Ace of Accounting Academia

Charles W. Mulford (DBA, ’83) receives College of Business’ Distinguished Doctoral Alumni Award (Page 4)

Also Inside

New online courses provide CPA license credits.............2
Tresca inducted into College of Business Hall of Fame....3
Thomas Howell Ferguson extends speaker series.............6
We experienced the end of an era when Donna Arnold, our administrative assistant, retired at the end of spring 2015.

On Sept. 14, 1979, Donna was interviewed and hired by then department chair Robert Jensen. She started work that very day. Donna went on to serve with nine department chairs — Robert Jensen, Homer Black, Joe Icerman, Jane Reimers, Steve Baginski, Susan Pourciau, Tom Schaefer, Jane again, me, and Frank Heflin.

As chair for 13 years, I had the pleasure of working with Donna the longest. I cannot possibly overemphasize the many contributions she made during her distinguished career. I was often fond of saying, “Donna runs the department, and I sign things.”

Donna worked with many (some difficult) faculty and countless (many difficult) students. In the long time she shared an office next to mine with an open adjoining door, I cannot recall a cross word ever spoken by her to either a faculty member or student. Did I mention that those groups are sometimes difficult?

It is no exaggeration to say that Donna touched the lives of thousands of students over the years – helping them to get into or out of a class, advising them on many topics (not the least of which was what they needed to graduate) or just giving them a shoulder to cry on. She did no less for the faculty. Needless to say, she will be greatly missed.

Those seeking CPA licensure can now complete required upper-level accounting coursework online through Florida State University’s Center for Academic and Professional Development (CAPD). These Department of Accounting courses will begin in January 2016.

Eligibility to sit for the Certified Public Accountant (CPA) examination in Florida requires 24 semester hours of upper-division (above the 2000 level) accounting and tax courses. Undergraduate accounting programs such as Florida State’s satisfy this exam requirement, but actual CPA licensure in Florida requires a total of 36 semester hours.

To complete the additional upper-division courses required for licensure, the Department of Accounting recommends that students earn a Master of Accounting (MAcc) degree. The department has previously offered on-campus courses for students who are not seeking the MAcc degree.

“The advantage of our new CAPD courses is that they are online and anyone can enroll in them, not just current FSU students,” said Frank Heflin, department chair and EY Professor. “If someone finished a bachelor of accounting degree but doesn’t have enough credit hours to become licensable, he or she can take these online courses regardless of location or whether or not he or she attended Florida State University.”

Three online upper-division accounting courses will be offered beginning spring 2016—ACG 4642 Auditing Theory and Application II, ACG 4682 Investigative Accounting, and ACG 4683 Fraud Examination. A fourth course is slated to follow. The three-credit-hour courses will be available to currently and previously enrolled FSU students, current students in other colleges or universities, and non-degree seeking students.

Registration is now available. To learn more, visit learningforlife.fsu.edu/academic-credit-programs.
Fred Tresca, a 1982 Florida State alumnus with degrees in accounting and finance, was recognized for professional accomplishments and community contributions at the College of Business’ 13th Annual Hall of Fame Dinner and Ceremony held at Turnbull Conference Center in March.

Tresca is co-founder, principal and managing director of Branta Group, an oil and gas exploration, development and production enterprise based in The Woodlands, Texas.

Since 2003, the college has honored 35 alumni who embody the qualities that make the College of Business an exceptional place to learn and grow and who have excelled in their careers and made significant contributions to the college and their professions. Candidates are selected for their exceptional professional and personal achievements.

Tresca and his wife, Deborah, a 1982 FSU management graduate, are ardent supporters of the university. They have contributed to the Honors, Scholars and Fellows House and the Global Scholars Program in Undergraduate Studies. They are also are members of FSU’s Division of Undergraduate Studies Development Council.

Recently, they established the Fred & Deborah Tresca Accounting Department Suite in the College of Business’ future building, Legacy Hall.

ENTHUSIASTIC SUPPORTERS. Fred Tresca and his wife, Deborah, recently funded the Fred & Deborah Tresca Accounting Department Suite in Legacy Hall.

Tresca served as the college’s fall 2015 Charles A. Bruning Distinguished Speaker and spoke on how to think globally while executing locally. Learn more about Tresca by watching his Hall of Fame video at http://bit.ly/trescavideo.

When I got out into the business world, I realized how good an education I had. I really could excel above and beyond a lot of my colleagues who went to other schools.

Fred Tresca (‘82)

Consider supporting the Department of Accounting

The Department of Accounting is continually working to build its programs, attract the brightest students, retain and attract star faculty members and meet the greatest needs of the department.

In order to meet these goals, our current priorities are:
- Increasing MAcc and Ph.D. scholarships;
- Increasing professorships and fellowships;
- Creating a center for financial reporting and disclosure;
- Creating a center for audit effectiveness; and
- Establishing an annual accounting research conference.

We ask that you consider supporting the department and its work. To learn how you can give to the department or the college, please contact the college’s development officer, Sarah Collins, at sarah.collins@business.fsu.edu or (850) 445-8778.
A popular accounting professor known for his research rigor and consultant work, **Charles W. Mulford** (DBA, ’83), received the College of Business’ prestigious Distinguished Doctoral Alumni Award. Mulford is the Invesco Chair at the Georgia Institute of Technology’s Scheller College of Business.

The annual award honors a doctoral alumnus who has used his education and experience to achieve significant levels of success and distinction through a high level of performance.

Since joining the faculty at Scheller in 1983, Mulford has been recognized 12 times as the Core Professor of the Year and five times as the Elective Professor of the Year by graduate students in business administration. In 1999, the college’s graduate students voted to rename the Core Professor of the Year Award as the “Charles W. Mulford Core Professor of the Year Award.” In 2000, Mulford received a university-wide W. Roane Beard Outstanding Teacher Award.

Mulford’s research pursuits include the publication of papers in scholarly as well as professional accounting and finance journals. His research interests center on the effects of accounting standards on investment and credit decision-making, earnings forecasts and earnings management.


Mulford has appeared on broadcast networks, including CNBC, ABC News and Bloomberg TV. In addition, he has been quoted more than 500 times in business publications, including *The Wall Street Journal*, *The Financial Times*, *Bloomberg BusinessWeek*, *Forbes* and *Fortune*.

In addition to his work in academia, Mulford regularly consults with major domestic and international commercial banks and money-management firms on issues related to credit and investment decision-making. He also serves as director of research of Cash Flow Analytics, LLC and as a member of the board of directors of BioDerm, Inc.

Mulford has a doctorate in accounting from the FSU College of Business and is professionally qualified as a Certified Public Accountant (CPA). Prior to joining the Scheller faculty, he practiced public accounting with the firm of Coopers & Lybrand. He was an audit senior in the firm’s Miami office.

**Recent doctoral graduates:**

Where are they heading?

Here’s a list of 2014-2015 Department of Accounting doctoral graduates and the universities at which they have accepted appointments:

- Jeremy Douthit, University of Arizona;
- James Robert “Robbie” Moon, Georgia State University;
- Bachman Fulmer, California State University, Fullerton;
- Terry Mason, Kansas State University;
- Thomas Gilliam, IE Madrid; and
- David Bryan, University of North Florida.
Dawkins recognized for his leadership

Mark Dawkins (Ph.D. ’94) was inducted into the PhD Project Hall of Fame for his positive leadership and significant impact on minority business doctoral students and faculty. The award-winning PhD Project is designed to increase diversity in management.

In June, Dawkins was named dean of the Coggin College of Business at the University of North Florida. He is the former associate dean for Academic Programs and associate professor of Accounting in the Terry College of Business at the University of Georgia.

In 2009, Dawkins was one of five inaugural recipients of the EY Inclusive Excellence Awards for Accounting and Business School Faculty. The nationwide award recognizes faculty for mentoring diverse students and for supporting diverse students and diversity-related organizations.

LOCAL TRIBE. Accounting alumnus Jim Thielen (‘85) and wife, Beth (‘03 Marketing), hosted an event for FSU accounting alumni and faculty members in their Tallahassee home.

Brock joins COB Board of Governors

Laura Krueger Brock (B.S. ’78) joined the College of Business Board of Governors.

Brock is managing director and shareholder in the Assurance Group of CBIZ MHM, Tampa Bay, and Mayer Hoffman McCann P.C. She has more than 30 years of extensive audit and accounting experience in the areas of not-for-profit, government and litigation support/forensic accounting.

Brock joins other notable Florida State University accounting alumni on the college’s Board of Governors:

- Jeff Rohr (Chairman), ’72, New York, N.Y.
- Mary Ann Burns, ’75, Auburn, Wash.
- Shaun M. Davis, ’83, Weston, Fla.
- Steve Hamic, ’78, Lakeland, Fla.
- Bruce Harrell, ’73 / ’75 MACc, Atlanta, Ga.
- Lester Sussman, ’76, Westlake Village, Calif.

ATLANTA ALLY. Florida State alumnus James B. Miller, Jr. (‘61), left, hosted an Atlanta reception to introduce local accounting alumni to department chair, Frank Heflin (right).
Thomas Howell Ferguson extends expert speaker series

The CPA firm of Thomas Howell Ferguson, P.A., extended its sponsorship of the John Perry Thomas Accounting Speaker Series for five years with a gift pledge of $60,000. The speaker series brings accounting experts to the college each fall and spring to discuss issues relevant to practitioners, students and academic researchers. On October 8, accounting alumnus Jeff Rohr (BS, ’72) presented as part of the series.

During his career, Rohr served as vice chairman and chief financial officer of Deloitte & Touche LLP and as chief financial officer of Deloitte Touche Tohmatsu. Rohr is chairman of the College of Business’ Board of Governors and was inducted into the college’s Hall of Fame in 2007.

The Fall 2015-2016 Thomas Howell Ferguson presents the John Perry Thomas Accounting Speaker Series:

- Sept. 25 - Daniel Cohen, University of Texas at Dallas
- Oct. 2 - Jenny Tucker, University of Florida
- Oct. 8 - Jeff Rohr, formerly of Deloitte
- Oct. 23 - James Chyz, University of Tennessee
- Nov. 6 - Sam Bonsall, Ohio State University
- Dec. 4 - Kevin Jackson, University of Illinois

Jeffrey P. Rohr

TOP REGULATOR. Veloria Kelly, director of the Division of Certified Public Accounting for the Florida Department of Business and Professional Regulation, presents during last year’s speaker series.

Accounting awards support student excellence

The Department of Accounting honors the generosity of those donors who, by offering the following awards during the 2014-2015 academic year, supported the scholarship of our students:

**Doctoral Student Awards:** AICPA ADS Scholar Award; Baugh Scholarship in Accounting; and Bond Graduate Fellowship (ARC Participant Award).

**Master of Accounting Awards:** Accounting Alumni Fellowship; Chip & Ginger Jones Fellowship; Deloitte Fellowship; Edward Trembly Fellowship; EY Fellowship; Federation of Schools of Accountancy Award; Grant Thornton Fellowship; Homer Black Fellowship; Jonathan L. Williams Fellowship; Kevin and Kellie Hardee Fellowship; KPMG Fellowship; Major Wright Fellowship; PWC Fellowship; and Robert J. West Accounting Fellowship.

**Undergraduate Awards:** Accounting Alumni Scholar Award; Astor Family Scholarship in Accounting; BDO Seidman Accounting Scholar Award; David Ellrich Accounting Scholar Award; Deloitte Accounting Scholar Award; E.C. and Tillie Allen Scholarship; EY Accounting Scholar Award; FICPA Scholarships: Ben A. Stevens Scholarship, John Perry Thomas CPA Scholarship, Panama City Campus, Tallahassee Campus, Walter A. Friedly Memorial Scholarship; Grant Thornton Accounting Scholar Award; John Champion Scholarship; KPMG Accounting Scholar Award; PricewaterhouseCoopers Scholar Award; and Thomas Howell Ferguson Accounting Scholar Award.
**MAcc program now offers Becker CPA Review**

The Accounting Department is partnering with Becker CPA Review to offer a dedicated online CPA review course for Master of Accounting (MAcc) students. The course will help interested students pass the CPA exam by the time they graduate.

The review course will be structured, yet flexible. Students study for the same parts of the exam at the same time so they can work together and help each other, but they have a dedicated Becker faculty instructor to answer individual questions and provide support. Becker is also offering a significant discount for MAcc students who do not have an employer paying for their CPA review.

Other MAcc program news:

- CPA Exam Pass Rates - FSU’s 2014 MAcc graduates enjoyed an 80 percent overall pass rate for the CPA exam. Among them, MAcc Tax graduates had a 90 percent REG section pass rate (far exceeding the 49.4 percent national average), and our Assurance graduates had an 89.5 percent AUD section pass rate (surpassing the 46.4 percent national average).
- Placement Rate - 98 percent of 2014-2015 MAcc students graduating from the college had job offers by graduation.
- Learn more about the MAcc program online at business.fsu.edu/MAcc.

**Award presentations at BAP chapter banquet**

Presentations of the department’s 2014-2015 student awards and the Beta Alpha Psi (BAP) Teacher of the Year Award were highlights of the annual Beta Rho chapter’s BAP Spring Awards Banquet at the Retreat at Bradley’s Pond in Tallahassee on April 15.

The award for Outstanding Junior in the Accounting Program, sponsored by PricewaterhouseCoopers, was presented to Catherine Froehlich.

Because so many seniors had stellar academic credentials this year, two awards for Outstanding Senior in the Accounting Program, sponsored by EY, were presented to Adam Holsing and Lauren Perlman. The award for Outstanding MAcc Student in the Accounting Program, also sponsored by EY, went to Jessica Acquavella.

The BAP Teacher of the Year Award, which celebrates the positive impact the recipient has had on accounting students, was presented to Associate Professor Allen Blay. Blay serves as director of the accounting doctoral program and teaches auditing to undergraduate and graduate students.
Departmental Journal Entries

• Accounting student Nicholas Serra received a $10,000 merit scholarship from the Public Company Accounting Oversight Board (PCAOB) for the 2014-15 academic year. The scholarship is intended to encourage students in accredited accounting degree programs to pursue auditing careers. Funding is mandated by Congress through the Sarbanes-Oxley Act, which requires monetary penalties imposed in disciplinary proceedings by the PCAOB to be used for scholarships.

• Joshua Lee joined the Department of Accounting as an assistant professor from Washington University in St. Louis, from which he earned his Ph.D. in 2014. His research interests include issues relating to financial accounting, particularly with respect to the incentives and capital market consequences of voluntary disclosure.

• Spencer Pierce is a new assistant professor in the Department of Accounting. He earned his Ph.D. in accounting information and management from Northwestern University in 2014. He received a Master of Accountancy (with distinction) from Brigham Young University. His research interests include financial reporting and disclosure, capital markets, accounting for derivatives and firm risk.

• The Beta Rho Chapter of Beta Alpha Psi (BAP) once again received international recognition as a Superior Chapter for the 2014-2015 academic year.

• The Department of Accounting partnered with Big 4 accounting firm EY and FSU International Programs to provide students with a unique global perspective of the business world. ACG 4930 Global Accounting Seminar is a new on-campus course beginning in spring semester 2016 that helps students develop “soft skills” critical for success in the accounting profession. The course includes a six-day spring break trip to London, where students will meet with EY professionals and clients while also enjoying the city’s rich cultural history. EY is providing $1,000 scholarships to accounting majors taking the course through the EY International Scholars Program.

Department of Accounting Professional Advisory Board

The members of our Professional Advisory Board (PAB) are key motivators of curriculum enhancement, fundraising success and the general professional development of our students. We gratefully acknowledge the support of the current advisory board members:

• Mark Arrigo, Grant Thornton LLP
• Doug Blitzer, Tribridge
• Jeff Bryan, Dixon Hughes Goodman LLP
• Rick Carroll, Carroll and Company, CPAs
• Tom Cox, Carr, Riggs & Ingram, LLC
• Shaun Davis, S. Davis & Associates, PA
• Tony DiBenedetto, Tribridge
• Dave Ellrich, Jr., Moore, Ellrich & Neal, PA
• Phillip Fretwell, Protiviti Inc.
• Doug Gawrych, Grant Thornton LLP
• Scott Givens, KPMG
• Diana Goetz, TBC Corporation
• John Gordon, Deloitte
• Ryan Koppe, McGladrey
• Jim Luffman, CPS Investment Advisors
• Bob Miles, Orlando Health
• Joe Paradise, KPMG
• Russell Perkins, Thomas Howell Ferguson, PA
• Mike Poland, EY
• Scott Price, A-LIGN
• Dan Prinzing, PricewaterhouseCoopers
• Bill Shrimp, EY
• Laurie Shimp, EY
• Jim Thielen, Thielen Tax & Business Consulting
• Tim Wilhelmy, Deloitte