



## KEYNOTE SPEAKER

### PATRICIA JONES

is the CEO of the Women's Leadership Institute. The mission of the institute is to elevate the stature of female leadership in the state of Utah. The organization was

formed in 2015 through the visionary efforts of key business leaders to address Utah's deficiencies in the presence of women at top levels of corporate and political leadership.

As co-founder and former President of Dan Jones & Associates, a successful public opinion and market research firm, Jones helped lead and manage the company for 35 years while serving on numerous community and company boards.

Senator Jones served in the Utah Legislature for 14 years, serving in leadership positions 12 of those years. She was a member of the Utah House of Representatives from 2000-2006 and was elected to the Utah Senate in 2006 and served eight years there, including serving as the first female leader in either party and in either House.

A University of Utah graduate in communications, Jones currently is a member of the Utah Board of Regents, the Board of Governors of the Salt Lake Chamber, the Intermountain Healthcare Community Care Foundation, and a member of the National Advisory Board of the University of Utah School of Dentistry.

Jones is married to Dr. Dan E. Jones and has four children, three step-children and sixteen grandchildren.



Nonprofit Org.  
U.S. Postage  
**PAID**  
Salt Lake City, UT  
Permit No. 1996



Utah Association of CPAs  
136 S. Main Street, Suite 510  
Salt Lake City, UT 84101

**Earn one  
hour of Utah  
Laws & Rules**

# BUSI NESS & MAN AGE MENT

# CON FER ENCE

**FRIDAY, OCT. 26**

# BUSINESS & MANAGEMENT CONFERENCE

**FRIDAY, OCT. 26**

Mountain America  
Expo Center  
9575 S. State Street

\$248 UACPA Members before Oct. 12  
\$275 UACPA Members after Oct. 12  
\$335 Nonmembers

CPE Credit: 8 Hours  
(includes one hour of  
Utah Laws & Rules)

Continental breakfast and  
lunch will be provided



Register at [uacpa.org](http://uacpa.org) or by mail

Name \_\_\_\_\_

Firm/Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Registration Fees (check one)

- UACPA Member Registering by Oct. 12; \$248  
 UACPA Member Registering  
 AFTER Oct. 12; \$275  
 Nonmembers; \$335  
 Printed Materials; \$10

\*Registration fees must be received in the UACPA office by the early registration deadline. Postmarks and PO's will NOT be honored.

Payment Information

Total Fees: \$ \_\_\_\_\_

- Visa    MasterCard    Discover Card  
 American Express    Check Enclosed

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_

Send payment to  
136 S. Main Street, Suite 510, Salt Lake City, UT 84101

## CONFERENCE AGENDA

7:30 – 8:00 Registration & Continental Breakfast

8:00 – 9:10 Relationships in the Workforce  
*Patricia Jones — Women's Leadership Institute*

9:10 – 9:20 Networking Break

9:20 – 10:20 Economic Update  
*Pamela Perlich, Ph.D. — University of Utah*

10:20 – 10:40 Refreshment & Networking Break

### Breakout Sessions

10:40 – 11:40 Sales Tax Update  
*Michael Waldron — Tanner LLC*

Utah Laws & Rules  
*Susan Speirs, CPA, CGMA — UACPA*

Lunch  
11:40 – 12:55 UACPA Update  
*Matt Klein, CPA, CGMA - Lifetime Products Inc.*

### Breakout Sessions

12:55 – 1:55 How to Improve Board Effectiveness and  
Strengthen Corporate Governance  
*Robert Gross – Robert C. Gross Associates LLC*

Power BI  
*Ken Auton – PrenticeWorx*

1:55 – 2:05 Networking Break

### General Session

2:05 – 3:05 PCI Compliance & Data Breaches  
*Kevin Abbot – The Cadence Group*

3:05 – 3:25 Refreshment & Networking Break

3:25 – 4:25 Diversity and Inclusion  
*Neil Staker – Collaborant*

4:25 Adjourn