



HIGHER EDUCATION FINANCE LEADERSHIP UPDATE

Live-Group Presentation

**5.5 CPE Credits – Management Advisory Services,
2 CPE Credits – Accounting,
2 CPE Credits – Economics and 2.5 CPE Credits Finance
(12 Total CPE Credits)**

Fee: \$125 (\$140 if received after January 9)

**January 23-24, 2012
Madren Conference Center
Clemson, South Carolina**

Presented by

Dr. Bruce Yandle, Dennis Gephardt, Eva Bogaty, Donna Barrett &
Cherry Bekaert and Holland

Hosted by

Clemson University and
Furman University

Agenda

Monday, January 23, 2012

Session Time	Session Topic
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7:30 - 8:30	Registration
8:30 - 8:35	Welcome
8:35 - 10:15	The Great Recession and the Road Ahead
10:15 - 10:30	Break
10:30 - 12:35	What Does the “New Normal” Mean for Higher Ed?
12:35 - 1:45	Lunch (<i>Provided</i>)
1:45 - 2:45	Accreditation and the Finance Officer’s Role
2:45 - 3:00	Refreshment
3:00 - 4:30	Accreditation and the Finance Officer’s Role (continued)

Tuesday, January 24, 2012

Session Time	Session Topic
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7:30 - 8:15	Continental Breakfast
8:15 - 10:20	Tales from the Audit Trail: Fraud and Enterprise Risk
10:20 - 10:35	Break
10:35 - 12:15	Financial Reporting Update (sessions for public and private institutions)

Objectives

The Great Recession and the Road Ahead

Dr. Bruce Yandle will discuss America's strengths and weaknesses and the effects of the Great Recession on employment, production, construction, and regional growth patterns across the United States. The discussion will provide an assessment of the road ahead and what might be expected in 2012-13. Participants will be able to use the information to better understand the current economic environment and to plan for the future. No prerequisites or advanced preparation are necessary.

What Does the "New Normal" Mean for Higher Ed?

Mr. Gephardt and Ms. Bogaty will interpret the meaning of the current economic condition (the "New Normal") on higher education – both public and private. Participants will preview the 2012 Moody's Higher Education Outlook which will be released in January. Upon completion of this session, participants will have a better understanding of the ratings process and the economic impact on higher education. No prerequisites or advanced preparation are necessary.

Accreditation and the Finance Officer's Role

The finance officer's role is critical in the accreditation process – during the reaffirmation period and on an on-going basis. Donna Barrett will provide suggestions on how finance officers can add value to this important aspect of their institution's responsibilities. The changing federal environment impacting the accreditation process will also be discussed. Upon completion of this session, participants will have a better understanding of the financial officer's role as part of the leadership team in the on-going reaccreditation process. No prerequisites or advanced preparation are necessary.

Tales from the Audit Trail: Fraud and Enterprise Risk

This session will provide a conceptual approach to enterprise risk management in organizations. Practical methods for collecting information will be suggested, as well as methodologies for describing risks and practical aspects of addressing them. In addition, measuring the cost of fraud and the detection of fraud schemes will be covered. Upon completion of this session, participants understand how to strengthen controls to mitigate enterprise risks. No prerequisites or advanced preparation are necessary.

Financial Reporting Update

(concurrent sessions for public and private institutions)

Cherry Bekaert and Holland will conclude the first day of the program with a discussion on the accounting changes that will take effect in the coming year. Information on new accounting pronouncements affecting higher education will be provided, and presentation and analysis will be discussed. Upon completion of this session, participants will be prepared to apply the reporting changes at their institution. No prerequisites or advanced preparation are necessary.

Presenters

Bruce Yandle is Professor of Economics Emeritus, Clemson University, and Dean Emeritus of Clemson's College of Business & Behavioral Science. He has taught in graduate programs in France, Germany, Italy, and the Czech Republic. He is a Distinguished Adjunct Professor of Economics with George Mason University's Mercatus Center in Arlington, Virginia, a Senior Fellow with PERC, the Property and Environment Research Center, and lectures regularly on Capitol Hill. Bruce served on White House staff during the Ford and Carter administrations where he reviewed and prepared comments for newly proposed regulations. He was Executive Director of the Federal Trade Commission in the Reagan Administration. He is on the board of the Clemson Institute for the Study of Capitalism and has been a board member with the Foundation for Economic Education and president of the Association of Private Enterprise Education. Bruce was a member and chairman of South Carolina's State Board of Economic Advisors and has been awarded South Carolina's Order of the Palmetto. He also served as member and chairman of the board with Spartanburg Methodist College. He is author/editor of 16 books, including his most recent *Regulation by Litigation* (Yale Press). Prior to entering an academic career in 1967, he was in the industrial machinery business. Yandle received his A.B. degree from Mercer University and his MBA and PhD degrees from Georgia State University. He writes a quarterly newsletter on the economy distributed by Clemson's Strom Thurmond Institute.

Dennis Gephardt - Vice President/Senior Analyst, Moody's Investor Services

Dennis joined Moody's Higher Education and Not-for-Profit Team in 2003. He is the lead analyst for a diverse portfolio of colleges and universities. Dennis graduated from the Fuqua School of Business at Duke University with an MBA.

Eva Bogaty - Assistant Vice President/Analyst, Moody's Investor Services

Eva joined Moody's Higher Education and Not-for-Profit Team in 2010. She covers the ratings of higher education and not-for-profit institutions. Eva holds an AB from Middlebury College and a MBA from NYU Leonard Stern School of Business.

Donna Barrett, hailing from the foothills of the Blue Ridge Mountains in Cleveland, Georgia, currently serves as the Director of Institutional Finance with the Southern Association of Colleges and Schools (SACS). Donna began her career as an auditor for the state of Georgia, and subsequently served in financial affairs positions in a large private institution, a medium-sized public university, and a small private college. She holds a B.S. in Management from Auburn University and an M.B.A. from Berry College.

Representatives from the **Cherry Bekaert and Holland** Education and Not-for Profit Group will present on audit and financial reporting topics. They have presented at the SACUBO Annual Meeting and Fall Workshops. As an innovative and highly professional certified public accounting and consulting firm, CB&H serves as a valued advisor to clients by providing guidance on important operational and individual matters.

Currently ranked among the nation's largest accounting firms, CB&H provides quality, cost-effective and practical advice to clients. As one of the largest regional CPA firms headquartered in the Southeast, CB&H's resource network stretches across five states and internationally.

Workshop Location

The workshop will be held at the Madren Conference Center adjacent to the campus of Clemson University, Clemson, South Carolina.

Accommodations

A limited number of rooms are available at the University hotel, the Martin Inn, located adjacent to the Madren Center. The rates are \$99 per night plus tax for an executive room and \$119 plus tax for a suite. Please make reservations soon since rooms will be subject to availability. Call the Martin Inn at 1-888-654-9020 and give the group name SACUBO or code GF9230.

Other hotel rooms are available in the Clemson area: Marriott Courtyard, Hampton Inn, Holiday Inn Express, Sleep Inn, Comfort Inn and Days Inn.

Registration Form

Please complete, print, and mail the registration form with **check made payable to Furman University/SACUBO** to the following address:

**Furman University
Attn: Susan Cooper
3300 Poinsett Highway
Greenville, SC 29613**

Questions: Susan Cooper, (864) 294-2140, susan.cooper@furman.edu.

Refunds will be made based on written request received prior to January 9, 2011. For more information regarding administrative policies, such as complaints, refunds or cancellations, please contact our office at (864) 294-2140.

**SACUBO (FEIN #76-0427292)
Registration Form
HIGHER EDUCATION FINANCE LEADERSHIP UPDATE
January 23-24, 2012 – Clemson, SC**

Fee: \$125 (\$140 if received after January 9)

Name: _____

Title: _____

Organization: _____

Street/P.O. Box: _____

City: _____, State: _____ Zip: _____

Phone:(_____) _____

Fax:(_____) _____

E-mail: _____

Do you require CPE credit? Yes _____ No _____



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