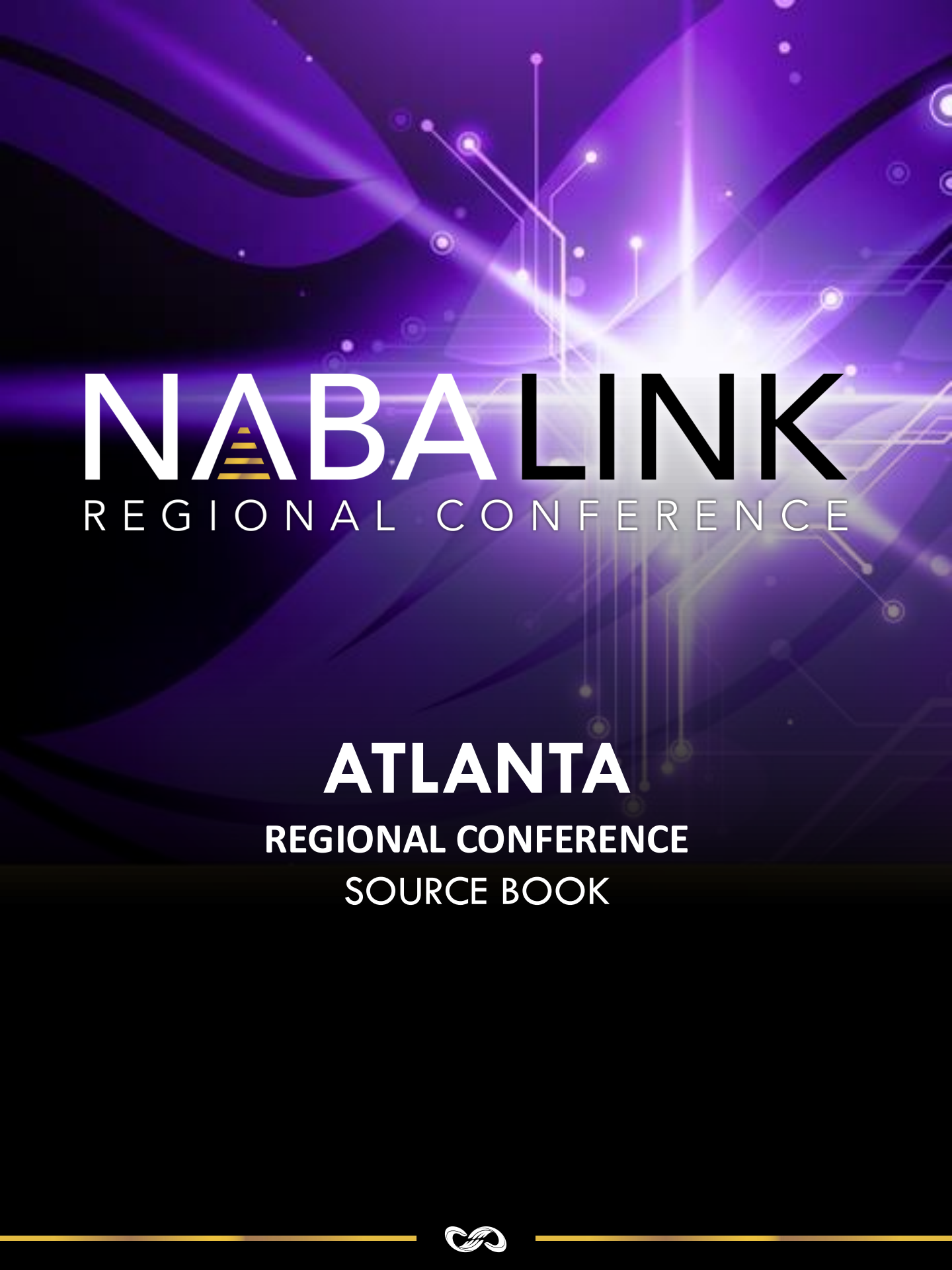




NABA LINK

REGIONAL CONFERENCE

ATLANTA

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SOURCE BOOK





Guylaine Saint Juste

President & CEO

Welcome to the NABA Link regional conference! We are so excited about this valuable opportunity for us to connect, learn, and collaborate.

Our presence here is a testament to the incredible legacy of the NABA Nine, who, 54 years ago, founded this organization to address the systemic challenges faced by Black accounting professionals. Their dedication and vision have paved the way for us to continue their important work.

While we have made significant strides, it's clear that there is more work to be done. NABA's commitment to empowering Black Business Leaders, as well as driving lasting change, remains steadfast. Together, under one mission and one voice, we hold the potential to accomplish remarkable strides toward a more just world.

Warmest regards,

Guylaine Saint Juste, SHRM-SCP, CAE

President & CEO





What we do

We engage, empower, and educate Black Business Leaders and Institutions by providing a platform to enhance skills and elevate Voice. Our 5 Es: engage, empower, educate, enhance, and elevate. Doing so, we're "lifting as we climb."

Vision

We path and pave the way to a more just world, unleashing endless opportunities for growth and advancement so that Black Business Leaders achieve the best version of themselves at every point of their journey.





FREE STUDENT MEMBERSHIP

Kickstart Your Career in Finance, Accounting, Business or Entrepreneurship!

Join today for
FREE and get:

- **Access** to industry leaders and exclusive networking events
- **Career support** to guide you along the way
- Exclusive **educational resources** tailored to your growth

Scan the QR code to unlock your potential and take the first step toward success!



Visit nabainc.org for more information



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AGENDA



Friday, November 1, 2024

Start	From	Track	Session	# of ppl	Meeting Room	Level
8:00 AM	5:00 PM	N/A	Registration Open	-	Grand Ballroom Foyer	North Tower - M4
9:00 AM	5:00 PM		Career Accelerator	-	Magnolia	North Tower - M2
			LinkedIn Bar, Sponsored by Microsoft SET UP	-	Sycamore	
10:00 AM	5:00 PM		Professional Member & DOF Networking Space	100	Int'l Ballroom A	North Tower - M4
11:00 AM	12:00 PM	DOF	CLA Sponsored DOF Session	100	Int'l Ballroom B	North Tower - M2
1:00 PM	5:00 PM		Exhibitor Setup	20	Grand Ballroom E	North Tower - M4
3:00 PM	4:00 PM	N/A	Student Orientation	425	Int'l Ballroom D-F	North Tower - M2
4:15 PM	5:15 PM		PwC Community College Pilot Meet & Greet	185	Grand Ballroom A	North Tower - M4
		College Students	Decide2Commit Health & Wellness Session	185	Grand Ballroom B	North Tower - M4
		ALL	NABA Membership Benefits Spotlight	100	Grand Ballroom C	North Tower - M2
5:15 PM	6:00 PM		BREAK		-	-
6:00 PM	6:35 PM		Opening Kick Off with Michael Ellison	-	Int'l Ballroom D-F	North Tower - M2
6:40 PM	7:30 PM		Opening Plenary with Representative Justin J. Pearson			
7:35 PM	8:45 PM		Opening Reception in Expo Hall		Grand Ballroom E	North Tower - M4
9:00 PM	10:30 PM		Student Engagement Activity inside Expo Hall/Rep Your College		Grand Ballroom E	North Tower - M4



Saturday, November 2, 2024

Start	From	Track	Description	# of ppl	Meeting Room	Level
7:00 AM	7:00 PM	N/A	Registration Open	-	Grand Ballroom Foyer	North Tower - M4
8:30 AM	9:30 AM		PwC Student Networking Breakfast: Reimagining the Future: PwC Careers and GEN AI Transformation	425	Int'l Ballroom D-F	North Tower - M2
9:00 AM	6:00 PM	Activations	Career Expo	-	Grand Ballroom E	North Tower - M4
			Special Employer Spotlight			North Tower - 2
			Career Accelerator, Sponsored by PwC		Magnolia	
			LinkedIn Bar, Sponsored by Microsoft		Sycamore	
			Interviews Open		Grand Ballroom D1 & D2	North Tower - M4
			Professional Member & DOF Networking Space	100	Int'l Ballroom A	North Tower - M4
9:45 AM	12:00 PM		KPMG Interviews		Cypress	
		Early & Mid-Career Professionals	CPA Exam Review Session + CPA Bound 2.0 Info Session	100	Int'l Ballroom C	North Tower - M2
		High School Students	MADE to Be for High School Students	200	Grand Ballroom B	North Tower - M2
9:45 AM	10:45 AM	Student Chapter Leaders	Emerging Leaders Academy, Powered by KPMG	185	Grand Ballroom C	North Tower - M4
		Early & Mid-Career Professionals	The Agency You Think You Know: Careers with the IRS	185	Int'l Ballroom B	North Tower - M4
		College Student	College Student Session: Global Mindset Skills for a Global Career, Sponsored by EY	200	Grand Ballroom A	North Tower - M2
		College Student	EXPO Hall Visit	185	Grand Ballroom E	North Tower - M4
11:00 AM	12:00 PM	ALL	LinkedIn Bar, Sponsored by Microsoft Rock Your Profile Session 1	100	Sycamore	North Tower - M3
		Early & Mid-Career Professionals	EXPO Hall Visit	185	Grand Ballroom E	North Tower - M4
		College Student	The Diverse Industry Exposure in Public Accounting, Sponsored by Cohn Reznick	100	Grand Ballroom A	North Tower - M2
12:15 PM	1:45 PM	ALL	LinkedIn Bar, Sponsored by Microsoft Rock Your Profile Session 2	185	Sycamore	North Tower - M3
			EXPO Hall CLOSED FOR LUNCH	-	Grand Ballroom E	North Tower - M4



12:15 PM	1:45 PM	Lunch	Student Networking Luncheon "Politics & Media: The Business of the 2024 Election" Sponsored by Warner Brothers	425	Int'l Ballroom D-F	North Tower - M2
2:00 PM	3:00 PM	Plenary	WONN: Women of NABA Leadership Development Session (CPE): Personal Power, Presence and Influence with Michelle Anne Johnson, Sponsored by PwC	185	Grand Ballroom B	North Tower - M4
			MONN: Men of NABA Leadership Development Session (CPE) with Representative Justin J. Pearson & Alfonzo Alexander	100	Int'l Ballroom B	North Tower - M2
3:15 PM	4:15 PM	Early & Mid-Career Professionals	AI Tools for Presentations (CPE) with Dr. Felicia Farrar	185	Int'l Ballroom C	North Tower - M4
		College & HS Students	Exploring Careers with the IRS	300	Grand Ballroom A	North Tower - M2
3:15 PM	4:15 PM	ALL	LinkedIn Bar, Sponsored by Microsoft Rock Your Profile Session 3	40	Sycamore	North Tower - M3
4:30 PM	5:30 PM	ALL	LinkedIn Bar, Sponsored by Microsoft Rock Your Profile Session 4	40	Sycamore	North Tower - M3
4:30 PM	6:00 PM	ALL	EXPO Hall Visit	185	Grand Ballroom B	North Tower - M4
6:30 PM	8:00 PM		Closing Ceremony with Renee Montgomery: Fired Up and Ready to Go!	600	Int'l Ballroom D-F	North Tower - M2
9:00 PM	10:30 PM		Student Social and Karaoke Night	400	Grand Ballroom E	North Tower - M4



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SPEAKERS





Justin J. Pearson

State Representative for District 86, Memphis
Tennessee

Justin J. Pearson serves as State Representative for District 86 in Memphis, Tennessee, and is the second-youngest member of the Tennessee General Assembly. He was born the fourth son of five sons to teenage parents Kimberly Owens-Pearson and Jason C. Pearson Sr. who later earned master's degrees in Education and Divinity, respectively. His mother is a teacher and father is a preacher and chaplain at the Veterans Administration. Pearson is engaged to Oceana R. Gilliam, MPP, who is currently pursuing a law degree.

Elected to office Jan. 24, 2023, at the age of 28, Tennessee Republicans expelled Pearson from office for protesting gun violence on the House floor as a member of the famed "Tennessee Three" following a tragic school mass shooting in Nashville, TN. Pearson delivered a thought-provoking, soul-stirring speech during his expulsion trial that was broadcasted worldwide, moving people across the nation and beyond. He won back his seat in a special election three months later, amassing nearly 94 percent of the vote. Pearson serves as a national thought leader on justice and democracy, appearing on CBS, ABC, NBC, MSNBC, CNN, NPR and in the Washington Post, New York Times and Rolling Stone.

Prior to public service, Pearson co-founded the environmental and climate justice nonprofit Memphis Community Against the Pollution (MCAP). Through his leadership, MCAP successfully defeated a multi-billion dollar crude oil pipeline project that would have poisoned Memphis's drinking water for one million people and stolen land from South Memphis residents. Pearson has more than a quarter million followers on Twitter (X) and Instagram and 57,400 on TikTok. Pearson's advocacy and courageous leadership inspired The Truman Center to present him the 2024 Award for Exceptional Moral Courage in Public Service to honor his unwavering commitment to morality and advocacy for gun control reform, despite personal risk and political condemnation.





Herschel Frierson

Chairman of the Board NABA Inc.



Herschel Frierson is a leader with Crowe LLP with over 24 years of experience. He has done governmental consulting and general consulting. His work has involved analysis of cash flows for various governmental units in preparation for proposed financings; revenue studies and tax impact studies. He has assisted many communities with municipal bond issues, short and long term financial planning, capital improvement plans, and budget consulting. He has also provided assistance in economic development activities including feasibility studies; financing activities for tax increment and other incentive programs and annexation analysis. Herschel has done many presentations and workshops throughout the Country in the areas of municipal finance and budgets. Herschel also serves on the firm's leadership team with the Inclusion Excellence Council which focuses on Diversity and Inclusion for the Firm. Herschel also oversees the Firms Business Resource Groups. Herschel Frierson is the 27th Chairman of the Board of Directors with the National Association of Black Accountants (NABA) and is a lifetime member. Herschel was recently named by Accounting Today as one of the Top 100 Most Influential People in Accounting. In the past, Herschel Frierson served as a National Director with NABA, the Chair of Organizational Effectiveness and Personnel. He has also chaired Membership where he focused on Student and Professional Membership Development and Growth. Herschel has served as the Central Region President for NABA, Chairman of the Audit Committee for NABA, and Chairman of the National Ethics Committee. He also served as a member of the Audit Committee, secretary to the Central Region, and served in various capacities for the Central Region Student Conference and Indianapolis Chapter President. Herschel has also been involved with Big Brothers of Indianapolis, Center for Leadership Development, Academy of Finance, 2012 Indianapolis Super Bowl Host Committee Member; NFL Community Impact. Herschel is a proud graduate of Butler University and a lifetime member of Kappa Alpha Psi, Inc.





Noel Bowers

NABA Inc. National Secretary

Trust Solutions Partner



Noel is a Partner in the Assurance practice focusing mostly on auditing public companies in the industrial manufacturing industry. She began her PwC career in 2005 as a campus hire in the Detroit office and relocated to Atlanta in 2012. Noel is a licensed CPA in Michigan and Georgia. Noel has over 15 years of experience serving clients in various sectors including large consumer and industrial products, utility, retail, higher education and multinational organizations. She has extensive client experience in SEC reporting; Sarbanes-Oxley Section 404; IFRS reporting; managing multinational engagements; mergers and acquisitions; stock-based compensation; segment reporting; derivatives and hedging; business combinations and other complex accounting issues. Noel was born and raised in Detroit, Michigan and currently lives in Atlanta, Georgia with her significant other, Shawn and two children, Ibrahim and Sasha. Noel is dedicated to service as evidenced by her volunteerism with several community organizations.





Alice Jolla

Chief Accounting Officer & Corporate VP



Chief Accounting Officer and CVP, Corporate Finance and Services, Microsoft Corporation Alice L. Jolla is the Chief Accounting Officer and Corporate Vice President, Corporate Finance and Services at Microsoft Corporation. She also serves as an Independent Director at Rockwell Automation. An expert in financial processes, she leads a world-class, diverse global team responsible for accounting, financial reporting, shared services, business intelligence, global workplace services, security, controls and compliance, and LinkedIn controllership. Previously, Jolla served as the Microsoft Corporate Controller responsible for the Corporate Accounting function. Before joining Microsoft Corporation in 2007, Jolla completed a two-year industry fellowship with the Financial Accounting Standards Board. She has a wealth of industry experience from various accounting and finance positions within Microsoft Corporation, Dow Chemical Company, and Union Carbide Corporation. She also served as member of the Financial Accounting Standards Advisory Council from 2019 until 2022. Jolla holds a Bachelor of Science in accounting from Louisiana State University and a Master of Business Administration from the University of Charleston. She is a licensed certified public accountant and a former member of the Financial Accounting Standards Advisory Council (FASAC). Jolla is a member of the Washington State Governor's Council of Economic Advisors, and a supporter of professional and civic organizations including Financial Executives International Board of Directors, where she serves as national vice chair and is chair of the Committee on Corporate Reporting, American Institute of Certified Public Accountants, National Association of Black Accountants Corporate Advisory Board, and Alpha Kappa Alpha Sorority, Incorporated.





Alfonzo Alexander

NABA Inc, Corporate Advisory Board

Chief Ethics and Diversity Officer NASBA



Alfonzo Alexander serves as chief ethics and diversity officer of the National Association of State Boards of Accountancy (NASBA) and president of NASBA's Center for the Public Trust (CPT). As chief ethics and diversity officer, Alexander oversees strategic diversity initiatives and ethics compliance for the organization. He also represents NASBA in diversity and ethics related activities throughout the accounting profession, while facilitating a number of special projects.

Alexander became president of the CPT in January 2012. In his role as CPT President, Alexander oversees this ethics and leadership organization's day-to-day operations and a growing number of CPT programs. Under his leadership, the CPT has cultivated new partnerships and built programs on over 100 college and university campuses across the United States, established Ethical Leadership Certification and Training Programs, and grown its Being a Difference Award Program extensively. Alexander joined NASBA in 2006 as a staff director and vice president of the CPT. It was during this time, he developed the strategic plan for the CPT.

Prior to joining NASBA, Alexander served as the regional manager and managing director for the Southeast Region of INROADS, Inc., where he led operations and business development in Alabama, Georgia, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. He joined INROADS as managing director of its Memphis office and experienced progressive growth throughout his tenure there. Before joining INROADS, Alexander held several leadership positions in operations management and human resources at the Quaker Oats Company.

He also leads the Alexander Success Group, Inc. Through this firm, Alexander and his team provide leadership and strategic business consulting and training services for companies throughout the United States.

Alexander is a business school graduate of Tennessee Tech University. He also earned an MBA from Lipscomb University and completed an Executive Leadership Program at the Wharton School of the University of Pennsylvania. Alexander is certified through several organizations as a facilitator and is a certified professional coach through Coach Training Alliance. In 2017, he received the Distinguished Alumni award from Delta Mu Delta International Honor Society in Business, and in 2019, he was featured in Southwest The Magazine.

Alexander has a passion for working in the community. Currently, he is the chairman of The PhD Project Board of Directors, chairman of the Metropolitan Nashville Public Education Foundation Board of Directors, and board member and secretary of the Memorial Foundation. He is also a graduate and selection committee member of Leadership Nashville. Because of his commitment to education, Alexander serves on the board of trustees and executive committee for Belmont University. He is vice chair of the Tennessee Tech University Foundation Board of Directors, and a member of the Tennessee Tech University College of Business Dean's Advisory Board. Additionally, he serves on the Dean's Advisory Board for the Lipscomb University College of Business, is co-chairman of the Fellowship of Christian Athletes of Middle TN, a member and past-chairman of the board for the 100 Black Men of Middle TN, and a member of Omega Psi Phi Fraternity, Incorporated and Sigma Pi Phi Fraternity, Incorporated.





Renee Montgomery

2x WNBA Champion

Co-Owner/VP of the Atlanta Dream



Renee Montgomery is a West Virginia native, 2x WNBA Champion with the Minnesota Lynx, NCAA Champion with the UConn Huskies, and 3x H.S. State Basketball Champion in WV. During her career, she's been a 2x All-American, WNBA All-Star & 6th Woman of the Year. In broadcasting, Montgomery serves as a sports analyst and host to multiple shows including "WNBA Weekly," on NBA TV and her own podcast "Montgomery & Co."

Most recently, she's added designer to her name with her fashion line, "C-Suite 21," with SIA Collective described as luxury comfort made for Athletes all the way to C Suite executives. Following her decision to sit-out of the 2020 WNBA season to focus on social justice reform, she decided to retire in February 2021 and later that month, became Co-owner and Vice President of the team she played for, the Atlanta Dream. Making her the first player to become an owner and executive of a franchise in WNBA history. Her documentary, titled "A Radical Act: Renee Montgomery" was released in October 2024 on Roku.





Michelle Anne Johnson

Managing Partner

Hollywood Actress and Corporate VP

During my 25-year career as a professional actress in Hollywood, I co-founded an award-winning theater company, wrote and performed in sketch comedy troupes, and guest-starred in dozens of popular television shows, including The Jamie Foxx Show, Friends, Bones, CSI, CSI: Miami, Modern Family, and NCIS. Concurrently (yes, at the same time!) I had a vice president role in one of the largest insurance brokerages in the world, leading two teams in different offices. I credit many of the skills I developed as an actress to my rapid rise in the corporate world.

From External Success to Personal Power

But even with two successful careers, I found myself feeling lost, confused, and anxious about my future. So I did what anyone would do: I quit my job, walked away from acting, and meditated for 5 years. I call it “My Big Time Out.” It was then that I began to understand that external success doesn’t equate to personal empowerment. So I began to do the work within to do my work in the world.

Personal Transformation to Corporate Consultant

After reprioritizing my life and finding my purpose, I reinvented myself as an executive coach and leadership consultant. Drawing on my own transformational journey in addition to a BA in Psychology and MBA, I show leaders how to unlock and harness personal power to amplify their influence. I developed The ACP Presence Model, a framework that builds presence by cultivating authenticity, confidence, and purpose – the building blocks of personal power. Over the last 10 years, I have coached hundreds of professionals and facilitated dozens of workshops for companies such as Lowe’s, Deloitte, AbbVie, Amex, Cisco, Genentech, and KPMG.

Keynotes That Entertain and Inspire

For me, keynote speaking is the perfect synthesis of my performing and consulting careers. I use my acting skills to infuse my talks with energy, emotion, and humor; and my consulting experience has taught me how to explain concepts in practical terms that create tangible results. I’m on a mission to encourage as many people as possible to do the work within to do their work in the world.





Adrian Williams

CEO



Adrian Williams is a distinguished motivational speaker and fitness expert, renowned for his innovative integration of corporate acumen and fitness expertise. With over 30 years of experience in both the high-stakes world of corporate America and the dynamic field of health and fitness, Adrian has developed a unique approach that blends his deep understanding of the corporate environment with a passionate commitment to wellness.

Best known for his Healthy Lifestyle Program, the "Eat & Move for Your Health" TV show, and the "No Excuses Fitness Video", Adrian has become a pivotal figure in revolutionizing corporate wellness. He skillfully uses business terminologies such as Waterfall vs Agile methodologies, ROI (Return on Investment), and KPIs (Key Performance Indicators) to draw compelling parallels between corporate success and personal health.

Adrian's expertise extends to lifestyle change, family fitness, weight loss management, sports performance training, and body sculpting. His programs have significantly impacted hundreds of individuals, including high-profile celebrities and former pro athletes, helping them achieve their health and fitness goals.

He is also the co-founder of N-SPIRE.org and has developed physical education programs for major organizations like Blue Cross and Blue Shield. Adrian's motivational videos and upcoming book, "The CEO of Me, Because Your Health Is Your Business," slated for release summer 2024, emphasize his philosophy that managing personal health should mirror running a successful enterprise.

As a visionary bridging the gap between the boardroom and the gym room, Adrian inspires individuals to become CEOs of their health, managing their well-being with the same dedication and strategic insight they apply to their professional lives. His approach not only empowers but also transforms personal health into a sustainable and innovative journey.





MIKE ELLISON

Actor, Recording Artist, &
Emmy® Award-Winning Producer

Mike Ellison is an actor, recording artist, and an Emmy® Award winning producer. Born to parents living and working in Addis Ababa, Ethiopia before the family relocated to Reston, Virginia where he was raised, Mike fully realized himself as an interdisciplinary artist in Detroit. Mike's acting credits span film, theater and television, including appearances on CHICAGO FIRE and CHICAGO PD. With a Communications Degree from the University of Virginia, Mike began his career in sports marketing and public relations. He utilizes the creative arts as a vehicle for cultural collaboration, community and corporate engagement, and charitable endeavors throughout the United States and his birth country. His boutique agency, Wendemé Creative, provides a range of creative strategy, content and production services to select companies and organizations. Mike's father, the late journalist Bob Ellison, was the first African American president of the White House Correspondents' Association.



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OUR PROGRAMS





In 2007, NABA launched the CPA Bound program to address barriers black professionals and students face in obtaining their Certified Public Accountants (“CPA”) license. Phase two of the program launched in 2020, with the goal of creating and equipping a community of CPA candidates with the tools and resources needed for licensure achievement.

As a community, NABA’s intent is to support in relieving some of the stresses NABA members experience in their journey toward CPA attainment. NABA strives to promote unity; an encouraging environment, uplifting engagement that breaks through the barriers of isolation, during and after the CPA achievement process, thereby, “lifting as we climb.”

The program will focus on the following CPAs for success:

1. **Connect:** Create a community of candidates seeking to address the pain points of studying for the CPA exam through group communication.
2. **Prepare:** Prepare CPA candidates by providing access to CPA requirement information, study materials and scholarship opportunities.
3. **Award:** Celebrate new CPAs with recognition awards and incentive opportunities.
4. **Support:** Support current CPAs in maintaining their license by promoting CPE opportunities and leveraging relationships with NASBA and the AICPA.

Program components will include:

- **Community chats and discussion boards, connecting candidates across the country preparing for exams**
- **Bi-monthly webinars featuring:**
 - o CPA exam review partners
 - o CPA study coaches
 - o Inspirational speakers





ACAP is a unique pipeline from high school to college that allows students to become prepared and informed about the expectations of college life.

The Accounting Career Awareness Program and the Accelerated Career Awareness Program (ACAP) for high school students (freshmen through seniors) in which they are put in the NABA pipeline to help build future Black Business Leaders with a focus on directing them to major in accounting, finance, and its related business fields including entrepreneurship. It included a one-week residency at a college or university combined with year-round programming.

During a week-long summer campus residency program, a select group of students can explore careers in accounting, finance, and business-related fields via a rigorous class and study schedule, college-level content, and valuable networking opportunities. ACAP® introduces underrepresented diverse high school students to accounting, finance, economics, technology, and management while providing the foundation of financial literacy and the development of interpersonal skills. Prominent business leaders share their knowledge, provide tips for success, and discuss career opportunities. Student's experience careers in accounting firsthand through tours of local certified public accounting firms and companies in the private sector. Students to learn the value of collaboration and teamwork through the group projects or case study initiatives. The program concludes with a recognition luncheon or banquet for students, parents, speakers, and corporate partners.

Through mentoring we help them to matriculate to college but also how to succeed in college through a mentoring initiative. The program is fully supervised and all-expenses-paid. Students selected will receive free tuition, room, and board, books, materials, tools, NABA HS membership, and mentoring.

Since its beginning in 1980, the program has served as a turning point in the academic lives of thousands of high school students, motivating them to pursue higher education and develop their own unique paving and pathing to reach their maximum potential.



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