the Permian Basin. It will also include an analysis of oil & gas markets and the factors driving current pricing for crude oil and natural gas. Mr. Ingham will document the transformational change in Texas and US oil and gas production over the last 15 years in the context of properly functioning markets and price systems, and address the fundamental question, "Producers or consumers?", the answer to which drives fundamental US trade policy and perhaps US energy policy as well.