

2025 Women Who Count™ Schedule

(Schedule is subject to change.) [To view the NASBA Field of Study & Skill Level please click here for the agenda.](#)

Track 1 – Technical | Track 2 – Industry | Track 3 – Personal Development | Track 4 – Entrepreneurial

10.21.25 – Tuesday (0CPE) – AFWA Board and Members

9:00am – 12:00pm	Foundation Board Meeting
12:00pm – 1:00pm	Board Combined Lunch
1:00pm – 4:00pm	AFWA National Board Meeting
4:00pm – 5:30pm	Annual Business Meeting
Evening	TBD

10.22.25 – Wednesday (4CPE) – All Conference Attendees

8:00am – 5:00pm	Registration
8:00am – 8:50am	First Time Attendee Orientation (All are welcome!)
9:00am – 10:30am	Chapter President's Meeting
9:00am – 10:30am	Membership Chair Meeting
10:45am – 12:00pm (1CPE)	

Session #1 - Chapter Round Tables – Chapter Leadership Awards – All Members Welcome

12:00pm – 1:00pm	Lunch on your own
1:00pm – 2:00pm	Welcome to Women Who Count Conference Celebration

2:00pm - 2:50pm Opening Keynote Session (1CPE)

Session #2 - Win On Repeat: The strategy to move your world and work in your favor, Danelle Delgado

3:00pm – 3:50pm-CPE Session (1CPE)

Session #3 (Track 1) - Energy Incentives: What Professionals Need to Know 2025, Gina Maurino

Session #4 (Track 2) – Investing Strategies for Women, TBD

Session #5 (Track 3) - Influence, Integrity and Impact: Navigating the Reality of Women Leading in Accounting, Rachel Fisch

Session #6 (Track 4) – How to get more ideal, monthly services clients without adding more to your plate, Janel Sykora

4:00pm – 4:50pm –CPE Session (1CPE)

Session #7 (Track 1) – Auditing for Cryptocurrency, Chelsea Sowers

Session #8 (Track 2) – Understanding Retirement Plan Options, Eva Drew

Session #9 (Track 3) - Beyond the Numbers: The ROI of People-First Development, Sherrell Martin

Session #10 (Track 4) – Elevating Your Business: How AI Fuels Growth and Innovation, Dan Fusco

5:00pm – 6:30pm Exhibitor Welcome Reception

7:30pm – 9:30pm Special Event (TBD)

10.23.25 – Thursday (8CPE) – All Conference Attendees

7:00am – 8:20am Rise and Shine: Exhibitor Showcase

7:30am – 6:30pm Registration & Exhibit Area Open

8:30am – 9:20am Early Bird Keynote (1CPE)

Session #11 – Forensic Accounting, TBD

8:30am – 9:20am Early Bird Keynote (1CPE)

Session #12 - Sweet Success: Navigating the Entrepreneurial Journey from Consulting to Confections, Melinda Stinnett

9:30am – 10:20am EDUCATIONAL SESSIONS (1CPE)

Session #13 (Track 1) - Maximizing Tax Real Estate Incentives with Cost Segregation, 179D, and 45L, Ty Henderickson & Erik Oliver

Session #14 (Track 2) - QBO Pro Tips and Hacks - 50 minutes, Alicia Katz Pollock

Session #15 (Track 3) - Mastering Strategic Thinking for Leadership, Stacy Johnson

Session #16 (Track 4) – Breaking through: How to let go so you can be the CEO instead of accountant, Andrea MacDonald

10:30am – 11:20am EDUCATIONAL SESSIONS (1CPE)

Session #17 (Track 1) – The Roal of an Internal Audit, Karletta Jones

Session #18 (Track 2) – Insightful Financial Analysis, Jennifer Elder

Session #19 (Track 3) – Employment Law Updates – Employee Handbook – DEI- more, TBD

Session #20 (Track 4) - Wonders of Workflows: Boosting Productivity and Balance, Terri Warren

11:20am – 12:30pm Lunch Social with Exhibitors

12:30pm – 2:10pm EDUCATIONAL SESSIONS (2CPE)

Session #21 (Track 1) - How to survive a sales tax audit, learning the basics, Monika Miles & Kay Gotshall

Session #22 (Track 2) – Today's Cyber Insurance Landscape – Post WISP, Caitlin Saenz

Session #23 (Track 3) – Slay Your Saboteurs Using Neuroscience, Courtney Sowa & Kelsey Jasper

Session #24 (Track 4) – How to Train Your Team on Your Firm's Processes, Davida MacBain

2:10pm – 2:30pm Visit Exhibitors

2:30pm – 3:20pm KEYNOTE EDUCATIONAL SESSION (1CPE)

Session #25 – Top Accounting and Finance Leadership Panel, Grace Staten, Susan Adams, & moderator

3:20pm – 4:10pm KEYNOTE EDUCATIONAL SESSION (1CPE)

Session #26 – Power of Women and How They Can Influence Men, Michael Ly

5:30pm Cocktails for Signature Event (All are welcome – separate ticketed event)

6:00pm Signature Event & Awards (All are welcome – separate ticketed event)

8:30pm After Party Curve Bar (All are welcome – separate ticketed event)

10.24.25 – Friday (7CPE) – All Conference Attendees

7:30am – 9:00am Exhibits Open
7:30am – 5:00pm Registration Opens
8:00am – 8:50am Early Morning Keynote Session (1CPE)

Session #27 - Business Email Compromise: How to Prevent Email Scam, Wire Fraud, and Impersonation, Brian Butterfield

9:00am – 9:50am EDUCATIONAL SESSIONS (1CPE)

Session #28 (Track 1) - S-Corp Reasonable Compensation Step-by-Step, Nancy McClelland

Session #29 (Track 2) - AI-Driven Finance Powering Proactive Decision, Tom Kelly

Session #30 (Track 3) - Busting Retention Myths: Why Top Talent Leaves (and What to Do About it!), Julie Thiel

Session #31 (Track 4) - The Technology Juggle: How to Develop a Tech-Stack that Works for You, Jennifer Devine

10:00am – 10:50am EDUCATIONAL SESSIONS (1CPE)

Session #32 (Track 1) - Beyond the Breach: Preventing and Responding to Cyber Security Failures and Cyber Crime, Dr. Marinilka Barros Kimbro

Session #33 (Track 2) - Business Intelligence Tools, TBD

Session #34 (Track 3) - Breaking the Bottleneck: 3 Strategies to Prevent Leadership Gaps from Undermining Your Bottom Line, Megan Robinson

Session #35 (Track 4) - Designing for Scale: The Corporate Framework Behind CAS 2.0, Sheri Radler

11:00am – 11:50am EDUCATIONAL SESSIONS (1CPE)

Session #36 (Track 1) - ESG Accounting - Make the most of the environmental, social and governance reporting, TBD

Session #37 (Track 2) - Unlocking Efficiency: Data to Decisions: Crafting Excel Templates for Management & Board Reporting, Sheila Volek, CPA

Session #38 (Track 3) - Accounting MOVE Project Results & Why Belonging Is Essential for Firm Resilience & Growth, Bonnie Buol Ruszczyk

Session #39 (Track 4) - The Profit First Impact: Transforming Bookkeeping & Accounting Firms and CFO Services, Elizabeth Szporn

11:50am – 1:00pm Lunch

1:00pm – 1:50pm KEYNOTE (1CPE)

Session #40 – Mastering LinkedIn: Building a Personal Brand That Opens Doors, Charlene Ignacio

2:00pm – 3:00pm Exhibitor Gathering and Toast @ Curve Bar (Exhibitor Participants Only)

2:00pm – 2:50pm EDUCATIONAL SESSIONS (1CPE)

Session #41 (Track 1) - Auditing Standards, Stephany Stricklin

Session #42 (Track 2) - Make Your Clients' Financial Statements Come Alive, Ruth King

Session #43 (Track 3) - Reinventing Tax Season: How Account Sense Transformed Client Experience, Bonnie Buol Ruszczyk

Session #44 (Track 4) - Bridging the Talent Gap: How Automation is Reshaping Accounting Careers, Natasha Brown

3:00pm – 3:50pm EDUCATIONAL SESSIONS (1CPE)

Session #45 (Track 1) - From Award to Audit: Managing Grants Effectively, Deanna Peterson

Session #46 (Track 4) - Update on IRS 7216, AICPA and FTC Requirements for Consent & Compliance, Due Diligence & IT and Data, Shawn Parikh

4:00pm – 4:50pm CLOSING KEYNOTE EDUCATIONAL SESSION (1CPE)

Session #47 - The Legacy We Lead: Women Who Count, Change, and Champion, TBD

7:00pm Pool Party Social

10.25.25 – Saturday (2CPE)

Participants

All Conference Attendees, Colleges, High School, Prospects and anyone who would like to learn about your next move and more about how AFWA can help.

Pathways That Count

From Career to Calling: Exploring Your Next Move

Schedule my change slightly.

8:00am	Registration Opens
8:00am – 8:30am	Coffee Bar & Continental Breakfast
8:30am – 9:00am	Keynote
9:00am – 10:00am	Panel Discussion

10:00am – 11:30am Table Stations

11:30am – Closing Remarks – How to define and strategize your next step with all you learned today!

Session #48

(Timing maybe slightly changed based on ‘Pathways That Count’ final schedule.)

7:00am – 8:40am (2CPE) Ethics Session – Wendi Hall

2025 Women Who Count™ Exhibitor Schedule *(Subject to change)*

Tuesday	8am-5pm	AFWA Business Meetings
Wednesday	8am-12pm	Exhibitor Move In
	5pm-6:30pm	Welcome Reception
Thursday	7am-8:30am	Exhibitor Rise and Shine
	7am-2:30pm	Exhibitor Hours
	5:30pm-10pm	Signature Event <i>(Additional Ticket Purchase)</i>
Friday	7:30am-2pm	Exhibitor Hours
	2pm-3pm	Exhibitor Gathering and Toast
	3pm	Exhibitor Move Out <i>(Unless staying for Career Day)</i>
	7pm-8pm	Social for all attendees
Saturday	8am-1pm	Career Day
	1pm	Move Out

Exhibit Hours:

- 25** Total Exhibitor Networking Hours
- 15.5** Dedicated Exhibitor hours without Career Day
- 20.5** Dedicated Exhibitor hours if you choose to stay for Career Day