

2014-15 ANNUAL REPORT



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The 2014–15 Year at a Glance



5 September 2014

Color Me Happy

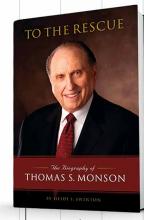
Spattered in paint, 250 seniors and second-year MAcc students ran an SOA-only Color Run 5K, reminding them to seek joy during their rigorous last year.

14 October 2014

Open the World

Granting students a passport to global education, EY chairman Mark Weinberger handed BYU's President Worthen a giant check—literally—to fund international

> study and research at the SOA. Read more on **page 36**.



2 December 2014

Good Reads

After plowing through Elizabeth Smart's memoir and Queen Bees and Wannabes, the SOA Spouses Association picked up To the Rescue: The Biography of Thomas S. Monson to discuss at their monthly book club.

14 April 2015

Convocation Celebration

This spring sixty-two undergrads and 129 MAcc students graduated, each program with a celebration-worthy 99 percent placement. SOA grads partied together a week before the pomp and circumstance with photo booths, games, awards, and more.







PAST And Future

By Holly Munson Illustrations by Harry Campbell A salumni director Jenn Maroney prepped a presentation about a new alumni outreach program, she found herself turning to *Lilo & Stitch* for inspiration.

The Disney flick introduced *ohana*, the Hawaiian term for family, to the mainstream lexicon: "Family means no one gets left behind," Lilo earnestly declares.

Dedication to *ohana* shows through just as earnestly in the School of Accountancy's recent alumni outreach efforts, led by Maroney, who joined the school last fall after working with the BYU Math Department to launch its alumni program.

"I sometimes hear from alumni that they feel forgotten," Maroney says. "No one wants to feel that way. They want to feel connected."

MEET ALUMNI DIRECTOR JENNIFER MARONEY



Jennifer Maroney
joined the School of
Accountancy as its new
alumni director in fall
2014 and immediately
began to implement
an ambitious vision for
alumni outreach.

Maroney graduated from the Marriott
School with an emphasis in organizational behavior in 1996. She

has worked with several BYU departments, including the French and Italian department.

Most recently, Maroney was the operations director for the mathematics department, where she launched its alumni program.

During her time as a stay-at-home mom for eleven years, Maroney cofounded two charter schools in Eagle Mountain, Utah. Maroney and her husband, Steve (an software engineer for BYU), have five children. She enjoys reading, playing games, match-making, and talking about charter schools and education.

The alumni outreach plan took shape in two directions: reaching forward by helping current students stay connected to classmates when they transition from student to graduate, and reaching into the past by reconnecting with alumni.

BRIGHT FUTURE

Jeff Wilks, EY professor and director of the School of Accountancy, says that the forward-reaching approach lays a foundation for a strong alumni network for years to come.

"If you can get that connection right before they leave, then it's so much easier than trying to find people after they've gone," he says. "We want them to know the relationships they have here at school will last throughout their lives."

One new initiative to strengthen those relationships is called, fittingly, the Ohana Program. It is essentially a mash-up of the Marriott School junior core and LDS home and visiting teaching. Among the fifty or so students in a section of junior core classes, two students are assigned as section leaders. They work together to contact each member of their section at least once a semester during school, and twice a year for at least five years after graduation. They are encouraged to know each member by name and reach out to anyone in need. They also make sure everyone is connected on LinkedIn, which ensures every student has forty-nine solid professional contacts after graduation. So far, Ohana groups have been organized for students and alumni from 2010 to 2015; there are plans to organize groups for junior core sections from previous years.

"IF YOU CAN GET THAT CONNECTION RIGHT BEFORE THEY LEAVE, THEN IT'S SO MUCH EASIER THAN TRYING TO FIND PEOPLE AFTER THEY'VE GONE. WE WANT THEM TO KNOW THE RELATIONSHIPS THEY HAVE HERE AT SCHOOL WILL LAST THROUGHOUT THEIR LIVES."

Even though the Ohana Program began this year, section leader Lauren Belt, a senior from Lakewood, California, says she has already seen a difference.

"I feel that I know each individual better, not only as professional colleagues but also as close friends," she says. "As we begin to go our separate ways in the accounting world, I am looking forward to witnessing my peers use the Ohana Program to connect with each other and to reach their career goals."

The school is also connecting with outgoing students by hosting a graduation celebration and convocation reception, holding graduation exit interviews, and launching the Ultimate Currency Challenge (see sidebar on page 11).

PAST TENSE

To reach out to alumni where they are, the school has hosted a series of events across the country. It's the perfect opportunity to hear the latest news from the School of Accountancy and BYU, and to reconnect—or make new connections—with fellow alumni.

So far this year, events have been held in Chicago; Dallas; Houston; Huntington Beach, California; New York City; Pasadena, California; Round Rock, Texas; San Francisco; San Jose, California; and Seattle. Alumni can join the BYU Accounting page on LinkedIn and Facebook to find out about upcoming events.

Alumna Paige Goepfert, a tax manager at McGladrey, recently attended an alumni event in Chicago. "Jenn did a fantastic job giving us all the important updates," Goepfert says. "It was great to learn about what's been going on with the SOA since I graduated in 2004, and I'm looking forward to future alumni events."

Goepfert says she has also seen evidence in her own life of the alumni network. During her time in the MAcc program, she became good friends with several other women. Eleven years later, now scattered across the country, they are still friends.

"We've been able to reach out to each other to discuss situations we're facing at work, as well as job changes, getting married, and having and adopting children," she says.

Yet another way the school is revamping its alumni outreach is by moving from a newsletter to an annual report, allowing the school to provide more depth and breadth of coverage.

The shift builds on decades of work by professor Robert Gardner, who has served as editor of the School of Accountancy newsletter.

"He's incredibly dedicated and has really made the newsletter a wonderful communication tool for our alumni," Wilks says. "He's put a lot of energy and love into that."

BYU SCHOOL OF ACCOUNTANCY

Annual SOA Conference Events

October 22: Board of Advisors meeting
October 22: Women of School of Accountancy Fall Banquet with panel discussion on "How Accounting Fits into Your Life"
October 23: SOA Conference with keynote speaker Jeff Benedict, author of The Mormon Way of Doing Business
October 23: 2010 Junior Core Reunion Reception
October 24: Tailgate party and BYU football game

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FULL CIRCLE

To bring it all together, the school has boosted its social media presence, particularly on LinkedIn and Facebook. The pages feature handy information about upcoming events and job openings, as well as fun stuff like pictures of alumni's babies sporting a #Just-DeductIt onesie or nostalgia-inducing posts about case competitions and finals week.

Aside from the feel-good factor of connection, Maroney says staying up-to-date on what alumni are doing helps her know who to recommend when head-hunters call, or who to reach out to when a student is looking for an internship or job at a particular firm. It also helps donors to the school see the impact of their contribution.

For Wilks, expanding alumni outreach reflects of the value of alumni to the school.

"The school has an amazing reputation because of the alumni," he says. "They have gone on to have wonderful success, working hard and being great employees and leaders wherever they are."

Connect with the SOA Online

LinkedIn: BYU AccountingFacebook: BYU Accounting

• Twitter: @BYUSOA

• Instagram: @byuaccounting

• YouTube: BYU Accounting

To create a LinkedIn group of alumni from your junior core, please contact Jenn Maroney at *jmaroney@byu.edu*.



TO BRING IT ALL TOGETHER, THE SCHOOL HAS

BOOSTED ITS SOCIAL MEDIA PRESENCE,

PARTICULARLY ON LINKEDIN AND FACEBOOK.

THE PAGES FEATURE HANDY INFORMATION ABOUT

UPCOMING EVENTS AND JOB OPENINGS.

ULTIMATE CURRENCY CHALLENGE

BYU School of Accountancy grads have solid footing when it comes to financial currency. But everyone (accountants included) knows that life is more than being financially solvent—it's about emotional, physical, and spiritual growth. That's the idea behind the Ultimate Currency Challenge, which pushes students to pursue activities in categories including service, health, art, the outdoors, and global connections.

Recent graduate Greg Christopher says that the challenge nudged him to take advantage of his remaining time at BYU—he attended plays, musicals, and campus events and volunteered at an assisted-living home. He graduated this summer and is currently the coowner and head of business development for a startup called Tessel and an associate auditor for KPMG in Salt Lake City.

"I had dedicated myself so fully to the halls of the Tanner Building that I had missed out on the many opportunities that make up a well-rounded education," he says. "Through the challenge, I began to realize what constitutes true and enduring learning."

More than one hundred students participated in the optional program. Outdoor activities were the most popular pursuit, with a stream of smiling mountain-vista mugshots filling the BYU Accounting Facebook page. In one case, two students came upon a fellow student on a hike who had fallen and cut his leg; they administered first aid and helped him travel two miles to get crucial medical care. Students also found meaningful ways to serve, like a student who gave a used car to his sister and a group of students who bought meals for needy families in their ward. For the global connection, some students went on study abroad trips or reached out to people they had met on their LDS missions.

Ethan Graham, who also graduated this summer, says the challenge helped him realize "there's more to life than accounting—a fact which is hard to remember after three years in BYU's rigorous program."

He even found that he had more interesting things to share about himself during job interviews because he had done the challenge. He is now working for Intel in Portland, Oregon.

"The challenge helped me keep things in perspective," Graham says. "Work is a portion of my life, but it isn't the whole of it."

STUDENT ACHIEVEMENTS

Last winter semester 150 IRS-certified student volunteers provided free tax assistance to community members and gained valuable professional experience in the process. BYU's chapter of the national Volunteer Income Tax Assistance (VITA) program is the largest in the country and prepared nearly 1,500 tax returns this year.



Student Report

STUDENT DEMOGRAPHICS	МАСС	BS ACC
Number of Fall 2014 applicants	276	341
Students entering Fall 2014	158	114
Female	20%	14%
International	11%	4%
Minority	4%	7%
Married	44%	32%
Returned missionaries	85%	84%
Bilingual	64%	70%
States represented	22	23
Countries represented	9	4
Average entering GPA	3.71	3.67

CLASS OF 2014	MACC	BS ACC
Average starting base salary	\$54,610	\$54,758
Placed at graduation	98%	88%
Placed by 3 months after graduation	99%	92%

MARRIOTT SCHOOL FINANCIAL AID*	МАСС	BS ACC
Number of students receiving scholarships	183	60
Percent of students receiving scholarships	59%	44%
Average scholarship amount	\$2,389	\$1,727

^{*} Does not include university or federal aid.

Undergraduate Rankings

RANK	PROGRAM	SOURCE	YEAR
1st	BS Acc	Bloomberg Businessweek	2013
3rd	BS Acc	U.S.News and World Report	2014
3rd	BS Acc	Public Accounting Report	2014
4th	BS Acc	Tax Talent	2014

Graduate Rankings

RANK	PROGRAM	SOURCE	YEAR
1st	MAcc (Tax Emphasis)	Tax Talent	2014
2nd	MAcc	Tax Talent	2014
3rd	MAcc	Public Accounting Report	2014

BYU Accounting Wins Again at PwC Competition

ompeting in Washington, DC, a team of five students from the School of Accountancy presented recommendations for a case that involved creating a national tax policy for virtual currency, such as Bitcoin.

"This year's team worked phenomenally hard, creatively applied data to the solution, and impressed the judges during the question-and-answer phase," says John Barrick, associate professor and team advisor.

Citing the team's sound analysis and cohesion, the judges awarded the first-place prize of \$10,000 to BYU over fellow finalists Penn State, Texas A&M, Binghamton, and Bryant.



Another year equaled yet another win for a team from BYU at the national PwC Challenge Tax Competition.

"Knowing we had people backing us up and that BYU has a great tradition really encouraged us to put our best foot forward."

The team ultimately proposed that virtual currency should be treated more as property than currency and created an app to aid in the regulation and security of exchange transactions between virtual currencies and their traditional paper-and-coin counterparts.

"One of the biggest things that the judges noticed was how unified our team was," says **Corbin Stott,** an accounting senior from Alpine, Utah. "Everyone understood the proposals, and everyone was willing to answer any questions. The BYU accounting program played a huge part in that. Because we had been on so many teams before at school, we gelled right off the bat for this competition."

Stott's teammates included accounting juniors **McKell Anderson,** from Burley, Idaho; **Hayden Holbrook,** from Park City, Utah; and **Adam Mahas**, from Holladay, Utah; along with senior **Ben Green**, from Dallas, Oregon. The team rose to the top from an original pool of more than 500 teams on forty-five campuses.

The win was BYU's fourth overall at PwC's annual competition, the most titles of any university in the country. BYU has also been a finalist more often than any other school, competing for first place nine of the competition's thirteen years.

"We were very happy to represent BYU," says Anderson. "Knowing we had people backing us up and that BYU has a great tradition really encouraged us to put our best foot forward."

STUDENT ACHIEVEMENTS STUDENT ACHIEVEMENTS

Students Take Top Prize at Deloitte FanTAXtic Competition



From left: Deloitte tax director Jason Hakerem, Professor Robert Gardner; students Matthew Gregson, Alexia Jentgen, Michelle Barnett, Amy Daines, and Tiffany Yeates; and Kathy Shoztic, Deloitte Foundation director.

A team of BYU accounting students renewed the school's tradition of success by taking home first place and \$20,000 in winnings at the national Deloitte FanTAXtic Case Study Competition.

"Although BYU had nine firstplace finishes in the past fourteen years, we hadn't won since the competition was changed in 2011," says **Matthew Gregson**, a second-year MAcc student from Portland, Oregon. "It was awesome to be able to break through and help reestablish BYU's name there."

More than one hundred schools were invited to compete regionally, and winners advanced to the national competition held at the Deloitte campus in Westlake, Texas. Finalists were asked to tackle two issues-based case stud-

ies that required teams to engage in simulation exercises advising a hypothetical company. Teams then made presentations to Deloitte professionals recommending solutions based on their knowledge of tax laws and practices.

"Teamwork is what helped this group succeed," says **Robert Gardner,** BYU accounting professor and the team's faculty advisor. "Their communication skills were outstanding—they knew how to simplify very technical tax topics, just like they will have to do for future clients."

In addition to Gregson, the team included accounting seniors **Amy Daines**, from Rexburg, Idaho, and **Tiffany Yeates**, from Quincy, Washington, as well as sophomores **Alexia Jentgen**, from Vacaville, California, and **Michelle Barnett**, from Cypress, Texas. Each student won a \$2,000 share of the prize, and another \$10,000 was awarded to the School of Accountancy.

"What's more important than the prize money is that students recognize tax accounting isn't just bookkeeping or filling out tax returns," Gardner says. "It's about developing necessary skills such as communication and critical thinking. This competition does a very good job of helping the students recognize that what they're really doing is helping clients, and they're doing it in an ethical way."

"Their communication skills were outstanding—they knew how to simplify very technical tax topics, just like they will have to do for future clients."

Team Wins EY Beam Abroad Case Competition

ive School of Accountancy students will be traveling to the Land of the Rising Sun as part of the grand prize for winning the fourth annual EY Beam Abroad Case Competition.

"I was shocked," says **Stephen Anderson,** a junior from St. George, Utah, who will be traveling to Japan as a member of the winning team. "When they announced our team name, it didn't register right away that we had won the competition."

The winners will expand their networking opportunities as they visit Tokyo, Hiroshima, Osaka, and Kyoto with EY partners and managers.

"BYU students are well known and highly sought after in the accounting world," says Jennifer Garrard, an EY recruiter at the Salt Lake office. "EY hosted this competition to help students use the principles



From left: students Janelle Knight, Stephen Anderson, Jingni Zhang, Carlos Escamilla, and Lydia Sheffield.

"I learned the importance of being prepared when answering clients. Most of all I learned the importance of having a good team."

they learn in the classroom and continue to improve themselves through a real-world exercise."

Fifteen teams made up of BYU accounting students strove to answer the case prompt, which asked each team to decide whether or not Japanese banks should continue implementing generally accepted accounting principles adopted by the Securities and Exchange Commission or should switch to international financial reporting standards. Each team in the competition received a copy of the case a week in advance before presenting their conclusions.

The winning team, called Cloak and Dagger, proposed that Japanese banks should discontinue using generally accepted accounting principles and use international financial reporting standards. Cloak and Dagger was comprised of Anderson and junior accounting students **Janelle Knight** of Roosevelt,

Utah; **Jingni Zhang** of Guizhou, China; **Lydia Sheffield** of Highland, Utah; **Carlos Escamilla** of Hicksville, New York; and Anderson. In addition to the trip in May, the team received a \$2,500 cash award.

Zhang noted that their lessons in the classroom, their confidence, and their preparation paid off, especially as they answered challenging questions from the EY partners following their presentation.

Cloak and Dagger spent roughly fifteen hours working on the case before giving a ten-minute presentation to EY partners that was designed to expand the team's knowledge of international financial reporting standards.

"I learned the importance of being prepared when answering clients," Anderson says of what he gained from the competition. "Most of all I learned the importance of having a good team."

BYU Team Wins IMA Case Competition

ard work and dedication paid off for four BYU MAcc students who took first place at the Institute of Management Accountants (IMA) National Case Competition. Competing against Moravian College, the University of Southern Indiana, and Wright State University, the team secured the \$5,000 prize and proved their skills in a business scenario.

"This win is evidence of the high-quality education we get at BYU," says **Jordan Hall,** one of the team members. "We are able to take what we learned in classes and apply it to real-world situations to find solutions to problems that weren't as simple as they seemed on the surface."

Formed with the assistance of accounting professors **Steve Smith** and **Bill Tayler**, the Marriott School's team was comprised of Hall, from Hurricane, Utah; **Austin Butler**, from American Fork, Utah; **David Corless**, from La Crescenta, California; and **Nathan Larsen**, from Scottsdale, Arizona.

The IMA organization is nearly one hundred years old and influences standard-setters and rule-makers throughout the national accounting community. It only sponsors one student case competition a year.

The competition was split into two phases. Phase one required a video submission in which students role-played presenting to an executive. From the twenty-two total entries, the IMA narrowed the field to four schools and invited the finalists to present the same case live at the annual conference in Minneapolis, Minnesota. Since the final round took place on a Sunday, the BYU team submitted a one-shot video presentation instead of participating live, thanks to an accommodation from the IMA.

"The IMA is to be commended—the people there were gracious through the entire process," Smith says. "There was significant deliberation about how to best accommodate our students despite their decision not to participate on Sunday."

Jeff Wilks, director of the BYU School of Accountancy, described how the students were upfront with



"There was significant deliberation about how to best accommodate our students despite their decision not to participate on Sunday."

the IMA about not attending the final round and were willing to do whatever else it took to participate. Wilks is proud to see his faculty and students excel through their own volition in such a prestigious competition.

"For our school to participate and to be invited to the finals round is a big deal itself," Wilks says. "And then to win the finals round without even being there is just amazing. We owe thanks to our great faculty and great students. We couldn't have asked for a better team to represent us."

SOA Alum Wins Elijah Watt Sells Award

or the eighth consecutive year, a BYU School of Accountancy graduate has been presented with the Elijah Watt Sells Award. **Kyle Swenson**, who earned his MAcc last year, received the honor for outstanding performance on the CPA exam.

The prestigious award is given to candidates who have attained a cumulative average score above 95.50 across all four sections of the CPA exam. In 2014 there were more than ninety thousand test takers, but only sixty met the criteria to receive the award.

Knowing how challenging the test would be, Swenson, who is currently employed with Grant Thornton in Salt Lake City, took advantage of every resource available to prepare for the exam.

"I read every page of the printed review materials, watched every minute of the review lectures, and



"The professors I had in the SOA program were amazing and prepared me very well for the exam. Most of the material on the exam was covered in depth during my time in the SOA, making the review course go much more smoothly. I owe them a big 'thank you.'"

completed every multiple choice question, simulation, and practice exam offered in the core review package," Swenson explains.

His diligent study habits and knowledge attained in the SOA program made his success on the exam possible.

"The professors I had in the SOA program were amazing and prepared me very well for the exam," he says. "Most of the material on the exam was covered in depth during my time in the

SOA, making the review course go much more smoothly. I owe them a big 'thank you."

BYU is the only school in the nation to have had an Elijah Watt Sells awardee every year since 2008. The school is second in the nation for total number of winners.

"Winning an Elijah Watt Sells Award is a tremendous honor," says **Jeff Wilks,** SOA director. "Kyle joins a group of outstanding BYU alumni who have won this award."

2014–15 SOA Club Updates

participation in the School of Accountancy's clubs allows students to develop their professional and personal goals and expands their networks. During the 2014–15 academic year, the SOA clubs sponsored guest lectures, service projects, and social activities. Here are the highlights.

Beta Alpha Psi



Beta Alpha Psi (BAP) encourages scholastic and professional excellence within the business information field. The club held many successful events, kicking off the year with a meet-the-firms night.

More than thirty firms attended the gathering, giving students the chance to get to know prospective employers. BAP also represented BYU at regional and national conferences. In addition to holding weekly meetings with industry professionals, the club sponsored two community service projects: organizing an ethics case competition for high school students and volunteering to complete tax returns on BYU's campus.



Institute of Management Accountants



The Association of Accountants and Financial Professionals in Business BYU's chapter of the Institute of Management Accountants (IMA) continued to prepare finance, accounting, and business students for careers in corporate finance. In addition to hosting numerous career guidance and information sessions for students, the IMA invited professionals from compa-

nies such as Dell, Goldman Sachs, Disney, and Vivint to visit club members. The IMA was also privileged to visit IM Flash, a semiconductor manufacturer located in Lehi, Utah, to witness firsthand some of the world's finest automated production lines. The IMA was involved in several community service and outreach projects, including a student budgeting workshop held on BYU's campus.

School of Accountancy Spouse Association



The School of Accountancy Spouse Association (SOASA) hosted a number of activities and events to support the spouses of accounting students. Now in its second year, the association organized book club discussions, dessert events, and play groups. The

club's Fall semester opening social was attended by more than 120 people. Throughout the year the association hosted a number of activities, including a holiday craft night and a bowling night. The club concluded the year with a closing social in which faculty advisors Keri Stewart and Heather Smith spoke about how to support spouses in the accounting program.

Women of the School of Accountancy



WOMEN IN THE BYU SCHOOL OF ACCOUNTANCY

Women of the School of Accountancy (WSOA) enables women to improve their families, workplaces, and communities with the skills gained in the School of Accountancy. More than three hundred students attended a fall alumni banquet to network with women who graduated from the program and are



excelling in their careers. The club held its annual service project in September, creating fairy wands for children's hospitals throughout Utah. The group also paired with the IMA to give budgeting advice and financial counsel. To close out the year, the club invited Highland Rugby team head coach Larry Gelwix to speak on the importance of living life to the fullest.



FACULTY NEWS

In April accounting professor Cassy Budd was awarded the Teaching Excellence Award at the Marriott School's annual award presentation. The School of Accountancy's faculty members consistently rank highly among peers at other institutions and with BYU students for their outstanding efforts in the classroom.

Faculty Report

Professorships

PROFESSORSHIPS	2014-15 RECIPIENT
Albrecht, W. Steve	Jim Stice
Andersen Foundation	Scott Summers
Ardis, Glenn D.	Doug Prawitt
Call, Robert/Deloitte	Brian Spilker
Deloitte	Monte Swain
Distinguished Faculty	Ted Christensen
EY	Jeff Wilks

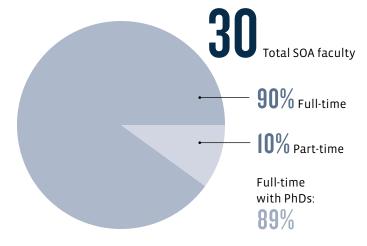
PROFESSORSHIPS	2014-15 RECIPIENT
Ford	Greg Burton
Gunnell, Ronald C. & Kaye	W. Steve Albrecht
KPMG	Kevin Stocks
Martin, Rachel	Dave Stewart
Mary & Ellis	Mark Zimbelman
Skousen, K. Fred	Steve Glover
Smith, Robert J.	Robert Gardner

Fellowships

FELLOWSHIPS	2014-15 RECIPIENT
Ardis, Glenn D.	David Wood
PwC	Michael Drake

FELLOWSHIPS	2014-15 RECIPIENT
Vest, Christine and Randy	Steve Smith
Warnick/Deloitte	Bill Tayler

Faculty composition



Faculty Rankings*

most productive accounting research university in the country in the last six years.

st in education research

3rd in experimental education

5th in audit research

*Includes top six journals plus five section journals.

Associate Dean Appointed to National Accounting Board



T he American Institute of Certified Public Accountants (AICPA) recently appointed Marriott School associate dean **Steve Glover** to its Auditing Standards Board (ASB). Glover will meet with the

board four times a year to update and revise the standards followed by the AICPA's 400,000 members across the country.

"It's an honor to be appointed," Glover says. "It's a compliment to BYU to be recognized as having faculty who can contribute to the profession."

Glover assumed the position in January, succeeding Kay W. Tatum of the University of Miami. He anticipates serving a three-year term.

The ASB is the national authority on setting and regulating audit standards for CPAs providing services in the private sector. The mission of the ASB is to serve the public interest by developing, updating, and communicating comprehensive standards and guidance that enable practitioners to provide high-quality and objective audit and attestation services. One seat on the board is reserved for an academic to provide perspective in assisting the ASB to carry out its mission. Other board members are current practicing professionals from large accounting firms.

Glover was named associate dean of the Marriott School in July 2013 after serving as chair of the School of Accountancy since May 2012. Along with his duties at the Marriott School, Glover performs extensive research in the accounting field and has published more than twenty works in financial journals. This reputation of accounting knowledge, along with previous volunteer work at the AICPA, qualified him for a place on the board. Glover's research allows him to evaluate auditing procedures used at large firms, which helps him be more effective in the classroom.

"A theme of my research is how to improve audit quality," Glover says. "A lot of the papers I work on ask, 'How do we improve the service that's important to our capital markets?' We are seeing a movement from standard-setters across the world to focus on improving audit quality."

Glover isn't the only BYU School of Accountancy faculty with AICPA leadership experience, however. His colleague **Doug Prawitt** concluded service on the board six years ago.

Ahava Goldman, senior technical manager of audit and attest standards at the AICPA, says, "BYU has excellent faculty and, by providing them time to volunteer with the Auditing Standards Board, a tradition of helping the auditing profession."

"A theme of my research is how to improve audit quality. A lot of the papers I work on ask, 'How do we improve the service that's important to our capital markets?' We are seeing a movement from standard-setters across the world to focus on improving audit quality."

FACULTY NEWS

Accounting Professors Win National Awards for Research







Doug Prawitt

The American Accounting Association (AAA) honelifective internal auditors can reduce the fees their

ored Marriott School accounting professors Doug
Prawitt, David Wood, and Bryan Stewart with a
pair of prestigious awards for exceptional research in
behavioral and organizational accounting.

"It's important for our program to be recognized as
a thought leader, and the best way we can do that is

David Wood

"It's important for our program to be recognized as a thought leader, and the best way we can do that is through rigorous, consequential research," says **Jeff Wilks**, School of Accountancy director. "The fact that our peers recognize our professors' research as most likely to have an impact on the field of behavioral and organizational accounting shows that we have excellent professors who can help our students to be successful academically and later professionally."

Prawitt and Wood were honored with the Behavioral Research in Accounting (BRIA) 2014 Best Paper award, given to the top paper in the *BRIA* academic journal, an AAA-sponsored publication. Their article "Reconciling Archival and Experimental Research: Does Internal Audit Contribution Affect the External Audit Fee" is unique in its use of archival data from actual companies to validate other studies that use experimental methodologies. It also validates the importance of internal auditing by explaining how

effective internal auditors can reduce the fees their company incurs through external auditing.

Bryan Stewart

"One group that doesn't get a lot of recognition is internal audit," Wood says. "Our research shows that this group really does matter and has a real impact on improving business in reducing fees, as shown in this research, and also in reducing fraud, earnings management, and other problems, as shown in other research."

The AAA also gave its Accounting Behavior and Organizations section's 2014 Outstanding Emerging Scholar Manuscript award to Stewart for his article "Unintended Consequences of Regulated Fee Structure." This award is given to professors in their first two years as faculty members for outstanding research in the field of behavioral and organizational accounting.

"BYU's accounting program is a great program, and the professors here are incredible," says Stewart, who joined BYU's ranks just over a year ago as an assistant accounting professor. "I'm really happy to be part of an environment at the Marriott School that fosters research and new ideas."

The awards were officially presented at the Accounting Behavior and Organizations conference in Philadelphia last October.

Accounting Professors Win Best Paper Award

The 2015 Best Paper Award in Issues in Accounting Education was awarded to Marriott School accounting professors **David Wood** and **Scott Summers**. The professors, along with BYU alumni **Noah Myers** and **Kip Holderness**, were honored for their paper, "Accounting Education Research: Ranking Institutions and Individual Scholars."

The winning paper discusses the importance of researching accounting education and its key role in creating incentives and benchmarks. In the paper, Wood and Summers ranked academic institutions and individual accounting researchers based on their production of accounting education research.

"Winning an award is a combination of a lot of factors," Wood says. "You must have great coauthors, a supportive work environment, and some luck. I'm thankful

"Professors Wood and Summers have made a significant mark in academics by providing data that many universities now use to rank themselves and their professors on accounting scholarship."



to work at BYU where I have tremendous resources—including great colleagues and students."

This win is Wood's sixth Best Paper Award in Issues. The award was presented in August at the annual American Accounting Association meeting in Chicago.

"Professors Wood and Summers have made a significant mark in academics by providing data that many universities now use to rank themselves and their professors on accounting scholarship," says **Jeff Wilks,** SOA director. "Their work is making a big difference."



Top of the Class

Professor Bill Tayler earned a Certificate of Distinguished Performance from the Institute of Certified Management Accountants (ICMA) for his performance on the English CMA exam last fall. Tayler secured the second highest score in the nation, competing against nearly six thousand other test takers.

FACULTY NEWS FACULTY NEWS

The Adventurous Accountant

When there's fresh powder on the mountains, you can expect **Monte Swain** to be out shredding the slopes. But the Marriott School accounting professor wasn't always so adept at carving on a snowboard.

"The first three days are ugly," he says. "Unless you're super agile and can bounce, you're munching ibuprofen like popcorn. Then you break through and you're carving. You're either dying or you're flying with snowboarding."

Swain took on the sport thirteen years ago on a dare from his teenage son. After the initial pain, the Deloitte & Touche professor was hooked.

"I get comments all the time," he says. "I mean, I'm fifty-two! I'll get on the chair with a couple of shredder dudes in their teens or early twenties, and they think it is rad that I'm snowboarding with them."

Swain also takes to the hills in the summertime, fishing in Provo Canyon and backpacking through the Uintas. The father of seven kids—ages twelve to twenty-eight—says being outdoors keeps him grounded and helps him appreciate the beauty of God's creations.



Monte Swain, second from left, has been skiing since he was a small boy. It was only on a dare from his son that he took up snowboarding.

Although he loves Utah's wilderness, he admits enjoying traveling internationally and recently returned from a trip to Africa with the school's MBA and MPA students.

"Being with the Marriott School there are so many opportunities to travel," he says. "My favorite place to go is Asia. It's just so different from what we are used to in North America."

While abroad he finds new additions for his coin collection, which he jokes is the least surprising hobby for an accountant. He points to two coins on his wall, the classic widow's mite and a piece of silver like those Judas received for betraying Jesus.

"I couldn't stop myself as an accountant, and I did a few calculations to find out what they were worth back then," he says as he motions to a piece of paper at the bottom of the frame. It lists that one mite would trade at the equivalent of about thirty-five cents, while the piece of silver would trade at approximately \$135.

"The widow gave seventy cents," he says. "Talk about an investment. We're still learning from that."

Swain, who teaches strategic performance management for accounting and MBA students, knows a good investment when he sees one. Whether it's with his family, students, or on the mountain, he'll keep investing in what brings the most lasting dividends.

"I mean, I'm fifty-two! I'll get on the chair with a couple of shredder dudes in their teens or early twenties, and they think it is rad that I'm snowboarding with them."

Faculty Publications

SCHOLARLY BOOKS

Albrecht, W. Steve. Integrity: The Key to Capacity.'

Albrecht, W. Steve, Conan C. Albrecht, and Mark F. Zimbelman. Fraud Examination, fifth edition.*

Gardner, Robert L. Prentice Hall's Federal Taxation 2015 Comprehensive, twenty-eighth edition.*†

Gardner, Robert L. Prentice Hall's Federal Taxation 2015 Individuals, twenty-eighth edition.*†

Spilker, Brian C., John A. Barrick, and **Ron G. Worsham.** *McGraw Hill's Taxation of Individuals*and *Business Entities*, 2015 edition.*

CRITICALLY REVIEWED SCHOLARLY JOURNAL ARTICLES

Christensen, Theodore E. "The Quality of Street Cash Flower from Operations," *Review of Accounting Studies.**

Christensen, Theodore E., and Michael S. Drake. "Optimistic Reporting and Pessimistic Investing: Do Pro Forma Earnings Disclosures Attract Short Sellers?" Contemporary Accounting Research.*

Drake, Michael S. "The Media and Mispricing: The Role of the Business Press in the Pricing of Accounting Information," *Accounting Review.**

Glover, Steven M. "Do Critical Audit Matter Paragraphs in the Audit Report Change Nonprofessional Investors' Decision to Invest?" Auditing: A Journal of Practice and Theory.*

Glover, Steven M. "Field Data on Accounting Error Rates and Audit Sampling," *Auditing: A Journal of Practice and Theory.**

Prawitt, David F. "Auditors' Reactions to Inconsistencies Between Financial and Nonfinancial Measures: The Interactive Effects of Fraud Risk Assessment and a Decision Prompt," *Behavioral* Research in Accounting.* **Prawitt, David F.** "Trust and Financial Reporting Quality," *Journal of Accounting Research.**

Smith, Steven D. "Management Credibility and Investment Risk: An Experimental Investigation of Lease Accounting Alternatives," *Behavioral Research in Accounting.**

Summers, Scott L., and **David A. Wood.** "Accounting Education Research: Ranking Institutions and Individual Scholars," *Issues in Accounting Education.**

Tayler, William B. "Individual Characteristics and the Disposition Effect: The Opposing Effects of Confidence and Self-Regard," *Journal of Behavioral Finance*.*

Wood, David A. "Are State Tax Amnesty Programs Associated with Increases in Financial Reporting Irregularities?" *Public Finance Review.**

Wood, David A. "Are the Activities of the Internal Audit Function Associated with Audit Committee Quality Factors?" Boğaziçi Journal: Review of Social, Economic, and Administrative Studies.*

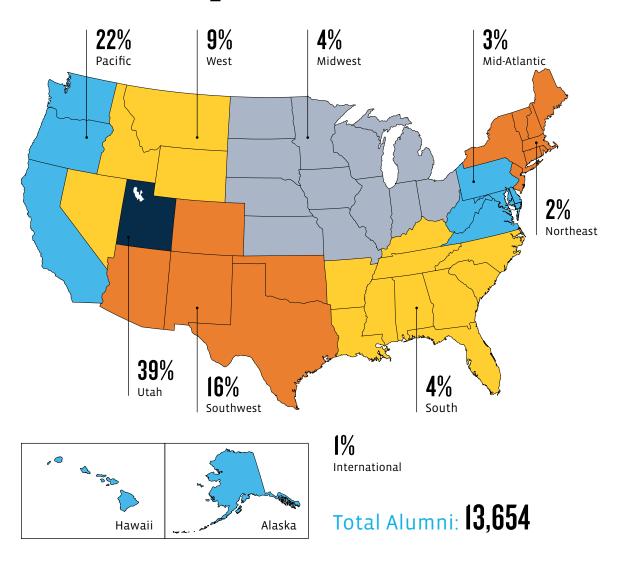
- $^* \quad \text{Indicates collaborative work with authors outside the Marriott School} \\$
- † Indicates a chapter or section in a book.

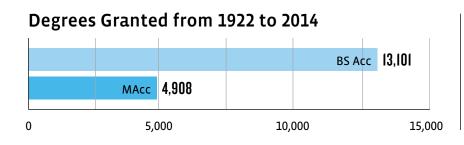


ALUMNI UPDATES

School of Accountancy alumni work all over the world and in a variety of fields, including the arts. Take Thaylene Lowe Rogers, for instance. As the business manager of BYU's Visual Arts and Theater and Media Arts Departments, Rogers works behind the scenes to bring the university's artistic endeavors to life.

$Alumni\ Report\$ where SOA Alumni Reside





Alumni on SOA LinkedIn Group:

California Dreaming

The white letters of the Hollywood sign are framed in **Rick**Johnson's office window, as is a city street lined with palm trees.

Down block is the Jimmy Kimmel show, where Johnson once hoisted his nine-year-old daughter atop his shoulders to watch a free Taylor Swift concert hosted by the studio. As a VP and general manager at Ticketmaster, Johnson thrives as he lives and works among the vibrant live-entertainment industry at the heart of Los Angeles.

"I love the industry; I love working with sports teams and concert promoters and Broadway theaters—the whole gambit of live entertainment," Johnson says. "I like being in the middle of the action, and there's a lot going on here in L.A."

A proud Marriott School alum, Johnson is grateful for the doors opened to him as a School of Accountancy student. He earned a BS in accounting and a MAcc in 2000, landing two internships at PwC in New York City as a student. "We had a ton of attention from the big accounting firms," he says. "Just the fact that I was able to get access to PwC in New York from a school in Utah was great."

Johnson worked in the transaction services group at PwC for eight years, living in both New York City and Sydney, Australia, before working as a strategy consultant in McKinsey's Cleveland office for two years. Work had him traveling about 80 percent of the time, which Johnson enjoyed, but



with a young family he decided to look for something that kept him at home more.

Looking west to his wife's sunny hometown of southern California, he soon landed a position with Live Nation, the only Fortune 500 based in Beverly Hills, which had just merged with Ticketmaster. His first project was to lead out in negotiating a joint venture to develop a dynamic ticket pricing tool.

"We had to build the product from nothing, working with people who weren't super familiar with the live entertainment industry," Johnson explains. "We brought in several Ticketmaster clients to give us feedback about what they would want in this product, it ended up taking most of my time." A year later Price Master was ready to hand off, and Johnson found he had carved a new position for himself: he was asked to be the general manager of the joint venture. He's been with the company now for five years, managing the product

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and pitching it to clients. He still gets to travel, though significantly less—and his trips involve more time in stadiums than conference rooms.

"I really enjoy having my own business unit," Johnson says. "I have profit and loss responsibilities, and I love having that very tangible feedback at the end of the year, seeing how the goals I set have translated into actual income and revenue."

Johnson and his wife, Misty, have three children, who are excited that their dad got the family great seats for an upcoming Disney on Ice performance of *Frozen*. Johnson enjoys attending sports events, especially basketball—his favorite team is the Kansas Jay Hawks—and concerts, though he's still waiting for the Killers to come to town. Johnson also loves eating out in L.A. and finding great international food: "I don't mind driving an hour downtown to get great Chinese food."

ALUMNI UPDATES

ALUMNI UPDATES



The Ivy League has come calling for **Peter Pilling.** His lifelong goal has been to oversee athletics at an academically rigorous institution, making Pilling's recent appointment as athletic director at Columbia University something of a dream job. A former senior associate athletics director at BYU, Pilling comes to Columbia from IMG College, a large collegiate marketing company where he focused on partnerships with the Mountain West Conference, the West Coast Conference, and the Big 12. He earned a bachelor's degree

in accounting from the Marriott School in 1985 and a master's degree in sports administration from Ohio University in 2010. Pilling and his wife, Deanna, have four children. As a family, the Pillings have gone on eight humanitarian trips to Kenya and Uganda.



Providing complete lawn-care services has done more than make the grass greener for **Lisa Bowen Baird**. She started Baird Boys Lawn Care fourteen years ago to teach her seven children how to work hard, and her efforts paid off in another kind of green, providing for her kids' college expenses in addition to teaching them business skills. Baird graduated from BYU in 1987 with a BS in accounting. A CPA by trade, Baird has worked as an auditor for Touche Ross, as CFO of Video III, and as the owner of her own accounting business.

She has served as president of her local Parent Teacher Organization and is the treasurer for the Washington association of American Mothers. Her hobbies include photography, travel, biking, and cooking. She and her husband, Glen, reside with their family in Spokane, Washington.



Tracking a shipment of lobster is no easy task, especially when you're juggling finances for a restaurant franchise. For companies like Luke's Lobster in New York, Morgan Harris brings enterprise resource-planning software to the table. Harris cofounded Restaurant365 with another Marriott School alum, Tony Smith, who graduated in 2003 with a BS in business management, information systems emphasis. The company's offering is cloud based and tailored to the needs of multi-unit businesses. Harris is a partner with the company

and VP of sales. He has also worked as an auditor for PwC. Harris earned his BS in accounting in 1997 from the Marriott School. He and his wife, Elizabeth, have five kids and live in San Clemente, California. He enjoys paddleboard surfing, mountain biking, golfing, traveling, and wrestling his kids.



As a young missionary, **Merrill Taylor** was assigned to prepare weekly number reports. He quickly discovered a knack for numbers, and by the end of his mission, he knew accounting was the profession for him. Taylor earned bachelor's and master's degrees in accounting from BYU in 2004, landing a position at EY immediately after graduation. After working as a tax manager at WSRP for almost ten years, he teamed up with fellow accounting alum **Julie Clark** in 2014 to found the CPA firm Clark Taylor. In 2012 and 2013, Taylor was

recognized as one of CPA Practice Advisor's "40 Under 40" leaders shaping the accounting profession. Taylor lives with his wife, Ashley, and their three children in Sandy, Utah. He serves as a board member of the Salt Lake Estate Planning Council and also enjoys hiking, backpacking, and scuba diving.

Moving Art

Switching from a degree in accounting and a career in software engineering to life as a full-time artist is strange, admits **Karl Hale.** But when his after-work detox projects turned out to be works of art, that's exactly the leap he took.

Hale calls himself a kinetic artist. A longtime woodworking hobbyist, he now carves wooden sculptures that roll steel balls down twisting, turning, even jumping tracks-not unlike the marble runs that mesmerized him as a child. Hale has been crafting kinetic sculptures for less than two years, but already his half-dozen pieces have garnered awards at woodcarving shows across Utah. One was displayed in the Springville Museum of Art in Springville, Utah, and another made it to the final round of the 2015 LDS International Art Competition and will be displayed in a children's exhibit at the Church History Museum.

Artistry and technology intersect in Hale's sculptures. Creating them is cool, he says, from an engineering perspective—figuring out how to get a marble from point A to point B, lifting it from the bottom of the piece back to the top, timing jumps and switches just right. But Hale also brings an aesthetic sense to the technical challenge, crafting pieces with an organic feel.

Hale, who earned a MAcc from the Marriott School in 1998 with an emphasis in information systems, depends on his computer background to create his art. He



"People like to be aesthetically engaged—even the left-brained people."

handwrites lines and lines of code alongside sketches when designing a piece. "I shape all of these paths on the computer," Hale says. "I couldn't do it without my technical background. But then it turns out, as people tell me, I have a decent eye for the design too."

Much of the beauty of the final design can be attributed to the wood itself. "God does most of the hard work," Hale says. "He did the colors, the grain, and the variation. My material starts out with huge character. Artists talk about liberating the piece of art from the material, and I've experienced that."

The Hale and his wife, Ana Lisa, live in Mapleton, Utah, and have eight children—many of

whom spend hours with Hale in the woodshop, oiling and sanding wood. Hale has worked as an adjunct information systems professor in the Marriott School, and his career in software and technology included time as VP and technology director at Heritage Makers, with tech work at various businesses including Public Engines, Devcon Security, App Jacks, and Alive. But now his time is focused on his art. "I still do some contract web work," Hale says, "but I would like to kick that habit eventually." He's now designing prototypes for marble-maze wall art to be displayed in reception and waiting areas or conference rooms.

"People like to be aesthetically engaged—even the left-brained people," Hale says. "And even the most aesthetically inclined people like to be intellectually engaged. I would love to produce pieces of art that are completely accessible and that are intellectually and aesthetically stimulating. There's a need there, and I think I've got some ideas."

ALUMNI UPDATES

ALUMNI UPDATES

Back to Business



hen **Thaylene Lowe**Rogers started her first
accounting job at Arthur Andersen, she couldn't help talking up her
alma mater. She graduated in 1981
and remembers the program ranking highly. "I was bragging to one
of my colleagues that the program
I graduated from is No. 2," Rogers
says. "And he said, 'Yeah? Well I
graduated from No. 1.""

Today BYU's undergraduate accounting program consistently ranks No. 1 in the nation, and Rogers couldn't be prouder to see it grow and succeed. "It's really stayed top tier for all these years," she says.

She entered the accounting program at a time when women were sparse in the field. In finding her way to the program, she feels

one door kept leading to another. "It all fell into place," she says. "I couldn't even really tell you why or how." Recruited by a flier, led by a vague interest in math, and enchanted by vast career opportunities, she changed her course from English and maybe law school to numbers. The switch "laid a foundation to a lot of good things," Rogers says, including a brief career before her children were born and a return to the professional world as the business manager for BYU's visual arts, theater, and media arts departments.

"I enjoyed being the homemaker for a lot of years," says Rogers, who has four children. Her husband, Mark, had a busy career and traveled often. "But then there came a time when the children were older, and I told my husband, 'as soon as school starts this year, I'm going to put my feelers out again."

And so she did. She eased back into her career with some tax work, eventually becoming a consultant with NuSkin before working with a local CPA firm. After returning from a Thanksgiving trip one year, Rogers found a surprising message on her answering machine—one from BYU's arts program, inviting her to an interview. "I didn't even really remember applying," Rogers

says, but she went anyway—and she's glad she did.

In her position Rogers enjoys seeing art, theater, and film projects go from a list of purchases to the finished product. "I love what I'm doing with the arts. We have such complementary skills," she says of her coworkers. "The people I work with are so grateful to hand over the stuff they don't care to deal with, and I totally appreciate what they do because it's not something in my skill set. We really have a mutual appreciation of one another."

A self-described lifelong learner, Rogers recently added a second Marriott School degree to her office wall—in August she finished the EMBA program. As far as her career after graduation, Rogers is very happy where she is. "My only objective is to have more to offer." she says. "I feel like it can help me be more valuable to the arts program here." She and Mark will be happy, however, to return more fully to their favorite hobby-traveling. Since she started the EMBA program, their usual itineraries have been reduced to short weekend trips, often involving visits to their four children and three grandchildren. Even with her busy schedule, Rogers makes time for her daily therapy session; an eight-mile run.

"The people I work with are so grateful to hand over the stuff they don't care to deal with, and I totally appreciate what they do because it's not something in my skill set."



Andrew Brown's career has made him a world traveler, taking him to Canada, Austria, Kuwait, Slovakia, and beyond. After graduating from BYU in 2007 with a MAcc, Brown moved his family across the world to Geneva, Switzerland, to take a position with Grant Thornton International. His responsibilities include coordinating international audits and managing the Geneva office. Brown cites his most important accomplishment as marrying his wife, Bethany. They welcomed their first child this year. In his free time Brown

explores his new backyard by traveling Europe and hiking in the Alps. He also enjoys golfing, fishing, mountain biking, waterskiing, and cheering for BYU's football and basketball teams.



A career isn't just about money—it's also about family, integrity, and service, says Peter Robbins. He has made caring for others his primary career goal by working with Beehive Homes of Vernal, a franchise he manages to offer assisted living facilities to eastern Utah's aging population. He earned a bachelor's degree in business management in 2005 and a MAcc in 2008 from BYU. Before joining Beehive Homes, Robbins was CFO of Property Solutions for five years and CFO of Franklin Mill for two. Robbins and his wife,

Amanda, have four children and live in Farmington, Utah. In his spare time he enjoys cycling and coaching his son's soccer team.



Though **Ryan T. Scoffield** entered the job market armed with two accounting degrees—a bachelor's from BYU in 2009 and a master's from USC in 2010—he had a hard time finding a job that fit. Frustrated, he reached out to his alumni groups on LinkedIn. A contact from Marriott International helped Scoffield land a position, and he's been with the company since. Scoffield eventually moved through Marriott to his current position as a program evaluation manager, analyzing financial statements and guest satisfaction surveys,

which he enjoys and excels at. Scoffield is grateful he listened to his heart and held out for a job and a company that clicked with him. Scoffield lives in Bethseda, Maryland, where he works as a photographer on the side and enjoys cooking, woodworking, and boating.



Candace Jones stays down to earth even as her career climbs skyward. She earned her BS in accounting in 2008 at BYU–Idaho and her master's in accounting at BYU in 2009. After working as a graduate technical assistant at the Financial Accounting Standards Board for a year, she was recruited to KPMG's accounting advisory services. Following a promotion last year Jones is now a deal advisory manager, providing technical accounting advisory services. Even with her busy work schedule she takes time to participate

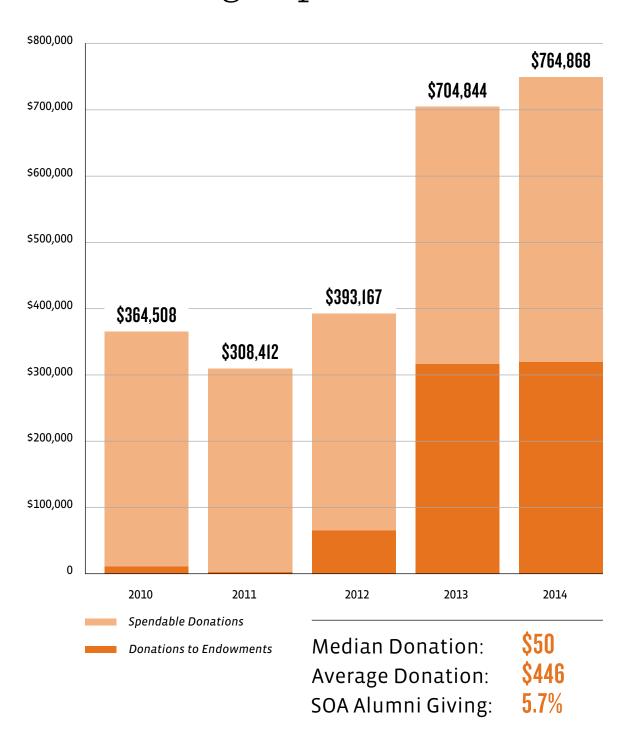
in KPMG's community outreach programs, serving food to the homeless, donating blood, and volunteering at elementary schools. This past winter she went to India with Rising Star Outreach to work in a leprosy colony. In her free time she travels, rides horses, sings (mostly to herself), plays volleyball, and reads. She wasn't aware of the many options available to business students when she graduated, so she encourages students to "explore all their options and try to combine their passions with their skills."

PROGRAM SUPPORT

In the ever-expanding world of business, the School of Accountancy is taking steps to become more globally minded thanks to a \$500,000 grant from EY. Last fall the firm's chairman and CEO Mark Weinberger presented the donation to BYU president Kevin J. Worthen. The funds will assist the school with international accounting initiatives.



Fundraising Report



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Donations Make the Difference: The Kimberly Baron Endowed Scholarship

stablished in 1999, the Kimberly Baron Endowed Memorial Scholarship has supported MAcc students for more than sixteen years. With funding from the Baron family and EY, the award is given to outstanding graduates who possess the qualities of unquestionable integrity, strong ethical leadership, loving community service, and academic excellence.

"We are thrilled to be a part of this award," said Clark Baron, Kimberly's father, at a BYU luncheon. "It's been rewarding to see how many people this scholarship has been able to help—sometimes allowing young couples to attend school at the same time."

The scholarship was named after **Kimberly Baron**, who passed away in an automobile accident in



Clark and Joyce Baron spoke at a luncheon honoring the legacy of their daughter Kimberly, a MAcc graduate who passed away in 1997.

"This scholarship greatly blessed my life this past year as I finished my MAcc. I am so grateful for those who sponsored this scholarship, and I hope to one day give back just as I have been helped."

1997. Baron was a graduate of the BYU MAcc program and worked in Provo as an EY company recruiter.

"It is fantastic that the Baron family, combined with EY, decided to take something very tragic and turn it into a way to give back and help others," says **Paul Black**, one of the 2014–15 recipients. "This scholarship greatly blessed my life this past year as I finished my MAcc. I am so grateful for those who sponsored this scholarship, and I hope to one day give back just as I have been helped."

To learn more about making a gift to the School of Accountancy, visit soa.byu.edu/giving.

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