

**MARRIOTT OAKLAND CITY CENTER**

1001 Broadway  
Oakland, CA 94607  
(510) 451-4000

**Directions:**

*The Marriott Oakland City Center is located nine miles from the Oakland International Airport. Take 880 North to Broadway, turn right. Hotel is between 10th and 11<sup>th</sup> Streets. Left on 10<sup>th</sup> Street, right turns around the block to the Hotel entrance.*

*From San Francisco, take the Bay Bridge to 980/Oakland. 11-th 12<sup>th</sup> St. exit. Left on 11<sup>th</sup> St. 5 blocks to Hotel. Entrance on right.*

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Association for Accounting  
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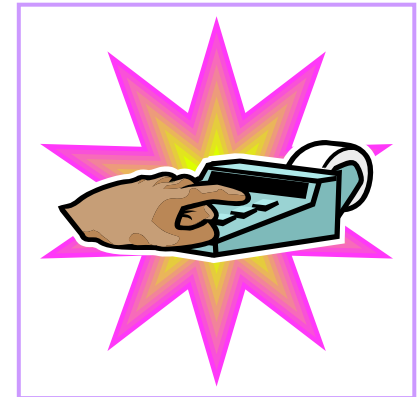
Association for  
Accounting  
Administration

NorCal Chapter Meeting

**FEATURING**

**GUEST SPEAKER RITA KELLER**

October 23, 2008



OCTOBER 23, 2008

GUEST SPEAKER:

**RITA KELLER**

Rita Keller is a shareholder, with Brady Ware, a nationally known, regional CPA firm with over 125 team members. She was named one of the Top 100 Most Influential People in Accounting by Accounting Today for the last three consecutive years. Rita is a nationally known consultant, speaker and author on CPA firm management and has over 29 years' experience in the day-to-day management of a growing firm. She is active with the Ohio Society of CPAs, the AICPA and The Association for Accounting Administration. Rita's clients are forward-thinking CPA firms and CPA firm associations across the USA.



Rita will be speaking about trends in the accounting profession, as well as management style.

*"Firm leaders need to truly commit to training their managers in delegating, coaching, mentoring and making others successful as their first priority. We've all been there (I'll just do it myself and have it over with) - be watchful and aware. This applies to you as firm leaders - are you being inclusive and getting more accomplished through others or just doing it yourself?"*

Rita Keller- *Possibilities for CPA Firm Leaders*  
(cpamanagement.blogspot.com)

**SESSION 1**

9:00 – 11:30 **TRENDS IN THE PROFESSION**

11:30 – 12:30 **Lunch**

**SESSION 2**

12:30 – 2:30 **CPA FIRM HANDS-ON  
MANAGEMENT**

2:30 – 3:00 **Questions and Answers**

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**Fee:** \$50 per session  
(\$100 for the entire day)  
*Fee includes lunch*

**TO REGISTER:**

**Email to:** [rlawson@bdo.com](mailto:rlawson@bdo.com)

**For more information, call: (209) 527-4220**