

ASSOCIATION OF

# NEW MEDIA INTERNAL AUDITORS

## 39<sup>TH</sup> EDUCATIONAL CONFERENCE

August 5-8, 2014  
Scottsdale, Arizona

**n mia**

New Media Internal Auditors

  
Scottsdale  
*Bring your passion for life.®*

# MESSAGE FROM THE PRESIDENT

Dear Internal Audit professionals,

I hope you can escape to Scottsdale, Arizona August 5-8, 2014 to join us for the 39<sup>th</sup> Annual NMIA Educational Conference.

Whether you are a veteran auditor or new to our industry, the NMIA's annual conference provides an excellent opportunity to network with peers, share best practices, enhance your ability to add value to your organization, while earning continuing professional education credits. Compared to other seminars and programs of this size and duration, the NMIA Conference is very cost effective. This year is no different, as the board of directors have assembled a fresh group of presenters including Tim Hungerford who will present a mystery fraud session combining dinner theatre with fraud and forensic training. Other presenters' topics will include social media

legal ramifications, GRC tool selection, enhanced communications for auditors, digital media concerns, and more. The conference will provide at least sixteen hours of continuing education credits.

For forty years, audit directors and staff from companies such as The New York Times, Tribune Company, Hearst Corporation, Raycom Media, Community Newspaper Holdings, Scripps, and A.H. Belo have regularly participated in this annual conference to help in maintaining innovative and progressive internal audit departments.

In addition to the conference, we would like to invite CAEs and audit managers to join us Tuesday, August 5, for our annual round table discussion. Twice each year, the roundtable brings lively communication amongst media industry peers in an open forum to discuss topics of relevance to the group. This is an excellent opportunity for directors and managers to

share ideas amongst internal audit leaders in our industry. This round table provides an additional seven hours of NASBA certified continuing professional education credits.

For non-management attendees, there will be a day-long training event taught by Danny Goldberg, principal owner of GOLDSRD, on IT Auditing for Non-IT Auditor.

Please take some time to review the enclosed 39<sup>th</sup> Annual Conference brochure and make your reservations now to ensure your spot in sharing this exciting and educational experience. We look forward to seeing you in Scottsdale.

In addition to a description of the planned topics, you will also get a sense of the fun and uniqueness of the dry heat of Scottsdale. Hope to see you there!

Nick Stanfill, CPA, CIA  
NMIA President

## Inside this brochure:

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# CONFERENCE DETAIL

August 6-8, 2014

The conference will be held at the FireSky Resort and Spa, located on the edge of Old Town Scottsdale. The conference will offer attendees between 16-19 hours of continuing professional education in NASB recognized fields of study.

<b>DATE</b>	Wednesday, August 6 – Friday, August, 8 2014
<b>TIME</b>	8:00AM-4:30PM & 12:00PM Friday (breakfast begins each day at 7:15AM) Welcome Reception—6:00PM-8:00PM
<b>LOCATION</b>	Firesky Resort and Spa – <a href="http://www.fireskyresort.com">www.fireskyresort.com</a> 4925 North Scottsdale Road, Scottsdale, Arizona, 85251
<b>COST</b>	\$631 per attendee All payments can be made on our website via PayPal or if paying by check please contact the treasurer at <a href="mailto:richi.george@scripps.com">richi.george@scripps.com</a>

## NO REFUND POLICY ON ALL CANCELLATIONS MADE AFTER JULY 1, 2014

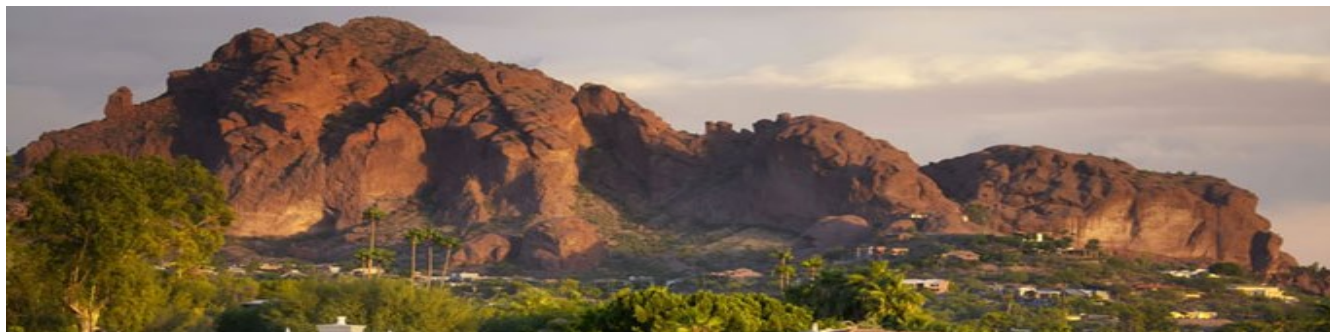
<b>INCLUDES</b>	All conference sessions, welcome reception with drinks and hors d'oeuvres, Breakfast (3), lunch (2), and snacks <i>If you have specific dietary needs please contact <a href="mailto:nstanfill@cnhi.com">nstanfill@cnhi.com</a></i>
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## EARN UP TO 17 CPE CREDITS\*

\*No prerequisites required; Advanced preparation none

<b>REGISTER</b>	<a href="http://www.nmianews.com/#">www.nmianews.com/#</a>
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For questions please contact Nick Stanfill (President) at [nstanfill@cnhi.com](mailto:nstanfill@cnhi.com) or 334.663.2959



The NMIA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Website: [www.nasba.org](http://www.nasba.org)

## OPTIONAL TRAINING DAY & MANAGEMENT ROUNDTABLE

Tuesday, August 5, 2014

### **A One Day Course on the Basics of IT Auditing Taught by a Non-IT Auditor**

In today's economy, all auditors must become multi-faceted and multi-purposed. Regardless of background, internal auditors must have the basic knowledge of IT auditing to understand the general concepts, understand IT terminology and how IT auditing is integral to general auditing. There is no complete view/opinion of one without looking at the other. This one day course will take auditors through the basics of IT Auditing.

#### **Learning Objectives:**

- Understanding of the basics of IT Auditing, including key terms and acronyms
- Learn the importance of the IT risk assessment and integration with the audit risk assessment
- Understand the difference between application controls and general controls and how to identify each.

**PRICE:** \$350 for the first attendee of an organization, \$250 for each additional attendee of an organization\*

**CPE: 8 CREDITS**

**SPEAKER:** Danny M. Goldberg, CPA, CIA, CISA, CGEIT, CRISC, CRMA, CCSA, CGMA

**DELIVERY METHOD:** Group Live

### **Audit Management Roundtable**

Once again, the NMIA is hosting an Audit Management Roundtable. Please note that suggestions for topics will be solicited at a later date once participants are confirmed for this year's forum.

Topics from prior roundtables have included:

- ♦ How are companies auditing digital revenue?
- ♦ What is changing in your audits of circulation?
- ♦ What high-impact audits have you completed/planning for?
- ♦ Changes resulting from PCI guidance.
- ♦ Structure of management's assessments for SOX (302, 404) - audit's role.
- ♦ Reliance on automated controls/related testing.
- ♦ How integrated are your IT and Finance audit teams?
- ♦ What are you doing for PCI Compliance?
- ♦ What is management and the Audit Committee most concerned about this year?
- ♦ What audit websites, paid and free, do you find most useful?

Each company should plan on sending at least one or two of their management level employees to the roundtable. The more companies that participate, the more knowledge we can all share together.

**PRICE:** \$200 per person\*

**CPE: 7 CREDITS**

**DELIVERY METHOD:** Group Live

**LEVEL:** For all levels of Internal Audit Management

\*Price includes breakfast, lunch, and snacks



# Travel and Hotel Accommodations

The FireSky Hotel & Spa is perfectly situated in Old Town Scottsdale and is conveniently located in the center of everything happening in Scottsdale. Though the luxury boutique hotel is a hidden gem in the center of town, its convenient to get to, and very easy to find.

## **TRANSPORTATION**

Phoenix's Sky Harbor International Airport (PHX) is located about 12 miles southwest of the FireSky Resort & Spa and takes about 20 minutes to get there.

Taxi services are available for approximately \$35.

## **HOTEL RESERVATION**

Call the reservation line Monday to Friday from 8am – 5pm (MST) at 480-945-7666 or follow the link:

<https://gc.synxis.com/rez.aspx?Hotel=26728&Chain=10179&arrive=8/4/2014&depart=8/8/2014&adult=1&child=0&group=11440602822>

## **HOTEL RATE**

\$99 per night (double occupancy) plus tax.

For those who wish to extend their stay, the negotiated conference rate will apply the from the Saturday prior to the conference to the Saturday after the conference. (Subject to availability)  
Complimentary wireless internet and a hosted wine tasting each night from 5-6 are included in the room rate. A shuttle service to/from anywhere within a three mile radius is also available.



SCOTTSDALE HAPPENINGS...

<http://www.experiencescottsdale.com/plan-your-trip/free-trip-planning-resource>



# DAY 1

Wednesday, August 6

## Mystery Fraud Theatre

Attendees will sit down to a meal to find they have been hired by the fictitious auditing and fraud examination firm "Safe-T-Accounts". For the next four training hours, they will participate in evaluating evidence, interviewing suspects, and working on a live case to resolution. We can't tell you the type of frauds, because that would give it away but the training objectives include: interviewing skills, data analysis, planning and scoping, team building, general fraud examination skills

**Tim Hungerford**

## Creativity and Innovation in Internal Audit

Everyone likes their routines and processes however; critical thinking must be applied to all facets of our lives, including our profession. We must let our pre-conceived notions on a subject cloud our view of an area. This overview will give attendees a new perspective on internal audit, with ideas to practically apply in their internal audit departments. Objectives include:

- Understand the negative effects of SALY!
- Learn how brainstorming can add significant value throughout the internal audit process
- Understand how to coordinate and run meetings and interviews in the most effective manner
- Understand emotional trigger words and what words auditors should not utilize

**Danny Goldberg**

## GRC Tools – Enabling Internal Audit Through Technology

GRC Drivers in the Current Business Environment, GRC Tool Marketplace Overview Considerations during Your GRC Tool Lifecycle

- Strategy
- Vendor selection
- Convergence
- Technology enablement
- Program management
- People and change

**Joey Gyengo**

**WELCOME RECEPTION!**

# DAY 2

Thursday, August 7

## Communication Effectiveness

### Skills for Auditors

Learning objectives include:

Understand our natural preferences for communication (i.e. examining our medium, message) and how preferences influence relationships.

- Recognize the core communication social styles, dimensions, including verbal and non-verbal factors.
- Apply communication best practices to audit framework (e.g. interviews, presentations) to maximize effectiveness.
- Explore current research on communication and wellbeing.

**Laura Ward**

## Social Media and Legal Ramifications

The increase of social interaction online via social media and other web applications implicates a whole slew of new legal issues. Attend this session to:

- Understand the difference between copyright infringement and fair use when sharing content online
- Expand your understanding of new FTC disclosure guidelines regulating endorsements via social media
- Learn what to do if your company is the subject of a derogatory post or review online
- Discuss the pros and cons of having a detailed social media policy
- Learn how to defend your brand/ trademark from domain name and user name squatting

**Daliah Saper**

## Digital Media Concerns

As Big Data becomes more common place within business, or at least the latest buzz word in the boardroom, what are the data sources that are available to marketers and what data is being taken away. What opportunities does Big Data present to marketers to better understand and target their audience with media to deliver the right message, at the right time, for the right price.

**Doug Platts**

# DAY 3

Friday, August 8

## Is That All You've Got to Give?

### Giving Your Best, Giving Your All

Adding Value isn't about patting yourself on the back when you think you've done a good job. It is all about the customer. Internal Audit's customers – process owners, senior management, and the audit committee – expect auditors to provide insight and foresight on risks. Exceeding this expectation means you must be the best communicator, leader, analyst, risk manager, researcher, time manager, tester, strategist, advisor...in short, the best Auditor! But, where do you start?

**Raven Catlin**

**Additional 1 hour speaker—TBD**

## Annual Business Meeting

The annual business meeting is at the educational conference is held each year and is intended to keep the membership abreast of changes in the organization and to elect new members to the board of directors. The success of the NMIA is dependent on individuals on the board of directors who plan the educational conference every year. Without the commitment and effort of these individuals, there would not be a conference serving the needs of the news media auditor. If you are interested in participating on the board of directors, please contact a current board member.

The Board of Directors for the 2014-2015 year will be announced at the conference.

# MEET THE SPEAKERS

2014 NMIA CONFERENCE

## **DANNY M. GOLDGERG, CPA, CIA, CISA, CGEIT, CRISC, CRMA, CCSA, CGMA**

Danny is the Principal Owner of GOLDSRD. Prior to starting GOLDSRD, Danny led the Professional Development and Executive Recruiting practices at Sunera, an advisory services firm. Prior to joining Sunera in January 2011, Danny founded SOFT GRC, an advisory services and professional development firm. Danny has over 15 years of audit experience, including five as a CAE/Audit Director at two diverse companies.

Prior to founding SOFT GRC, Danny was the Director of SOX Compliance and Corporate Audit at Dr Pepper Snapple Group, where he led the Year One SOX Compliance efforts. Prior to his tenure at Dr Pepper, Danny was the Chief Audit Executive at Tyler Technologies, a publicly traded technology company (Danny was hired to build the department from the ground up). Danny has served on the audit committee of the Dallas Independent School District and was the Chairman of the North Texas Leadership Council of the American Lung Association in 2012. Danny is also the IIA Dallas Chapter Programs Committee Co-Chairman for the 2012-2013 year. He is accredited as the professional commentator on the publication BNA Tax and Accounting Portfolio, Internal Auditing: Fundamental Principles (Accounting Policy and Practice Series), which is authored by renowned audit scholars Curtis C. Verschoor and Mort A. Dittenhofer – co-author of Sawyer's Internal Auditing. He is currently writing a publication on Crucial Communications: Tools When the Stakes are High. He has also published numerous articles in trade magazines.



## **Timothy Hungerford, CPA, CIA, CFE, CMA, CISA, CGAP**

Tim has 25 years of experience in accounting, auditing and financial systems. This includes four years in public accounting, eight years with Eastman Kodak in various financial positions including internal audit, and sixteen years as owner of Hungerford Vinton, LLC. Tim is a member of the Board of Governors for the Rochester, NY Chapter of the Institute of Internal Auditors. He serves as a board member of the Rochester Chapter of the Institute of Management Accountants. Tim has a bachelor's degree in accounting from Niagara University, Niagara Falls, NY and a M.B.A. in finance and international business from the Rochester Institute of Technology, Rochester, NY. In addition, he is an adjunct professor in the master's in forensic accounting program at State University of New York at Brockport.



# MEET THE SPEAKERS

## 2014 NMIA CONFERENCE

### LAURA A. WARD, CIA, CCSA, CGAP, CRMA

Laura is the Director of Internal Audit at Vantage West Credit Union in Tucson, Arizona. She has developed and/or presented numerous seminars on leadership, communication styles, operational auditing, COSO, quality assurance, audit report writing, as well as revenue recognition for executive trust management and cash-balancing seminars for retail banking branches. She is a Certified Partners in Leadership Culture Track Training Facilitator and is currently obtaining a Tracom Social Styles Certification.

Ward received a Bachelor of Science in Education from the University of Oklahoma, graduating as the Outstanding Senior in the College of Education, and an Associate of Arts in Psychology from Tulsa Community College. She also attended Pepperdine University, Cannon Financial Institute where she studied fiduciary and investment risk management. An active member of The IIA, in the Tucson Chapter, Ward is a two-time Past President of the Tucson Chapter. Prior to moving to Tucson, Ward served as the Tulsa Chapter Second Vice President, Chapter Secretary, and Chapter Historian. She currently serves on the Board.

Community work includes vocal performances and drumming events in Tucson, Arizona. She enjoys archaeology, camping and kayaking in the Colorado Plateau. She is a native of Tulsa, Oklahoma.



### DALIAH SAPER

Daliah Saper has handled many high profile cases (including one she argued before the Illinois Supreme Court) and is regularly interviewed on national tv, radio, and in several print publications including Fox News, CNBC, ABC News, and The New York Times. She has served as an Adjunct Professor at the University of Illinois College of Law teaching an Internet Law course and for the past 4 years has been teaching an Entertainment Law course at Loyola University Chicago School of Law. As a litigator she handles cases involving trademark and copyright infringement, trade secret misappropriation, online defamation, and commercial disputes. As a transactional lawyer she helps clients choose the right business entity, drafts by-laws and operating agreements, negotiates contracts and software licenses, and provides comprehensive trademark and copyright counseling.



**SAPER LAW OFFICES**  
Intellectual Property and Business Attorneys



# MEET THE SPEAKERS

2014 NMIA CONFERENCE

## DOUG PLATTS

Doug Platts has been developing smart search strategies for iCrossing in both the U.S. and U.K. for over six years. Doug started in the U.K., where he successfully grew the agency's search offering from onsite optimization and bought media to a richer blend of earned and owned media. But the Big Apple was calling, so Doug crossed the pond to take on the role of senior director, search in our New York office, where he began by working with several Hearst publications to use search and social to build content visibility online.

In his current role as vice president, search strategy, Doug is building out our search strategy to leverage more earned media by incorporating SEO and social content. In addition, he is continuing to grow our global search offering to better serve our existing clients, prospective clients and Hearst.

Throughout his career, Doug has worked across a broad range of industries on big-name brands such as LG, John Lewis, Virgin Atlantic, Barclays and Sainsbury's Finance. He has spoken about search and social at a number of conferences and round tables in Europe and the U.S.

Doug has a Bachelor of Science in Computer Science and a Master of Science in Information Technology for eCommerce from the University of Sussex.



## JOEY GYENGO, CIA, CISA

Joey Gyengo is a Director in KPMG's Risk Consulting practice with over ten years' experience advising clients in internal audit, enterprise risk management (ERM), and governance, risk, and compliance (GRC) areas. He leads KPMG's ERM GRC network for the southeast region. Joey has extensive experience in internal audit delivery, review of internal audit department effectiveness, GRC business process improvement, GRC convergence and integration strategy, and GRC technology implementation. He has significant experience enabling risk management departments via technology to more effectively manage oversight and assurance across the lines of defense.

Joey is the Board Chair for Transition House, Inc. (THI), one of the largest Veteran transitional housing programs in the southeast. THI aims to make a permanent change with our homeless veterans who are working to maintain recovery, residence, and revenue. He holds a B.S. degree in Finance from Auburn University.



# MEET THE SPEAKERS

2014 NMIA CONFERENCE

## Raven Catlin

Raven Catlin is an internationally recognized expert and speaker in Internal Auditing. Leveraging her 17 years of auditing, consulting, and training experience, Raven provides on-site training and conference presentations. Training participants gain valuable skills and motivation to achieve success.

Raven is VCU graduate. Before starting Raven Global Training, Raven was a Consultant at Experis and a Senior Manager at Protiviti. She held internal audit positions with Freddie Mac, Bank of America, and Philip Morris. Raven is an active member of the IIA and a contributing author to IIA's CIA Learning System.

Go to <http://ravenglobaltraining.com/about-us> for a full bio.



**RAVEN GLOBAL TRAINING**





## NEW MEDIA INTERNAL AUDITORS

Primary Business Address  
312 Walnut Street, Suite 2800  
Cincinnati, OH 45202

Phone: 334-293-5842  
Fax: 334-293-2914



New Media Internal Auditors



**Check out our website!**  
[www.nmianews.com](http://www.nmianews.com)

The Association of New Media Internal Auditors NMIA is a non-profit organization established in the 1970s to provide educational and networking opportunities for internal auditors in the media industry. Our membership consists of audit professionals and managers employed or engaged by organizations in media industries. Currently, our board of directors is made up of auditors from organizations such as: The New York Times, Tribune Company, Hearst Corporation, Raycom Media, Community Newspaper Holdings, Inc, Scripps, and A.H. Belo. The goal of the NMIA is to further the professional development of its members by creating a forum for the exchange of ideas. Specifically, this goal is achieved through: our annual educational conference at which members learn about and discuss issues relevant to internal audit as well as the publishing, broadcast, cable, and other media industries; an association that allows members the opportunity to benchmark and share ideas about news media auditing throughout the year; a semi-annual roundtable meeting of audit managers and directors where audit management ideas are shared.

**We are currently looking for volunteers to join our Board of Directors, please contact Nick Stanfill for more information!**

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## 2013-2014 BOARD OF DIRECTORS

Nicholas Stanfill—President  
Community Newspaper Holdings, Inc.  
[nstanfill@cnhi.com](mailto:nstanfill@cnhi.com)

### Open Position—Vice President

Graham Sheen—Chairman  
The New York Times Company  
[graham.sheen@nytimes.com](mailto:graham.sheen@nytimes.com)

David Ellis—Past Chairman  
Tribune Company  
[dellis@tribune.com](mailto:dellis@tribune.com)

Michael Sears—Past Chairman  
Hearst Corporation  
[msears@hearstsc.com](mailto:msears@hearstsc.com)

Richi George—Treasurer  
The E.W. Scripps Company  
[richi.george@scripps.com](mailto:richi.george@scripps.com)

Sommer Morris—Secretary  
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Niki Johnson—Director  
Raycom Media  
[njohnson@raycommedia.com](mailto:njohnson@raycommedia.com)



**WE HOPE TO SEE YOU THERE!!**