



Ethics for Accountants

Moderator:

Thomas J. Shroyer

Moss & Barnett

Jeffrey J. Gendreau, CPA

Virchow Krause & Company, LLP

Charles Selcer, CPA

Schechter Dokken Kanter Andrews & Selcer Ltd.

Craig Siiro, CPA/ABV, CFE, CMA, M.B.A.

Virchow Krause & Company, LLP

This seminar is designed for accountants, CPAs, controllers, CFOs, CEOs, tax managers, business owners and managers, and financial planners.

MINNEAPOLIS, MN

MAY 14, 2008

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Critical Issues on the Agenda

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- 8:00 AM – 8:30 AM **Registration**
- 8:30 AM – 8:35 AM **Overview**
— Thomas J. Shroyer
- 8:35 AM – 9:35 AM **Ethic and Independence: Professional Responsibilities and Practical Approaches**
— Jeffrey J. Gendreau, CPA
- AICPA Code of Conduct Responsibilities
 - Practical Approaches to Ethical Practice Management
- 9:35 AM – 10:50 AM **Professional Discipline: Case Studies**
— Charles Selcer, CPA
- 10:50 AM – 11:00 AM **Break**
- 11:00 AM – 11:30 AM **Confronting Ethical Dilemmas: An Analytical Framework**
— Charles Selcer, CPA
- 11:30 AM – 12:00 PM **Responding to Professional Discipline**
— Thomas J. Shroyer
- Understanding the Charge
 - It Can Get Worse
 - Presentation and Appearance
 - Consequences
- 12:00 PM – 1:00 PM **Lunch (On Your Own)**
- 1:00 PM – 2:00 PM **Forensic Investigations – Ethical Considerations**
— Craig Siiro, CPA/ABV, CFE, CMA, M.B.A.
- 2:00 PM – 2:35 PM **Internationalization of Ethics Requirements (IFAC)**
— Charles Selcer, CPA
- 2:35 PM – 2:45 PM **Break**
- 2:45 PM – 3:30 PM **Best Practices Roundtable, and Questions and Answers**
— Jeffrey J. Gendreau, CPA, Charles Selcer, CPA, Thomas J. Shroyer and Craig Siiro, CPA/ABV, CFE, CMA, M.B.A.
- 3:30 PM – 4:30 PM **Ethics Violations in Malpractice Lawsuits**
— Thomas J. Shroyer
- Real-Life Examples
 - Conflicts of Interest
 - Losing Your CPA License Based on a Malpractice Claim

Registration

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Our Distinguished Faculty

Jeffrey J. Gendreau, CPA, is a partner at Virchow Krause & Company, LLP, where he serves both public registrants and private companies, primarily in the manufacturing and distribution industry. He has nearly 17 years of experience in public accounting and consulting. In addition to his extensive experience with financial statement audits, Mr. Gendreau has led audits of internal control over financial reporting promulgated under Section 404 of the Sarbanes-Oxley Act and has consulted with clients across multiple industries on various matters, including strategic planning, bankruptcy, mergers and acquisitions, financial statement restatements, and debt and equity financings. He is a licensed CPA in Minnesota, Wisconsin, Montana, North Dakota and South Dakota. Prior to joining Virchow Krause in 2006, Mr. Gendreau was a director with a national accounting firm. He graduated from the University of North Dakota, where he was named a recipient of the university's distinguished Young Alumni Leadership Award. Mr. Gendreau can be reached at 952-351-4660 or jgendreau@virchowkrause.com.

Charles Selcer, CPA, is with Schechter Dokken Kanter Andrews & Selcer Ltd. Mr. Selcer has 30 years of audit and business consulting experience. His areas of expertise include audits of distribution, not-for-profit organizations and charities, including organizations subject to Circular A-133. Mr. Selcer has extensive experience in statistical sampling in audit applications, organizational planning and has served as a facilitator for strategic planning meetings. He teaches professional ethics classes for the Minnesota and North Dakota Society of CPAs and has taught statistical sampling to firms throughout the United States, including firms in Pennsylvania, New York, Georgia, Indiana and Texas. Mr. Selcer earned his B.A. degree in economics from Williams College and his M.B.A. degree in accounting from New York University.

Thomas J. Shroyer, with Moss & Barnett, focuses on complex civil litigation with an emphasis on business torts, professional liability, securities litigation and shareholder rights disputes. Mr. Shroyer has earned significant recognition in the legal profession by

successfully handling numerous multimillion-dollar claims for local and national businesses. In fact, his established reputation as a top trial attorney garnered his longstanding commendation as a Super Lawyer and a Top 40 Business Litigator in a 2006 survey of the legal community. Mr. Shroyer is highly respected by both clients and opposing counsel for his ability to anticipate problems and develop practical solutions with bottom-line success for clients. In addition to his reputation as an aggressive litigator, he uses his experience to actively advise business owners across the country on liability prevention tactics. Mr. Shroyer is the author of a treatise and numerous articles, and is frequently sought to speak as an engaging authority on business law. He practices in all state and federal courts in Minnesota, and in courts throughout the United States. Mr. Shroyer's national presence has been recognized by preferred organizations such as *Minnesota Law & Politics*, *Who's Who in American Law* and *Leading American Attorneys*.

Craig Siiro, CPA/ABV, CFE, CMA, M.B.A., is a partner in the Forensic, Valuation and Litigation Services Team with Virchow Krause & Company, LLP, and has been with the firm since 1985. He focuses on fraud examinations, forensic accounting services and valuation. Mr. Siiro has extensive training and experience in fraud examinations, business valuations, bankruptcy and restructuring, financial modeling, operational consulting, strategic thinking and other advisory services. He performs forensic accounting services for litigation matters; provides consulting services regarding turnarounds and other restructurings; appraises the value of closely held businesses; develops financial models for merger and acquisition transactions, strategic planning, turnarounds and budgeting; develops cash flow models to assist with financing negotiations; provides advice to clients on business issues based on years of business experience and learning; and performs assessments of organizations based on the Malcolm Baldrige criteria. Mr. Siiro earned his B.Acc. degree from the University of Minnesota Duluth and his M.B.A. degrees in operations management and management of information systems from the University of Minnesota Twin Cities.

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Seminar Highlights

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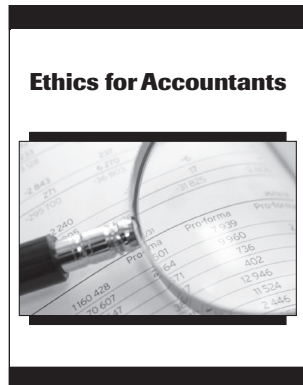
Join us for this innovative seminar and get up to speed on ethical issues for accountants. Understand the intricacies of the AICPA Code of Conduct. Get a handle on complicated issues surrounding IFAC. Avoid problems down the road by protecting yourself and your company – find out exactly what the critical issues are and how to best handle them. You'll gain the practical insight you need to deal with any challenges that come your way, including tips on responding to professional discipline. Don't wait – register today to make sure you stay on the cutting edge of your field.

Benefits for You

- Find out what you need to know about the AICPA Code of Conduct
- Hear case studies relating to professional discipline
- Strategies for confronting ethical dilemmas
- Discussion of ethical issues concerning fraud and forensic investigation
- Learn about – and avoid – ethics violations in malpractice lawsuits

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