Agenda: MAAE 55th Annual Conference
**Friday, November 7, 2025**

12:00 - 1:00 pm - Registration and Lunch

1:00 – 1:10 pm - Opening Remarks

Tracey Hartley, President MAAE

1:10 – 1:40 pm - MOCPA Profession Update

Jim O’Hallaron, CEO or the Missouri Society of Certified Public Accountants

1:40 – 2:00 - Update from the State Board of Accountancy

Patty Farenger, Executive Director of the Missouri State Board of Accountancy

2:15 pm – 3:30 pm **– *Accounting Analytics and AI in a Changing World****.*

*Vern Richardson, Distinguished Professor of Accounting, University of Arkansas*

*Data analytics and artificial intelligence have changed the accounting profession, and with it, accounting education. Vern will show hand-on applications of analytics and GenAI techniques that can be used in the classroom as well as how the techniques can be assessed.*

3:30 – 5:30 pm – Accounting Educator’s Break-Out: Share: Classroom Tips, Tricks & Technology

5:30 – 6:30 pm – Reception

6:30 – 7:30 pm – Dinner

7:30 – 8:00 – Business Meeting

**Saturday, November 8, 2025**

7:30 am – 8:30 am – Continental Breakfast

8:30 – 9:20 am - **CPA Update**

 Michael Brown, CPA, CMA, CSCA, CGMA, Senior National Instructor, Becker

9:30 – 10:20 am – **Integrating Artificial Intelligence in Accounting Education: Opportunities and Ethical Considerations**

 Kim Church, PhD – Director of the School of Accountancy, Missouri State University

10:30 am – 12:20 pm – **Integrating Ethical Technology Competencies: Preparing Future-Ready Accounting Professionals**

*Stacey Lhuillier,* Kansas State University, Ethics Professor

12:20 pm – 12:30 pm – Closing Announcements/Adjournment