

FanTAXtic Work!

LEVENTHAL TEAM WINS NATIONAL DELOITTE TAX COMPETITION

For the first time, a five-student team from the USC Leventhal School of Accounting won the Deloitte FanTAXtic national tax case study competition. The finals, held Jan. 13-14 in Dallas, TX, included eight teams from colleges and universities across the United States who prepared and delivered a presentation on a complex, issues-driven business tax case.

Each team participating in the national competition won the Deloitte FanTAXtic contest in their respective U.S. regions. Prior to the finals, 60 teams from 43 colleges and universities participated in regional qualifier events held in 14 cities.

“We are, of course, thrilled and very proud of this accomplishment of our student team members,” said Leventhal Dean William W. Holder. “Their success is testament to their hard work, talent and ability to function well as part of a professional team. These virtues will stand them well as they graduate and join our profession.”

“I also salute the most effective work of their faculty mentors, Professors Joe Keller and MaryAnne Sabido-Werner, whose dedication and inspiration have contributed in so many ways to the quality of our academic programs here at the Leventhal School,” Holder added. “We are most fortunate to have such outstanding students and excellent faculty as part of our programs.”



The winning Leventhal team consisted of Mike Shelton MBT '17, Tiffany Soto '18, Leighton Ko '18, Meng Shen '19 and Ingrid Waung '19. Professor of Clinical Accounting Joseph Keller was faculty advisor.

First place brings \$2,000 in scholarships for each student on the

FANTAXTIC WORK!, CONTINUED ON PAGE 16

Prof. Thomas Lin Retires After 42 Years

WHAT HAVE YOU ENJOYED MOST ABOUT BEING A PROFESSOR AT USC LEVENTHAL?

There is nothing as rewarding as sharing my broad knowledge and experience in the classroom with students. One of the values of being a USC Leventhal student is that the professors provide a combination of conceptual framework and case study orientation, so students learn how to look at the big picture. I enjoy how USC Leventhal professors teach conceptual approaches to particular problems, but students also learn real-world aspects of business so they can blend both theory and practice.



For 42 years, I have had the privilege of teaching nine different courses in seven different programs in the Leventhal School of Accounting and Marshall School of Business.

WHAT ARE THE MOST SIGNIFICANT CHANGES YOU HAVE SEEN AT USC LEVENTHAL OVER THE PAST 42 YEARS?

Forty-two years ago, USC was called “University of Spoiled Children.” But now, people call it “University of Smart Children.” For the national rankings, USC’s accounting school has moved from 20th to the top five during that period.

I came to USC in early September 1975. At that time, the Department of Accounting only had about 10 faculty members. Now we have more than 50 faculty members. In 1978, the Department of Accounting became the School of Accounting, and in late 1980, our undergraduate accounting program and master of accounting program started being ranked in the top five in the nation. We also moved into the School of Accounting building. In 1990, the School of Accounting changed its name to the Leventhal School of Accounting. I am very proud of our outstanding faculty members and amazing staff members. That is a major reason why I stayed at USC for so long.

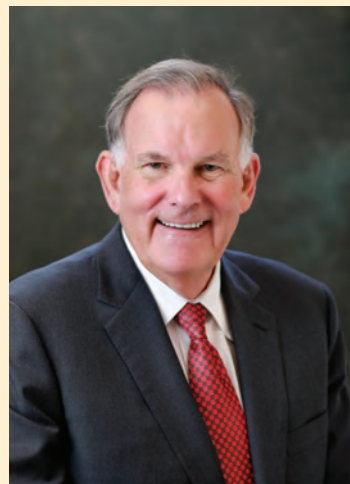
WHAT DO YOU CONSIDER YOUR GREATEST CAREER ACCOMPLISHMENT?

I am most proud of receiving the 2012 American Accounting Association’s (AAA) Outstanding Service Award. AAA recognized my extraordinary work over many years in building deep links between the AAA, its members and Chinese accounting professors in the USA and in China. I established the Chinese Accounting Professors Association of North America (CAPANA) in 1976. In 1995, I helped to

PROFESSOR THOMAS LIN RETIRES AFTER 42 YEARS, CONTINUED ON PAGE 6

A Word From the Dean

To the USC Leventhal Community...



With the close of the 2016/17 academic year, I am thrilled to report the academic achievements of our students and faculty and provide an update on ongoing projects spotlighting the dedication of our faculty, staff and alumni.

Five Leventhal students made history this year when they won the national Deloitte FanTAXtic Tax Competition. The

competition included 60 teams from 43 schools. Our USC team finished first in its regional and then in the finals against seven other top regional teams. For some, this was their first exposure to tax, and with the guidance of their faculty mentors, Professors Joe Keller and MaryAnne Sabido-Werner, these professional and hardworking students marked a significant achievement in a challenging professional event.

I congratulate all of this year's Leventhal graduates, who we are confident bring a high level of technical and conceptual know-how and integrity to the profession. At our graduation ceremony on May 12 in Epstein Family Plaza, we proudly recognized 225 undergraduates and 160 MAcc and MBT students. We were particularly pleased that one of our alumni, Alan Fox BS '61/LLB '64/MS '71/MFA '92, gave an inspiring address.

Our technology initiative is moving forward with curriculum modifications that are already gaining the attention of recruiters as well as other schools hoping to model our cutting-edge approach. Thank you to the Technology Committee faculty and chair Professor Andrew Tinseth '94/MBA '05 for taking on this momentous task with aplomb.

Faculty recruiting results have been outstanding. In the fall, two of the most respected and prolific accounting scholars in the world, Richard Sloan and Patricia Dechow, will join us as chaired full professors. Along with our current outstanding research-active faculty, we expect Richard and Patty's decision to join us will have substantial positive effects on our ability to attract other outstanding faculty and doctoral students.

We also attracted Lorien Stice-Lawrence who will join us as an assistant professor this fall. Professors Shane Heitzman, our recruiting committee chair, Mark Soliman and Mark DeFond as well as the entire Leventhal faculty worked tirelessly and most effectively in attracting these individuals to USC. Moreover, the addition of Patty and Richard brings to eight the number of individuals granted tenure in the Leventhal School in the past few years. I believe that we are well on our way to securing the academic stature of our programs for many years in the future. All of this, of course, is attributable to the outstanding faculty already in place.

In addition to celebrating generous gifts from Jeffrey Kaplan '68 for a meeting space in our new building, from the Pollitt Family for the Placement and Collaborative Learning Center and from the Goldman Family for our Tutoring Center and Behavioral Laboratory, our building renovation plans have evolved in the last year to incorporate new features, including a stunning grand foyer (see below).



Projects like these, aimed at the advancement and growth of our school, will keep us busy into the ensuing years. Our pursuit of innovation and excellence at Leventhal must remain constant and energetic. Thanks to all who have contributed so generously in so many ways to the continued development of our school.

Fight on!

Best Regards,

William W. Holder

*Dean, USC Leventhal School of Accounting
Alan Casden Dean's Chair*

A MATCHING GIFT CELEBRATES LIFE AND COMMUNITY

Scott Porter '94/MBA '14 and pop musician Jimmy "Taboo" Gomez come together with their kids' school for USC Norris

A double Trojan with degrees from Leventhal and Marshall, a CPA and a partner with Ernst & Young's Advisory Services, Scott Porter '94/MBA '14 is certainly good with numbers. He recently helped turn a \$1,000 gift for the USC Norris Comprehensive Cancer Center into \$3,000.

The story of that financial magic is really about family and community — his kids' elementary school and USC. And he's here to tell it with help from USC Norris, where he was successfully treated for cancer five years ago.

On May 24, Porter was a special guest at an assembly at Mayfield Junior School in Pasadena, when his daughter Brooke presented a check for \$1,000 to USC Norris from funds raised by her eighth grade class of 2017. With his family, Casandra '94 (a Leventhal grad and director of finance at USC), and children, Brooke and Carson, in the assembly, Porter chatted genially, with a warm smile and the confidence of a survivor, about his diagnosis of stage four Hodgkins lymphoma in 2011.

After a nagging cough finally sent him to the doctor, doctors found what they originally thought was a malignant lung tumor. Porter recalled that while he was trying to make sense of the situation, one doctor suggested that it could be terminal, with a prognosis of as little as six months.

"I initially thought, I'm not going to see my kids get through elementary school," he said.

After a number of surgeries and a battery of tests over the course of a year, Dr. Casey O'Connell at USC Norris gave him the good news. "She told me I wasn't going to die a horrible death," Porter recalled. His cancer was successfully treated at USC Norris in 2012 and 2013, and his quarterly checkups since then have all been clean bills of health.

Now, Porter was attending an assembly just days before Brooke's eighth-grade graduation. It was a showcase of the charitable work of the K-8 students, where a dozen nonprofits selected by the eighth-graders were presented with checks. All of the organizations receiving donations had touched a student or member of the Mayfield Junior School community in some way.

But he was not only accepting a check on behalf of USC Norris, he was also matching it, along with another parent of two children at Mayfield Junior School who had been successfully treated for stage two testicular cancer at USC Norris — Jaime "Taboo" Gomez, a member of the musical group the Black Eyed Peas. Gomez's own experience with cancer drove him to become an ambassador for the American Cancer Society. In 2017, he released a new single, "The Fight," as an

A MATCHING GIFT CELEBRATES LIFE AND COMMUNITY, CONTINUED ON PAGE 13

Understand, Support, Empower and Educate

New Leventhal Leadership Program takes innovative approach to transforming the lives of first-generation students

During the spring semester, USC Leventhal's Arthur Alba '06 and Peter Moloney, professor of accounting and finance at Cerritos College, sat down in the Student Union courtyard on the USC campus to talk about the Leventhal Leadership Program. A passion project for Alba and facilitators Moloney and Steve Arias '06 for the past 11 years that now officially falls under Alba's responsibilities as associate director of undergraduate advising, the LLP is a seminar program designed to help first-generation students make the transition from community college to USC Leventhal.

The courtyard that day was its usual bustling melting pot, with students, faculty, staff, alumni, parents and children of all ages, races and backgrounds. It would be easy to take that tremendous diversity for granted. But when it comes to first-generation students, Alba, Moloney and Arias know that many of those fortunate enough to make it to community college must still overcome incredible obstacles to move forward, especially to a top 10 accounting school like USC Leventhal.

And while there are many outreach programs created to connect high school and community college students with the resources they need to understand careers in accounting and navigate admissions requirements, LLP does much more — and takes a completely innovative approach.

"What makes us unique and successful is that we really try to understand our students and their challenges and tailor the program based on those challenges," Alba said. "We take an individualized approach, building one-on-one relationships with students and counseling them in all aspects of their academic and professional development. In the seminars, if we don't see the light bulb go on, we figure out how to get it on."

Alba and Moloney expressed gratitude that Leventhal Dean William W. Holder was immediately on board to support the program in a formal capacity. "It is the spirit of USC to help," said Moloney.

A SHIFT IN THINKING

The Leventhal Leadership Program is a resource committed to increasing diversity in the Leventhal School of Accounting at USC and the accounting profession. It is designed to understand, support, empower and educate high-potential, historically underrepresented minority students at community colleges in their pursuit of a four-year degree.

UNDERSTAND, SUPPORT, EMPOWER AND EDUCATE, CONTINUED ON PAGE 10

Leventhal Hosts PwC Color Brave Event

On Friday, Feb. 10, USC Leventhal hosted the flagship PwC Color Brave Campus Dialogues event, a groundbreaking luncheon that brought together PwC professionals, faculty and students to engage in roundtable discussions about diversity and inclusion. Associate Professor Zivia Sweeney and her student workers collaborated with Marshall Admissions, Leventhal staff and a PwC team to execute an exciting event that was attended by more than 120 people.

The two-hour event took place at the Founders Room at the Galen Center, where after checking in, all participants enjoyed a delicious lunch provided by USC Hospitality. Dean Holder kicked off the event by welcoming everyone and thanking PwC, as USC was one of a select number of universities chosen to host this event.

After an introduction by Rod Adams, PwC U.S. talent acquisition leader, participants enjoyed a panel discussion featuring Mike Dillon, PwC chief diversity and inclusion officer; Martha Ruiz, PwC tax partner; and Professor Sweeney, a PwC audit alumna. The diverse group of panelists shared their thoughts in a Q&A on creating an inclusive working and learning environment. Then, participants engaged in discussions with their tablemates. Discussions were moderated by a trained PwC professional and were supported by a Leventhal faculty member. Groups of eight to 10 participants discussed questions that included:

- **What are the personal and professional benefits of being more color brave?**
- **What can I do to build trust with others who are different from me?**
- **What actions can I take to support inclusion on campus?**

The conversations lasted about half an hour, and Rod Adams brought the discussion full circle by encouraging students to share their takeaways with the full group. This was truly the most powerful part of the event. Listening to students and professionals share how their perspectives had changed and how they plan to create inclusive spaces inspired everyone in the room.

Following the event, participants were invited to a PwC reception and networking event at Town & Gown. As students talked and laughed with professionals and enjoyed delicious appetizers and new PwC gifts, they

continued the social justice-driven conversations they had begun earlier in the day. It was clear that the event was a success!

Geetha Somayajula '18
Marshall School of Business
Thornton School of Music
Presidential Scholar



USC IN THE UK

MAcc and MBT students make inaugural trip to London and Dublin

Leventhal MAcc and MBT students visited London and Dublin in March as part of ACCT 526: Global Accounting Experience, in which they studied cross-border transactions in the global economy, examining accounting, legal and tax environments, economic and political systems, and cultural differences.

Graduate students have had the opportunity to travel to China since 2013. This new itinerary expands their options for studying international markets.

Why London and Dublin? “Brexit,” said Professor of Accounting Dan O’Leary. “If the UK leaves the EU, then Ireland will be the only English-speaking country in the EU. Brexit is expected to have a huge impact on business.”

O’Leary and Tom Ryan, professor of the practice of accounting, led visits to Ernst & Young (London and Dublin), IASB (International Accounting Standards Board), Shell, U.S. Embassy in Dublin, Workday and Accenture. The group also visited the London School of Economics for a presentation by a faculty member and discussion with students.

“The visits to Ernst & Young were fabulous,” O’Leary said. “They provided two really interesting sessions — one at the Center for Excellence in Dublin and one in their London office.”

Matthew Merrell MBT '17 enjoyed both the cultural excursions, including a visit to the Tower of London and a hike in Dublin (see photos), and the learning experiences.

“I learned about international relations between the U.S. and Ireland at the U.S. Embassy in Dublin,” Merrell said. “I learned about the potential tensions between Ireland with its low tax rate and the Trump Administration wanting to bring earnings from U.S. companies back to the U.S.”



PROFESSOR THOMAS LIN RETIRES AFTER 42 YEARS, CONTINUED FROM PAGE 1

establish the Chinese Accounting Professors Association (CAPA) in China. I have been the vital link between AAA and CAPA by inviting one or two AAA presidents, presidents-elect, immediate past presidents or outstanding accounting researchers to serve as CAPA's Annual Conference keynote speakers for many years. Later CAPA merged with the Accounting Society of China (ASC). In 2008, I helped to create an MOU between AAA and ASC to develop academic exchange and cooperation in teaching and research.

CAN YOU TALK ABOUT YOUR EXPERIENCE AS MBA PACIFIC RIM INTERNATIONAL MANAGEMENT EDUCATION (PRIME) PROGRAM CHINA COUNTRY DESK OFFICER BETWEEN 1997 AND 2015?

In 1996, the USC Trustees approved President Steven Sample's internationalization strategy with a focus on Pacific Rim countries. As a result, in the spring of 1997, the Marshall School of Business started a GSBA 580 International Context of Business course, which was required for all Marshall MBA students. It is also called the Pacific Rim International Management Education (PRIME) Program. I am proud and honored to have been the first Chinese American professor to help launch this program for USC.

Too often, Americans overlook Chinese cultural values, assuming American values can automatically be applied to business strategies in China. As USC's first China Country Desk Officer of the Marshall MBA PRIME Program, I equipped students to become future global managers. In particular, my China-bound protégés learned about Chinese culture, business etiquette, negotiation style, language and politics. I have enjoyed preparing and accompanying MBA students as they visited firms in China for the past 20 years.

CAN YOU TALK ABOUT THE SIGNIFICANCE OF YOUR WORK AS FOUNDING PRESIDENT OF THE CHINESE ACCOUNTING PROFESSORS ASSOCIATION OF NORTH AMERICA?

China abolished the debit and credit double entry accounting system during the 10 years of the Cultural Revolution (1966-1976). During that period, all university professors (including accounting professors) had to go to the countryside to learn from farmers.

In contrast, in 1976 in the U.S., I established the Chinese Accounting Professors' Association of North America (CAPANA) with about 30 members. Now it has over 500 members. Almost 20 years later, in 1995, three other CAPANA officers and I spent one week at Shanghai Fudan University teaching China's first 26 university MBA programs' accounting professors on how to teach financial accounting and management accounting courses. That same year, I also helped accounting professors from 60 Chinese universities establish the Chinese Accounting Professors Association (CAPA). Almost every year, I invited one AAA president or past president or president-elect to be a keynote speaker at the CAPA annual conference in China. In addition, I also presented my research papers on China's accounting or management issues.

Furthermore, I lectured with six other Marshall professors at the Chinese Communist Party School in 1998. I also advised the Ministry of Finance when the China National Accounting Institute (CNAI) opened in Beijing and Shanghai in 2001. The mission of the CNAI is to train China's CFOs at large state-owned enterprises and senior

level CPAs in various Chinese accounting firms. The institute offers a variety of accounting, finance and management courses for CFOs and CPAs, enterprise senior managers, financial professionals and senior government officials.

AS AN EXPERT IN BUSINESS AND MANAGEMENT IN CHINA, YOU'VE TALKED TO STUDENTS A LOT ABOUT CHINESE BUSINESS AND CULTURE IN YOUR CLASSES AND AT THE LUNAR NEW YEAR CELEBRATION. WHAT IS YOUR BEST ADVICE FOR GRADUATES PLANNING TO WORK IN OR WITH BUSINESSES IN CHINA?

In my PRIME course, I teach Marshall MBA students to be fluent in Chinese — not the language, but the culture. I pepper my lectures on doing business in China with discussions of history, philosophy and social studies. It's all part of my belief that ongoing internationalization of the business curricula is essential to the program's success.

For example, the following are major business negotiation characteristics of Chinese negotiators:

- 1 *Chinese negotiators are more concerned with the means than the end, with the process more than the goal.*
- 2 *Chinese thinking tends toward a more holistic processing of information.*
- 3 *The Chinese place a premium on individuals' social capital on relationships within their own group.*
- 4 *Chinese tend not to think sequentially and individualistically.*
- 5 *Chinese bargain intensely over price.*
- 6 *In China, courtesy and trust characterize all meetings with friends, but not with strangers.*
- 7 *The Chinese basic decision-making priority sequence is as follows:*

(1) Relationship, (2) Reason and (3) Law.

While the American basic decision-making priority sequence is the exact opposite:

(1) Law, (2) Reason and (3) Relationship.

My advice for graduates planning to work in or with businesses in China is to understand more about Chinese culture, negotiation style, economics, and politics.

YOU HAVE PUBLISHED FIVE BOOKS AND MORE THAN 50 ARTICLES IN PEER-REVIEWED JOURNALS. WHAT ARE YOUR AREAS OF EXPERTISE, AND HOW DID YOU BECOME INTERESTED IN THEM?

My major area of expertise is management accounting and control systems with applications to Chinese firms. My second area of expertise is computer controls and audit. I became interested in

management accounting because my Ohio State University Ph.D. dissertation is in budgeting and management performance. In 1981, I spent six months at KPMG's Los Angeles Office as the faculty resident to learn computer controls and audit, which has become my second area of expertise.

WHAT ARE YOUR RETIREMENT PLANS?

I plan to travel more and get more involved in church activities, such as teaching Sunday school and preaching in small Chinese churches in Southern California.



CAN YOU SHARE SOMETHING PERSONAL THAT YOUR COLLEAGUES MIGHT NOT KNOW ABOUT YOU?

I almost didn't attend a university because I went to a commercial high school where I was expected to be an entry-level bank clerk after graduation. I had an uncle who saw potential in me, and he convinced my parents to allow me to take the university entrance exam in Taiwan. I ended up scoring really high on the exam so that I was accepted into National Taiwan University, the No. 1 ranked university in Taiwan. I enjoyed studying in a university setting so much that I obtained my MBA from the National Chengchi University in Taiwan, my Master of Science degree in accounting and information systems from UCLA, and my Ph.D. in accounting from the Ohio State University.

WAS THERE ANYTHING ELSE YOU WANTED TO SHARE?

I want to thank all my colleagues for all their support and for being a part of my 42-year career here at USC. Last but not least, I would like to thank Dean Bill Holder for nominating me to be the recipient of the AAA Outstanding Service Award in 2012 for my contributions to improving communication and understanding between accounting professors in the U.S. and in China.

USC and KPMG Partner in Master of Accounting with Data and Analytics Program

USC will be among the select group of top accounting and business schools partnering with U.S. audit, tax and advisory firm KPMG LLP in its new Master of Accounting with Data and Analytics Program. A first-of-its-kind collaboration, the program will offer full scholarships, education and hands-on experience for some of the nation's most qualified accounting students employed by KPMG.

The Master of Accounting with Data and Analytics Program will take advantage of two highly rated and prominent programs: the USC Leventhal School of Accounting and the Data Sciences and Operations Department within the USC Marshall School of Business.

"This program enables students to obtain a working knowledge of how to analyze the vast arrays of data that exist within a company and its economic environment," said John Owens, professor of

MASTER OF ACCOUNTING WITH DATA AND ANALYTICS PROGRAM

A First-of-Its-Kind Program

· **Specialized Knowledge:** The curriculum combines advanced accounting with specialized courses on technology and D&A, including hands-on use of software tools and data sets currently used by seasoned professionals.

· **Financial Assistance:** KPMG will pay tuition and reasonable costs for room and board, books and technology/supplies fees for their sponsored students.

· **Work Experience:** The program includes an internship as well as a full-time position with an opportunity for an accelerated leadership career track at KPMG for high performers.

Advanced D&A Curriculum

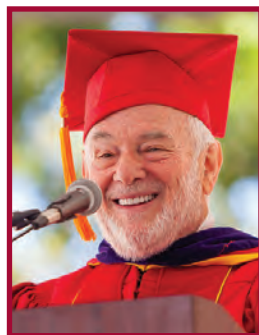
The coursework goes beyond traditional accounting principles to include D&A technologies and methodologies used in today's highly complex, data-centric client-service environment. Students will gain advanced skills through a combination of classroom and hands-on learning, utilizing advanced tools and complex data sets. Each university has tailored its graduate curriculum to create this unique program.

Coursework includes:

- Data Analysis and Visualization
- Systems for Data Analytics
- Auditing Through Information Systems
- Probability and Uncertainty and Statistical Decision Making
- Auditing with Automated Procedures
- The Future of Data and Analytics
- Data Mining for Business Intelligence
- Fraudulent Financial Reporting

Commencement Address by Alan C. Fox: Accounting for Success

On May 12, Alan Fox BS '61/LLB '64/MS '71/MFA '92 delivered the commencement address to 225 Leventhal undergraduates and 160 MAcc and MBT students. Following are his inspiring words:



Congratulations to all University of Southern California accounting graduates of 2017, your parents who may not ever get out of debt, your professors who are thrilled to see you go — for the right reasons, and guests who just happened to wander by and sit down to hear me speak.

I'll start with a confession. I love accounting. I actually enrolled in a bookkeeping class in high school, when accounting was not cool. And every night for years I kept my own personal set of books. I recorded every cent of my income and expense, and made sure that the debits always equaled the credits. How geeky is that? And you know what you call a trial balance that doesn't balance? A very late night.

I was 17 years old in September 1957. That was about four centuries ago, when I first walked onto the USC campus as a freshman. As Dean Holder mentioned, I've been a Trojan ever since.

What was different then? Just about everything. Tuition, for example, was \$12 a unit. I'm sure you graduates have already done the math in your head and realize that is \$192 a semester. But the story gets better. My father was a student at USC in the early 1940s, when tuition was \$4 a unit. That's \$64 a semester. Imagine, a degree from the University of Southern California for \$512. That will get you about five weeks in one class today, but who's counting?

USC must have done something right. My dad is now 102 years old, and is here with us today. I'd like to introduce him — my dad, Fred Fox. Dad played French horn in the USC Marching Band at the 1945 Rose Bowl game,



FACTS ON ALAN C. FOX

4 USC DEGREES:

- BS '61 accounting
- LLB '64 law
- MS '71 counselor education
- MFA '92 professional writing

Fox worked as a tax supervisor for a national CPA firm, established his own law firm and, in **1968**, founded a commercial real estate company — ACF Property Management — that now owns and manages more than **\$1.5 billion** of property in **11** states.

Fox is the author of **3** best-selling books:

People Tools

People Tools for Business

People Tools for Love and Relationships



Fox founded a respected literary magazine in 1994. *Rattle* publishes established and emerging poets and awards a **\$10,000** poetry prize annually.

Fox created the Frieda C. Fox Family Foundation to provide funding for youth education and get kids involved in philanthropy. Since **1999**, it has provided more than **\$4 million** in grant awards.

and we still watch television together and root for the USC football team.

And Dad, I'm finally going to pay you back for my USC tuition — out of my next social security check.

But I must say, especially to your parents, that your USC education, particularly in the Leventhal School of Accounting, has value beyond its cost. It has given you a foundation for a lifetime career and a lifetime of knowing how to solve problems.

Many of you will soon start work at one of the Big Four accounting firms. That is when your real-world education will begin in earnest.

Before my senior year in what was then the USC School of Commerce, I was hired as a summer intern by Peat Marwick. In June 1960, my first day on the job, I was sent to jail. It's true. I entered prison at the Wayside/North County Correctional Facility, about 40 miles north of where we are sitting today, then known as the Wayside Honor Rancho which held a thousand minimum-security inmates.

Fortunately, I was not at the Wayside Honor Rancho as an inmate, only as an auditor, without the benefit of having ever taken a single course in auditing.

I arrived at the Honor Rancho in my VW Bug a few minutes late — that's a no-no — and finally found the senior on the job. He looked at me with more than a bit of skepticism. Maybe it was my black shoes with white socks. Or my \$25 suit.

"Audit the canteen account," he said.

"Sure. Happy to. Uh, exactly how do I audit the canteen account?"

The senior sighed, pointed to a thick ledger and boxes of cancelled warrants. That's like cancelled checks, not warrants for my arrest.

"Look at every 20th entry in the ledger, be sure there is a matching cancelled warrant, then make a tick mark next to the amount in the ledger."

"Sure. No problem. Uh, exactly what is a 'tick mark'?"

I spent three long days at the Wayside Honor Rancho. I had no idea what I was doing.

Fortunately, even after that awkward start, I was hired by Peat Marwick to work in their tax department. When I presented my first tax memo to the tax partner, he took a quick look. It took him five seconds to ask me, "Did you find the dsafqqewopir case?"

"Uh, no sir."

"That's the leading case on the subject. Go back and start again, and Alan, please don't wear white socks to the office tomorrow."

I learned to dress for success, and now offer you 10 more lessons I learned out in the real world of accounting.

Number One. Be on time. If you aren't, someone else will be.

Two. Admit when you don't know how to do something, and that might be often. And never call yourself or anyone else stupid.

The problem is usually lack of knowledge, not stupidity. There is a big difference.

Three. Remember, you are an accountant — a person who solves a problem people didn't know they had in a way they don't understand. You have to develop compassion. Especially for yourself.

Four. Your future is always ahead of you. And that's the problem. It's a carrot that dangles in front of your nose. Plan for the future, but don't forget to take pleasure in your present accomplishments and activities. Enjoy your life as you live it. Cling fiercely to the present, because right now is the only future you are ever certain to have.

Five. The most precious thing you have is life, yet it has absolutely no trade-in value. Remind yourself often to find the joy or the value or the lesson in whatever you are doing in the moment, like standing up and giving this speech, or sitting down and listening to it.

Six. Snowmen fall from Heaven unassembled. Your career will not be assembled by anyone else. You have to put it together yourself.

Seven. Pay attention. If you day dream for 50 minutes in class you get an "A" instead of an "A+." If you day dream for five seconds while you drive to an audit, you may be late. Very, very late.

Eight. Crisis is opportunity. When my wife, Asha, was 27 years old, she tripped while jogging and seriously injured her back. Asha was in the hospital for three weeks and at home in bed for three months in tremendous pain. She thought about the pain, and decided to shift her career to become a medical reporter so she could help others in pain. Not too long after that she won her first Emmy for reporting.

Nine. Follow your heart. It's a lot more fun than carrying around a head crammed with numbers all of the time. Well, maybe just part of the time.

Number 10. Respect your elders. And take care of yourself so that you'll live long enough to have trouble finding one.

In conclusion:
 If you can start the day without caffeine,
 If you can always be cheerful, ignoring aches and pains,
 If you can resist complaining and boring people with your troubles,
 If you can eat the same food every day and be grateful for it,
 If you can understand when your loved ones are too busy to give you any time,
 If you can take criticism and blame without resentment,
 If you can conquer tension without medical help,
 If you can relax without a glass of wine,
 If you can sleep without the aid of drugs,
 ...Then you are probably ... the family dog.

My final thought is that it's okay to be human. You don't have to be perfect.

My final, final thought is: Be Audit you can be. I'll repeat that for your parents, they haven't been in school for a while — Be Audit you can be, and as graduates of the Leventhal School of Accounting,

Class of 2017, you are off to a great start.

Congratulations. And thank you.

UNDERSTAND, SUPPORT, EMPOWER AND EDUCATE, CONTINUED FROM PAGE 3

Through a series of seminars held once a month on Saturdays, from September through April, at the USC campus, students learn about the opportunities available to them in the accounting industry and academic expectations at USC. But before Alba and his team can even get to that point, there are bigger challenges to address, like helping the students to overcome their personal obstacles, and to learn to communicate, network, build relationships and trust a mentor.



Arthur Alba

That's LLP's differentiator, captured this way in its mission statement: "We challenge their cultural and institutional expectations; expose them to another world figuratively and literally; and provide them with intangible resources to overcome obstacles they will face throughout their academic and professional journey."

"These students have very specific personal issues," said Arias. "You have to address those issues first before you can get to teaching them how to apply to USC and what the Big Four are. All of these are secondary to addressing the core issues these kids have: fear of being

successful, of not belonging, of just opening up and admitting it's hard. Otherwise, you can go on and on about how great USC is and how they should apply, and they're not going to do it."

"It's not the money," Alba said. "There might be a few instances where financial issues are holding a student back, but mostly it's about relationships and understanding."

LLP assignments try to get students out of their comfort zones, Alba said, "to interact outside their freeways and their culture." The fact is most of their first-generation students have never ventured outside their own neighborhoods. "These students don't even know the Huntington or the Getty exists 20 minutes away from home," Moloney said.

"Ninety percent have not been read to, or have no books in the house," Moloney added. "Their family emphasizes getting a job and supporting the family, not getting an education. We are working against 18 to 20 years of no push for education in their lives, and we need to figure out ways to shift their thinking on schooling and bettering their lives."

As a result of their backgrounds, these students experience extreme self-doubt, fear of success, or feelings that they don't belong. "They literally can't imagine it's possible to go to USC," Moloney said. "They've decided they don't belong in an elite school

like Leventhal." They also don't readily volunteer for the LLP. Only about 10 percent apply on their own. The group is so difficult to reach that Moloney has to convince students with high potential to commit, and then stay on them to stick with the program.

The first day of the seminar is often a real eye-opener. Former LLP students share their stories, Leventhal students and alumni share their experiences, and suddenly the new LLP students are exposed to people with similar backgrounds with successful accomplishments — and they have never met anyone like that before.

"That first day is just powerful," Alba said. "Students find commonality with each other and the speakers. That is powerful. There is crying in class."

FIRST-HAND KNOWLEDGE

The Leventhal Leadership Program team includes 10 former LLP students as well as community college professors and counselors. Alba and Arias run a successful program with Moloney because they know what they're talking about. They were those first-generation students.

Arias found a mentor with Moloney, who helped him buy his first suit for an interview for an internship, and they never lost touch after he left Cerritos for USC. "I would ask him, how can I repay you for all you've done for me? He said, 'All you have to do is pay it forward.' So any student he referred to me, I helped."

That was the beginning of LLP — Arias and Moloney, and then Arias' Leventhal roommate Alba, coming together and paying it forward (in friendship and without remuneration), starting with meetings at restaurants and then moving to the USC campus.

Alba transferred to Leventhal from Loyola Marymount University where he earned a 3.9 GPA. He was wracked with fear and self-doubt. He asked himself, "Could I survive? Was I good enough to be at a university like USC? Was this the right path for me?"

"Every semester, I had doubts that I would be able to graduate," Alba said. "I wondered, is this going to be the semester it's all going to come crashing down on me? I didn't believe it until that last semester when I finished everything."

Alba worked in public accounting for seven months and at a water company as an internal auditor, but didn't find the right fit. After thoughts of law school and an interview at a management consulting company, eventually he realized what he really wanted

to do. "I wanted to help students, and that was what was comfortable and familiar to me at the time," he said. "I wanted to come back to USC and help students."

In his role with the undergraduate advising office, Alba has earned the praise and appreciation of countless Leventhal students, receiving the Golden Compass award in 2015 and 2017 and being named University Outstanding Advisor in 2016.

As a result of their backgrounds, these students experience extreme self-doubt, fear of success, or feelings that they don't belong.

Arias got over his discomfort about networking while at Leventhal. "I understood that was necessary. It's part of what you pay for, an opportunity beyond your classes." He landed a job at Ernst & Young and worked there for 10 years, making it to senior manager. Rather than stay on the partner track, he moved to Griffin Capital, where he is now director of financial reporting — and an example for LLP students of the success it is possible to achieve in accounting with a Leventhal degree.

A NEW FAMILY

Seven accounting majors are currently at Leventhal thanks to the Leventhal Leadership Program.

Nebal Jebarah '19 is doing extremely well, commuting from her home in Downey. She is participating in a summer program with Ernst & Young and Grant Thornton, planning to become a CPA and considering a possible future as a professor. And already, she is thinking about paying it forward: "I hope to be able to give back to Leventhal."

As a community college student, Jebarah had doubts that LLP helped her conquer. "Every situation in life is going to have barriers but it depends on how you look at those barriers and, most importantly, you can't cross that barrier without someone," she said. "The LLP really helped me cross that barrier in terms of mentoring and having a support system, and that is important to overcome anything in life."

Lorena Garcia '19, from South Central Los Angeles, is another LLP success story. "If it was not for the USC Leadership Program, I would not be here at USC," she said. "When I was in community college, my goal was to go to a state college and graduate as soon as possible. Now, my short-term goals are to be on the Dean's List every semester, do a great job during my internship with Deloitte and to continue to help those students that are a part of the Leventhal Leadership Program get to USC."

Both Garcia and Jebarah are finding that USC was the right school for them. "My experience at Leventhal has been great! The students here have been nice, the counselors are awesome, and the professors are so helpful, especially Dr. [Smrity] Randhawa," said Garcia, who is also an instructional assistant to Prof. Chrislynn Freed.

"My experience at Leventhal has been amazing," Jebarah said. "When you come to USC, they always talk about family and networking, and I would truly say that it is a family. Everyone supports each other, transfer or not, and it doesn't matter where you come from."

Digging deeper, Jebarah said, "The LLP helps not only the students who are coming to Leventhal, but the ones who are already here. You don't just learn through textbooks, you learn through other people, and if there's a diverse student population that means everyone will have a different story to tell and learn from."

At the last session of this year's LLP in May, students poured their hearts out about how the experience with LLP had changed their lives. Tears flowed. Every student expressed an interest in applying to Leventhal.



Lorena Garcia

Both Garcia and Jebarah are finding that USC was the right school for them.

One student in particular stood out, a man in his 30s with three young daughters. "He talked about how his daughters like to study with their dad," Alba said. "He showed a picture of them all holding signs that said 'We're future Trojans.'"

"Prior to this program, he never would have encouraged his daughters to go to school or do well academically. So it's impacting generations of students."

HOW TO BE AN ARCHITECT

Prof. Julie Suh's Excel labs teach students to think creatively in a technology demanded by accounting firms

Standing onstage before 600 Marshall and Leventhal undergraduates in Bovard Auditorium, Assistant Professor Julie Suh looks like she's giving a TED talk. Her Excel labs for BUAD 280 and 281 certainly have the energy and ambition of such a lecture. Suh says her intention is to inspire creative problem solving as students engage in critical thinking. Excel, she emphasizes, is about much more than robotically plugging formulas and numbers into a spreadsheet.



"This is not a vocational workshop. I am less focused on formulas or functions, but more on the big picture: how do you go about making efficient models?" said Suh, who has a heavy background in Excel coming from investment banking.

"Here's an analogy I use to explain my teaching philosophy around Excel," she added. "There are Excel workshops where you're just learning a bunch of tools, like VLOOKUP or IF functions, in isolation. That's more like carpentry, where you learn to saw, hammer and paint. Students already often know some of those functions from their previous classes or prior internships.

"What students struggle with when they go into the corporate world is not how do you saw, hammer and paint; the real question is how do you build a house?" Suh said. "That's the challenge of the labs: I'm not teaching them Excel, I'm really teaching them how to think critically and creatively, how to be an architect."

WHY THE EXCEL LAB?

These labs are not an intellectual exercise; firms are demanding technological proficiency at an ever-increasing pace.

"I noticed even seven years ago that students were graduating or going to internships without solid Excel skills, and Excel is used in any job you take in business, in particular in accounting and finance," Suh said.

Suh developed the Excel labs for business and accounting majors through her work on Leventhal's Technology Committee, which aims to overhaul the curriculum with technology components that ensure graduates are effectively prepared for their careers.

Before the rollout of the labs in 2016, Suh had informally been holding two-hour Sunday workshops with students at USC and at Berkeley before that, where she taught for three

years after earning her Ph.D. at Stanford. As a result of the labs, Leventhal students are making a big impression on recruiters.

"At our recent on-campus interviews, many of our professionals noted the new Excel lab," said a Deloitte Los Angeles professional. "They mentioned that the candidates seemed more technically prepared and knowledgeable about what a career in accounting looks like. They were extremely impressed by how USC has been incorporating technology into the classroom and how the school has been successfully developing new strategies in the classroom. As a recruiter, I'm involved with a number of campuses in the L.A. area, and many of them have been looking to USC as an example for the future of accounting curricula."

FROM INTIMIDATION TO ENTHUSIASM

In one lecture, Suh guided the students through an exercise, building a dating app in Excel. For their home assignments in Excel modeling, she brings in concepts from accounting that students typically struggle with. "So as they're doing it, they're getting better at accounting as well as Excel," Suh said. "It shows them a different side of accounting. It's not memorizing; it has a critical thinking and creative component."

After the first few labs, Suh sees the light bulbs going on. And by the time students get to BUAD 281, Suh sees dramatic improvements. Their intimidation with Excel turns to enthusiasm. "Excel labs are not only informative, but actually a lot of fun!" said Tyler Kim '19. "Although Excel may be intimidating, Professor Suh's Excel labs make the whole learning process much easier and more enjoyable."

Students eagerly compete over the weekend to answer the "bonus challenge," a significantly more advanced assignment that Suh offers for no grade or extra credit. Some are also inspired to learn beyond the classroom because they understand the practical value of the knowledge for their future careers.

As a result of the labs, Leventhal students are making a big impression on recruiters.

"After our last lab, I immediately went to the bookstore and bought [Professor Suh's book,] 'Model Like a Boss,' because I see how beneficial knowing how to use Excel will be in any job I have," said Corbin Weinerman '18. "I was constantly using Excel at my internship last summer, and knowing the stuff I learned in these Excel labs would have saved me an unbelievable amount of time!"

The bottom line is that these skills set Marshall and Leventhal students apart in a highly competitive market.

"The Excel labs have provided an amazing opportunity to become more proficient in a program that has real-world applications," said Christopher Dettore '18. "I now feel more confident in saying I am proficient in Excel as well as knowing I now have a skill set that can distinguish me from my competition."

A MATCHING GIFT CELEBRATES LIFE AND COMMUNITY, CONTINUED FROM PAGE 3

inspirational anthem for cancer survivors. Gomez is donating proceeds from the song to the ACS to support cancer research and free patient service programs. Porter and Gomez have become friends over the past few years through their second-graders and discovered their shared stories of recovery. All told, USC Norris will receive \$3,000.

With great poise, Brooke introduced her father and Gomez to the auditorium filled with hundreds of students, teachers, staff and family members. "It was hard to see my dad sick and in pain. I am proud of the strength he showed when he was going through treatment," she said. "I am thankful for the doctors and nurses and staff at USC Norris for helping my dad."



From there, the tears started. As Porter took the podium, he saw a teacher in the audience crying. Gomez and Brooke were crying. He was almost too choked up to talk, a reaction that took him by surprise.

"When you go through something like that, it's traumatic, and without family and a supportive community, it's hard to do," he told the audience. "The doctors and staff at USC Norris were instrumental in helping me through it. I am eternally grateful to Dr. O'Connell and her team."

After composing himself, Gomez also thanked USC Norris. "They treated me like family," he said, "and they helped my family get through it."

Porter's check to USC Norris is the latest of his contributions to his alma mater. Porter has been giving back to USC since 1994, through his membership in the USC Associates, the Leventhal Accounting Circle Board, the USC Alumni Association's Board of Governors, Marshall Partners, Cardinal and Gold, and Committee. In 2010, he received the Leventhal Distinguished Service Award, and this year he is the outgoing chair of Marshall Partners SF/SG Valley Region.

After the presentation, Porter talked about what touched him most about Brooke's gift. He thought back on how much his daughter wanted to see him in the hospital when he was recovering from surgery and during his chemotherapy treatments, but kids weren't allowed to visit. Then at home, she saw him exhausted and in pain, giving himself Neupogen injections to prevent infection.

"Brooke is a few years older than Carson and she had a better understanding of what was happening. I knew it was hard on her. We talked about it," he said. "It was seven years ago when everything started. For her at this point to think about that and want to give back to USC Norris, I know it had a significant impact."



THE LANGUAGE OF BUSINESS

Lorien Stice-Lawrence brings meaning to numbers through linguistics

Lorien Stice-Lawrence joins the faculty as assistant professor of accounting this fall, bringing with her an intriguing approach to accounting research that utilizes linguistic techniques. Her work on disclosure has already drawn the media's attention; she has been quoted in such outlets as *The Wall Street Journal* and *CFO Magazine*. Stice-Lawrence studied economics at Brigham Young University with minors in business, French and Arabic, and she just earned her Ph.D. from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.



Lorien Stice-Lawrence

WHAT INTERESTED YOU MOST ABOUT COMING TO LEVENTHAL?

One of the most exciting and greatest strengths of Leventhal is the diversity of the faculty research interests. It's fun to talk to people that study the same things I do, but I don't learn as much that way. So I was really excited about the opportunity to talk to people that have expertise in other areas. In a department where not everyone thinks exactly the same way, you come up with better solutions. And, of course, everyone is super nice at Leventhal!

WHAT ARE YOUR GOALS ONCE YOU GET HERE?

As an academic, you're constantly learning, so one of my goals is to keep improving myself as a researcher and a teacher. I want to take advantage of the excellent faculty at Leventhal — either start working on research projects with them or just improve my research.

CAN YOU TALK ABOUT YOUR RESEARCH INTERESTS AND SIGNIFICANT FINDINGS?

My research falls under two areas broadly. First, I do a lot of research that involves textual analysis, sort of linguistics-based research. Accounting is about information, and I focus on the written side of that, communication and information in written documents and disclosures — both what is being communicated and ways companies are communicating that.

I've done some research internationally looking at annual reports for companies and showing that how difficult it is to read the documents can affect how easy it is to extract information and also showing how regulation can affect disclosure by firms. Outside the U.S., I've shown that after the adoption of International Financial Reporting Standards, there were huge changes in disclosure and it really improved — which is really cool because when you look at the numbers side, it's a little bit more ambiguous. In the U.S., I've looked at how disclosure has changed over the last two decades and how regulation has played a big role in the things companies are talking about and the ways they talk about them.

The other half of my research looks at regulation. My dissertation looks at regulatory monitoring and identifies certain industries where it's very difficult for regulators to go in and monitor them and

as a result companies are more likely to violate regulations. I've also looked at the role of regulation in whether or not hospitals update their accounting systems; essentially we show that new regulations can increase the demand for hospitals to generate high-quality accounting information.

IS LINGUISTICS-BASED RESEARCH A POPULAR AREA OR A GROUNDBREAKING ONE?

It is definitely a newer area and has been developing in accounting and finance over the last decade or so. Now there is so much more data available, and a lot of big data techniques are becoming more feasible given available computing resources. In the past, there was a lot of unstructured textual data that was just too computationally intensive to analyze that we're now just starting to tap into.

WHAT DO YOU ENJOY MOST ABOUT YOUR RESEARCH?

I've always been very interested in languages and so it's a lot of fun digging into these linguistic techniques. Doing some of this research makes me feel a little bit like a magician in that I take millions of unstructured words and am able to give structure and meaning to them.

In one of my projects where we look at how regulation in the U.S. changes disclosure over the last two decades, we were able to apply a technique called LDA (Latent Dirichlet Allocation) to cut up the annual reports into small digestible pieces — for example, 5 percent is about research and development and 5 percent is about sales. And it was really amazing to see some of the trends that popped up. We were able to find very crisp changes in what firms are doing in response to these regulations. If you're just reading the report or trying to analyze it on your own, it's an overwhelming task for a human, but it's amazing when you are able to use these techniques to help you get a handle on insurmountable problems.

I NOTICED YOU HAVE A MINOR IN ARABIC. IS THAT UNUSUAL FOR AN ECONOMICS MAJOR?

When I was an undergrad, I started as a linguistics major because I really liked languages. When I was growing up, I lived in Hong Kong and I didn't learn Cantonese while I was there and I really regretted it, so when I came back to the U.S., I started to take language classes, and eventually studied French, German and Arabic. When I started my linguistics major, I thought that a lot of these linguistic techniques didn't seem very practical, so I ended up switching to economics. Of course, then I realized I should have gone farther with linguistics because a lot of the techniques that I use in my research now were developed by linguists.

WHAT WERE YOU DOING IN HONG KONG?

My father is also an accounting professor, and he was teaching at a university there. I was there for three years. Then we came back to the States.

HAVE YOU USED ANY OF YOUR LANGUAGES ABROAD?

My mother who helped me finance all of my language studies would

THE LANGUAGE OF BUSINESS, CONTINUED ON PAGE 18

Maria Ogneva Promoted to Associate Professor with Tenure

After earning her Ph.D. from USC Leventhal in 2008, Maria Ogneva spent the next four years teaching at Stanford University's Graduate School of Business. In 2012, she joined the faculty at her alma mater, and this year earned promotion to associate professor with tenure.



Maria Ogneva

In addition to her teaching and advising of doctoral students, Ogneva serves on the editorial board of *The Accounting Review* and the *Journal of Financial Reporting*. She has earned many awards and honors for teaching and scholarship, including being named one of the world's 40 best business school professors under the age of 40 by Poets&Quants.com. But she calls this promotion her greatest achievement yet.

WHAT DOES THIS PROMOTION MEAN TO YOU?

I am excited about the opportunity to remain a part of the Leventhal faculty. A promotion with tenure gives me a chance to pause a little and evaluate my research program, perhaps venture into new areas that require significant setup costs.

WHAT RESEARCH ARE YOU CURRENTLY WORKING ON?

My current research focuses on two main areas. The first area asks the questions: "What determines a firm's cost of capital and how to measure it?" Access to external capital is crucial for the firm's ability to invest, innovate and grow. Better knowledge of the factors that affect a firm's cost of capital can therefore improve our understanding of the actions that firms and policymakers can take to lower the cost of financing and, thereby, stimulate growth.

My second research area addresses the question: "How can accounting information help forecast macroeconomic conditions?" While a large accounting literature is devoted to forecasting firm-level earnings, we know relatively little about whether the information contained in firms' accounting disclosures can help predict the macroeconomy. Macroeconomic expectations shape a variety of economic decisions, from governments' public policy to investors' portfolio allocation and firms' investment choices. If incorporating accounting information into macroeconomic forecasts increases their accuracy, the efficiency of these decisions can be improved.

WHAT ARE YOUR FUTURE GOALS?

As a field, we have been experiencing an explosion of research based on new data that became available due to advances in technology. Yet, relative to data science, the accounting research based on big data is at a nascent stage. I see a significant potential for combining my current research agenda with the methods and approaches associated with big data and machine learning. Statistical learning methods open new opportunities for "letting

MARIA OGNEVA PROMOTED, CONTINUED ON PAGE 18

Leventhal Ph.D. Student Receives University-wide Honor

USC Leventhal School of Accounting doctoral student Yingfei (Fiona) Wang BS '13, MACC '13, Ph.D. '20 was selected to receive the 2017 Rockwell Dennis Hunt Scholastic Award at the 36th Annual Academic Honors Convocation held in April in Town and Gown.



Fiona Wang and Prof. Mark Young

This scholastic award, established at USC in 1976 in memory of Rockwell Dennis Hunt, the first dean of the Graduate School, is awarded each year to one graduate student who is an alumnus and is most representative of the University's traditions and objectives. The award includes a monetary prize, a medallion and inscription of the student's name on a memorial trophy housed in the USC Graduate School.

"I am honored to receive this recognition," said Wang, a second-year Ph.D. student engaged in managerial accounting research. "As Ralph Waldo Emerson once said, 'Do not go where the path may lead, go instead where there is no path and leave a trail.' This is not an easy task, and I would not be where I am without faculty, staff and alumni from the Marshall School of Business and Leventhal School of Accounting."

"I feel very fortunate to pursue a doctoral degree from my alma mater and to have Professor Mark Young as my advisor," she added.

"Fiona is an excellent student," said Young, George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business and professor of accounting. "I am very proud of her and know that she has a bright future in management accounting."



USC VITA: AMAZING RETURNS

USC VITA (Volunteer Income Tax Assistance) is a student-run organization that provides pro bono tax assistance to families and students with moderate to low incomes in the Central Los Angeles community. Volunteers are trained by accounting professionals and IRS-certified.

Total returns filed in 2017: **944**

Total tax refunds: **\$831,231***

* Amount does not include paper files, prior year returns or amendments that were completed for international students.

Total tax due: **\$111,668**

USC VITA at the Gateway site alone handled

881 returns.

Volunteers completed over **100** more returns this year than last.

117 USC Leventhal student volunteers

5 USC Dornsife students participated as translators

Joanne Kay '17, USC VITA president and active member for three years, said all this could not have been accomplished without the support and guidance of various partners, including **Dean William W. Holder and his staff, Professor Rose Layton, Adjunct Professor Dave Boschetto and professionals from KPMG and Deloitte.**



FANTAXTIC WORK!, CONTINUED FROM PAGE 1

winning team and a \$10,000 institutional award.

Deloitte FanTAXtic is designed to familiarize students with the tax profession early in their academic careers. The interactive case study competition includes role-playing and presentations to help students better understand the types of experiences and business challenges they can expect from a career in tax.

The case required the teams to synthesize and apply tax concepts and create a polished presentation in less than three hours. Keller said the students worked extremely well together. "They were professional, poised, creative, articulate and very supportive of each other. The judges were very impressed with their writing ability and the professional manner in which they delivered their oral presentation."

THE WINNING NUMBERS

Student team member Soto emphasized the teamwork element that went into the win. "Each person on the team had a unique specialty, and we all trusted each other," Soto said. "The team did a lot of research and had great leadership from Professor Keller and Mike Shelton, our MBT student."

Keller was most impressed with the growth that he saw in the students throughout the competition. "Their ability to analyze complex tax issues and develop insightful solutions grew exponentially," he said.

"I learned more about tax in a short period of time than I ever could have expected," said Soto.



Mid-Semester Taco Tuesday

Leventhal's FanTAXtic Team

LEIGHTON LI-MIN KO '17

Degree programs: Double major in accounting and business administration, minor in enterprise information systems

Competition highlight: Good simulation of real-world client engagement situations. Gained practical experience on how to apply and utilize what we learn in class.

What do you love about accounting? Opportunities in every industry!

Future goals: Risk advisory/consulting

MIKE SHELTON BS/MBT '17

Degree programs: Double major in accounting and business taxation

Competition highlight: The best part of the competition (other than the social elements) was definitely working on our PowerPoint presentation. My team worked really well together.

What do you love about accounting?

What I love about accounting, and tax in particular, is that you're given a statutory set of rules (the tax code), but still given leeway to move around within the tax code and be strategic about transactions in order to maximize the benefit to your business.

Future goals: I'd like to go to law school in the future, but will be working with PwC in New York starting in June in their international tax department. If I really enjoy that, I can see myself forgoing law school to stay in public accounting.

MENG SHEN '19

Degree programs: Accounting, minor in German

Competition highlight: It was truly a life-changing experience for me, for it confirmed my passion for tax and for working in an accounting firm. I am very fortunate that this summer I am invited again to Deloitte University to attend the National Leadership Conference. In fact, this FanTAXtic experience played an important role during my recruiting process, not only because I demonstrated my technical capability, but more importantly, I demonstrated maturity about my career choice.

What do you love about accounting?

I love accounting because it is such a powerful structure in society that affects everybody. Working for people who depend on this profession is rewarding, and I want to be among the ones who make a positive impact in the world by strengthening or challenging this structure. Throughout my study at USC, accounting has not

only taught me techniques, but also it has fundamentally shaped my ways of working diligently and ethically toward a responsible decision under complicated circumstances in work and in life.

Future goals: To become a tax professional and work with industries I am passionate about.

TIFFANY SOTO '18

Degree program: Accounting

Competition highlight: The highlight of the competition was getting to know the team and our mentors.

What do you love about accounting?

I love that accounting is a combination of business and law. The work is concrete, but allows for creativity and critical thinking at the same time.

Future goals: I hope to get my MBT next year and eventually work in tax at EY!

INGRID WAUNG '19

Degree programs: Double major in accounting and business administration, minor in art history

Competition highlight: The highlight of the competition was working with my teammates. We learned about our individual work ethics, how well we perform under pressure and how we respond to unknowns. And after observing our strengths and weaknesses during the regional competition, we were able to capitalize on our strengths for the nationals.

What do you love about accounting?

I love accounting because it presents the big picture. It allows you to take a step back to look at the health of the company holistically. As I learn more about accounting, it's increasingly apparent that this field is the language of business, and without a strong understanding of it, businesses wouldn't be able to thrive.

Future goals: My goals include working for a Big Four company in their tax practice, perhaps in international tax. Lately, I've been giving more thought to attending law school. I'm not sure whether I'd like to go to law school for tax or to study human rights, however. Humanitarian work is really important to me, and I'm determined to join the Peace Corp so I can share my knowledge to strengthen developing communities. If I could somehow incorporate my passion for art history with my work in business, I'd have my absolute dream job.

THE LANGUAGE OF BUSINESS, CONTINUED FROM PAGE 14

say I haven't used them enough! I did a lot of studying when I was an undergrad, but during a Ph.D. program in accounting, there aren't many opportunities to go gallivanting abroad, especially because I have two kids. But I did have a lot of experiences doing studies abroad, and I had a summer job where I used my French.

I think for me the most important experiences were my ability to live in other countries for a while and make friends and meet and speak with people who I never would have been able to speak with because they didn't speak English. When I was studying abroad as an undergrad in Jordan, I talked to a lot of women about their experiences, and that really gave me a perspective I wouldn't have been able to get if I weren't able to speak Arabic.

WHAT ARE YOUR INTERESTS OUTSIDE OF ACCOUNTING?

One of my hobbies my husband describes as me taking garbage and putting it on our walls! I like to get involved in home projects like refinishing dressers and art projects like painting. I love baking. I love my work, but it's also nice to do something outside of school and work that isn't with a computer. Things that I can eat and see.

MARIA OGNEVA PROMOTED, CONTINUED FROM PAGE 15

the data speak." In one of my current projects, we use one of these methods — lasso — to forecast stock returns based on a large set of accounting characteristics. I plan to invest more time and effort to gain expertise in other statistical learning methods to further advance my research interests.

HOW DOES BEING AT LEVENTHAL HELP YOU REACH YOUR GOALS?

Leventhal is a vibrant community of research-active faculty with world-class reputations and diverse expertise. This creates opportunities for synergy through co-authored work, as well as allows faculty to benefit from insightful feedback, both informally and at brownbag workshops. Leventhal also has a top-notch doctoral program with highly motivated and well-trained students, which provides the infusion of fresh perspectives. I have always enjoyed working with Ph.D. students, and I know that many of them share my enthusiasm for the statistical learning methods.

WHAT IS YOUR PROUDEST ACHIEVEMENT AT USC SO FAR?

At this point, it is probably getting tenure. I do hope, though, that my proudest achievements await in the future. I really hope to pay forward for the mentorship that I myself benefitted from as a doctoral student and junior faculty member both at USC and at Stanford. I count myself extremely lucky to have met amazing mentors throughout my life. I owe much of my success to the support and advice of my advisor, K.R. Subramanyam, and all the other faculty that helped me on my way. I will do my best to live up to these high mentorship standards.

USC AND KPMG PARTNER, CONTINUED FROM PAGE 7

the practice of accounting and director of the program. "The audit profession and every industry that we encounter is rapidly progressing in utilizing this data to make better business decisions, to identify and correct problems, and to generally chart stronger and more fact-based directions than ever before."

"The Master of Accounting with Data and Analytics Program, along with the hands-on internship experience embedded in it, is the best preparation for the audit profession that I have ever seen," Owens added.

"We are thrilled to participate with KPMG in this groundbreaking program which is innovating at the forefront of technological change to prepare accounting students for the demands of professional practice. With KPMG's knowledge and guidance, the program will offer a state-of-the-art curriculum that puts our students on a path to long-term success," said Leventhal Dean William W. Holder.

The Master of Accounting with Data and Analytics Program launches in 2017 with two universities and follows with several more in 2018. USC is one of those universities selected for the 2018 program.

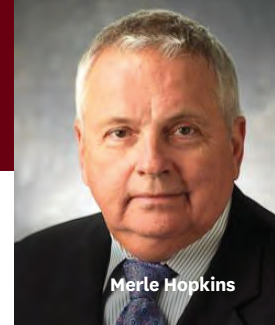
Students joining the program at USC will enter for the fall semester, have a 16-week full-time winter/spring internship with KPMG, complete their coursework during the late spring or summer and return to KPMG permanently in the fall.

Applicants will apply to KPMG and to USC. That process for the fall 2018 class will take place and conclude during July and August 2017.



New Chair Holders Dinner:

Dean William W. Holder (middle) and Mark DeFond (far left), associate dean of faculty affairs and A.N. Mosich Chair of Accounting, celebrated the new named faculty chairs at a dinner on Jan. 21, 2017: (left to right) Regina Wittenberg Moerman, Arthur Andersen and Company Alumni Associate Professor of Accounting; Clive Lennox, USC Accounting Associates Professor of Accounting; and T.J. Wong, Joseph A. DeBell Professor of Business Administration.



Merle Hopkins



Sarah Bonner



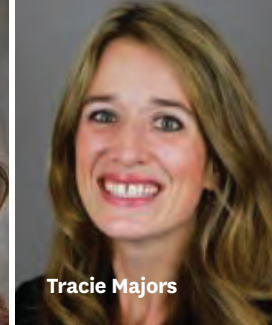
Chrislynn Freed



Mark Young



Julie Suh



Tracie Majors

ACCEPTED FOR PUBLICATION

David Erkens and Mark Young

David Erkens and Mark Young's paper (with F. Du and G. Tang), "How Adopting New Performance Measures Affects Subjective Performance Evaluations: Evidence From EVA Adoption by Chinese State-Owned Enterprises," was accepted for publication and is forthcoming in *The Accounting Review*.

Dan O'Leary

Dan O'Leary's paper, "Crowd Performance in Prediction of the World Cup 2014," was accepted for publication and is forthcoming in the *European Journal of Operational Research*.

O'Leary's paper, "Emerging White-Collar Robotics: The Case of Watson Analytics," was accepted for publication and is forthcoming in *IEEE Intelligent Systems*.

Mark Soliman

Mark Soliman's paper, "The Sharpest Tool in the Shed: IPO Financial Statement Management of STEM vs. Non-STEM firms," was accepted for publication and is forthcoming in the *Review of Accounting Studies*.

Mark Young

Mark Young's paper (with N. T. Dai, F. Du and G. Tang), "Seeking Legitimacy Through CSR Reporting: Evidence From China," was accepted for publication and is forthcoming in the *Journal of Management Accounting Research*.

Mark Young and David Erkens

Mark Young and David Erken's paper (with F. Du and G. Tang), "How Giving Feedback to Subordinates and Learning Through Experience Mitigate Performance Evaluation Judgment Bias: Evidence From EVA Adoption by Chinese State-Owned Enterprises," is in press at *The Accounting Review*.

APPOINTMENTS

Ken Merchant

Ken Merchant has been named to the editorial board of *Advances in Accounting*.

NEW AWARDS HONOR OUTSTANDING FACULTY—With the advent of the inaugural Leventhal MAcc/MBT Diamond Teaching Awards, MAcc and MBT faculty, currently not eligible for the Golden Apple awards because they do not teach in Marshall undergraduate or graduate programs, can be recognized by their students. Winners of the inaugural 2016/17 Leventhal MAcc/MBT Diamond Teaching Awards were announced at Commencement on May 12:

Jack Barcal

MBT Diamond Teaching Award
Core: Tax Theory and Ethics

Clive Lennox

MAcc Diamond Teaching Award
Core: Advanced Financial Statement Auditing

Patti Mills

MBT Diamond Teaching Award
Elective: Advanced Partnership Taxation

T.J. Wong

MAcc Diamond Teaching Award
Elective: Accounting in the Global Business Environment

Tom Ryan

Tom Ryan was named Chair of the Business Valuation Resources Panel of The Appraisal Foundation. The Appraisal Foundation (TAF) has been authorized by the U.S. Congress as "the Source of Appraisal Standards and Appraiser Qualifications."

AWARDS & HONORS

Shane Heitzman – Online Learning Team

The Online Learning Team with Leventhal member Shane Heitzman received the Dean's Award for Community.

Merle Hopkins

Merle Hopkins received a Golden Apple teaching award from his students for excellence in teaching in elective courses.

Clive Lennox

Clive Lennox received the Dean's Award for Research Excellence.

James Leonetti

James Leonetti was named Best Elective Professor for his teaching in the MS in Finance program.

Mark Soliman

Mark Soliman received a Golden Apple teaching award from his students for excellence in teaching in the MBA.PM Core.

Julie Suh

Julie Suh received the Dr. Douglas Basil Award for Junior Business Faculty.

Suh received a Golden Apple award from her students for excellence in mentorship.

CONFERENCES

Chrislynn Freed

Chrislynn Freed was co-chair of the 2017 Women's Leadership Forum in San Francisco in April.

GRANTS

Sarah Bonner and Tracie Majors

Sarah Bonner and Tracie Majors received a grant

from the CAQ-AAA Access to Audit Personnel Program for a project titled "Learning From Prior Year Workpapers." <http://thecaq.org/caq-and-aaa-auditing-section-announce-awards-access-audit-personnel-program>

Bonner and Majors also received a grant from the CAQ Research Advisory Board Funding Program for a project titled "A 'Perfect Storm' for Professional Skepticism Among Senior Auditors: Depletion, Reversion to Staff Processing Habits, and Complex Tasks." <http://thecaq.org/caq-announces-grants-fund-academic-research-auditing>

Dan O'Leary

Dan O'Leary (with Kevin Moffitt, Rutgers University) had a proposal from KPMG's KARP program funded: "Data and Analytics: An Analysis of Non-Traditional Information for Predictive Audit Analytics."

PUBLICATIONS

Tom Lin

Tom Lin's paper (with Junyong Liu), "China Haier Individual-Goal Combination Performance Management System," was published in the *Cost Management Journal*.

Regina Wittenberg Moerman

Regina Wittenberg Moerman's paper, "The Informational Role of the Media in Private Lending," was published in the *Journal of Accounting Research*, March 2017.

Mark Young

Mark Young's paper (with J. J. Gong), "Financial and Nonfinancial Performance Measures for Managing Revenue Streams of Intellectual Properties in Sequential Markets: The Case of Motion Pictures," was published in *Advances in Management Accounting*, 1-37.

STAFF HONORS—Arthur Alba '06 received a Golden Compass award, given by students to the staff member who had the greatest impact on their lives.
STUDENT ACCOMPLISHMENTS—Yingfei (Fiona) Wang BS '13, MAcc '13, Ph.D. '20 received the 2017 Rockwell Dennis Hunt Scholastic Award (see story on p. 15).

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CALENDAR

USC Leventhal
School of Accounting

August

- 7 AAA Conference (San Diego)
Leventhal Reception
- 8 Leventhal Summer Intensive Celebration
- 17 Fall 2017 Convocation
- 18 Leventhal Welcome Back BBQ
- 21 First Day of Classes

September

- 19 Leventhal Meet the Firms

October

- 10 Mid-Semester Event
- 12-15 Trojan Family Weekend
- 20 Micro Seminar

November

- 3 Board of Advisors Meeting
- 17 MAcc/MBT Thanksgiving Dinner

December

- 1 MAcc/MBT Holiday Party
- 13 Last Day of Classes



Mid-Semester Taco Tuesday

Leventhal's Lunar New Year Celebration

