FOCUS Spring 2015 Session Agenda
Waterside Marriott, Norfolk, VA
OLD DOMINION UNIVERSITY

Monday, May 4th

2:00 – 6:00 pm

**Early Arrival & Registration (Evening on your own)**
If you are arriving at the Norfolk Waterside Marriott, please stop by our registration table in the Norfolk Ballroom Foyer on the first floor where we will provide you with your conference materials and answer questions.

3:00 – 5:00 pm

**Ethics 2015 – Your License Depends On It!! – Mr. Jim Cole, CPA, VSCPA**
(Norfolk Ballroom I & II)
Mr. Jim Cole will conduct a Virginia Society of Certified Public Accountants session on ethics as required to maintain your CPA license.

Tuesday, May 5th

7:00 – 8:00 am  
Registration and Continental Breakfast (Norfolk Ballroom Foyer)

General Sessions

8:00 – 8:10 am

**Welcome and Introduction of Keynote Address – Mr. David F. Harnage, Chief Operating Officer, Old Dominion University**
(Norfolk Ballroom I & II)

8:10 – 9:00 am

**General Session I - Keynote Address – The Future of Higher Education in VA** -
Mr. Peter A. Blake, Director, State Council of Higher Education in Virginia
(Norfolk Ballroom I & II)
9:00 – 9:50 am

**General Session II – Leadership: What’s Your Point of View** – Dr. Connie Merriman, Assistant Dean and Director, Executive Mentor Program at the Strome College of Business, Old Dominion University (Norfolk Ballroom I & II)

9:50 – 10:10 am    Break

10:10 – 11:00 am

**General Session III – DPB Update** – Mr. Michael Maul, Associate Director (DPB) (Norfolk Ballroom I & II)

Mr. Michael Maul will provide an update on the state budget and its impact on higher education.

11:10 – 12:00 pm

**General Session IV – Is College Worth It?** – Larry Goldstein, Campus Strategies (Norfolk Ballroom I & II)

This session relies on research conducted at Arizona State University to demonstrate that investments in college make sense economically, financially, and in less tangible ways. The Arizona information will be translated to Virginia to highlight differences and similarities.

12:00 – 1:30 pm    Lunch (Norfolk Ballroom IV)

**Concurrent Sessions**  (* Indicates FOCUS only sessions)

(** Indicates NCAA Reporting Task Force only session)

1:30 – 2:20 pm

**A) Responding to Higher Education’s New Reality** – Mr. Larry Goldstein, Campus Strategies (Norfolk Ballroom III)

This session examines the lingering effects of the 2008-09 Great Recession and the steps institutions have taken in response. Both successful and unsuccessful responses will be examined along with suggestions of the steps institutions should take going forward.

**B) Bursar Roundtable* - Linda Combs, Bursar (JMU)** (Norfolk Ballroom II)

Linda Combs will lead roundtable discussions on general Bursar issues.
C) **Cardinal Vendor Data Extract*** - Ms. Stacey McCracken (Tentative)  
(Norfolk Ballroom I)

2:30 – 3:20 pm

D) **Athletic Reporting**** (NCAA Reporting Task Force only) – Mr. Jimmy Rule  
from James Madison University  
(Norfolk Ballroom I)  
Mr. Rule will lead a discussion on the standardization of Athletic Financial Reporting.

E) **Department of Veteran’s Affairs topic** – Mr. Timothy Freeman, Certifying  
Official with the Department of Veteran’s Affairs  
(Norfolk Ballroom III)  
Mr. Freeman will lead a discussion on VA benefits concerning tuition and fees.

F) **Accounts Payable Roundtable*** - Ms. Laura Temple, Accounts Payable  
Specialist, University of Mary Washington  
(Norfolk Ballroom II)  
Ms. Laura Temple will lead roundtable discussions on general Accounts Payable issues.

3:20 – 3:40 pm   Break

3:40 – 4:30 pm

G) **Athletic Reporting**** (NCAA Reporting Task Force only) – Mr. Jimmy Rule  
from James Madison University  
(Norfolk Ballroom I)  
Mr. Rule will lead a discussion on the standardization of Athletic Financial Reporting.

H) **Human Subject Payments** – Mr. Wendell Vest, Associate Controller, Ms.  
Melinda West, University Bursar and Ms. Stacy King, Manager of General  
Accounting, Virginia Tech  
(Norfolk Ballroom III)  
Virginia Tech will present how they implemented a comprehensive research subject  
payment card product used to compensate human subjects participating in research  
programs that provides a secure payment and participant records as well as improved  
operational efficiency.
1) **Payroll Roundtable*** - Ms. Alison Miller, Manager of Compensation, University of Virginia (Norfolk Ballroom II)

Ms. Alison Miller will lead a roundtable discussion of My VRS Navigator and resolving reconciliation issues. Ms. Miller will be joined by Mr. Phil Crigger, the Manager of Accounting Services for Radford University; Ms. Amy Grubb, Payroll Specialist at University of Virginia; and Susan Harris, Benefits Counselor at University of Virginia.

4:30 – 5:00 pm

**Primary Representative Meeting (2nd Floor – Yorktown and Shangri La)**

5:30 – 7:00 pm - Reception and unguided tours of the USS WISCONSIN - (Nauticus)

7:00 – 8:30 pm - Dinner and Dessert (The Half Moone Cruise Terminal overlooking the Elizabeth River)

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**Wednesday, May 6th**

7:00 – 8:00 am  **Registration and Breakfast (Norfolk Ballroom IV)**

**General Sessions**

8:00 – 9:40 am

**General Session V – Fraud Deterrence, Prevention and Detection, Pt. I** – Mr. David L. Cotton, CPA, CFE, CGFM, Chairman, Cotton & Company (Norfolk Ballroom I & II)

Mr. David Cotton will focus on the three prongs of managing the risk of fraud:

- Deterring Fraud: sending a strong signal that chances of committing fraud without being detected are very low
- Preventing Fraud: installing fraud prevention procedures that serve to further deter fraud
- Detecting Fraud: installing procedures designed to identify as early as possible any frauds that get through the prevention net.

9:50 – 10:40 am

**General Session VI – DOA Update** – Mr. Randy McCabe, Assistant State Comptroller (Norfolk Ballroom I & II)

Mr. Randy McCabe will provide an update on recent activities at the Department of Accounts.
10:40 – 11:10 am   Break

Concurrent Session

11:10 – 12:00 am

J)  **Interim Financial Statements** – Mr. Randy Ellis, Senior Associate Comptroller at UVA
    (Norfolk Ballroom II)
    Mr. Randy Ellis will lead a roundtable discussion on interim financial reporting.

K)  **Fixed Asset Roundtable** – Ms. Donna Bean, Financial Reporting Supervisor, ODU
    (Norfolk Ballroom I)
    Ms. Donna Bean will lead a roundtable discussion on latest issues and best practices in Fixed Asset accounting.

L)  **Higher Education Cooperative Procurement** – Mr. Ryan Balber, Director, Virginia Higher Education Procurement Cooperative
    (Norfolk Ballroom III)
    Mr. Ryan Balber will lead a roundtable discussion on Cooperative Procurement for Higher Education.

12:00 - 1:00 pm   Lunch (Norfolk Ballroom IV)

General Session

1:00 - 1:50 pm

*General Session VII – Higher Education Legislative Update* – Ms. Elizabeth L. Clark, Director, Congressional Relations, NACUBO
(Norfolk Ballroom I & II)
Ms. Elizabeth Clark will provide an overview of federal legislative activities that affect higher education.

1:50 - 2:30 pm   Wrap-up