

The IIA, Schneider Downs and ACFE present the fifth annual  
**FRAUD AND CORRUPTION  
AWARENESS SEMINAR**



## SEMINAR TOPICS

- **How Did One Man Lose \$50 Billion? The Signs, the Red Flags & How to Make Sure It Never Happens**, Harry Markopolos, Madoff Whistleblower
- **Fraud in Allegheny County**, Stephen A. Zappala, Jr., Allegheny County District Attorney
- **Interviewing Prospective Witnesses and Evaluating Deception**, James D. Ratley, President, Association of Certified Fraud Examiners
- **Protecting Your Organization From the Front Page**, James B. Yard and Donald R. Owens, Schneider Downs Shareholder

## FEATURED SPEAKERS

### HARRY MARKOPOLOS, MADOFF WHISTLEBLOWER



Harry Markopolos will provide a riveting, behind the scenes presentation on how his four-person investigative team tracked Madoff and the Madoff Feeder Funds throughout Europe and North America over an eight and a half year timeframe – while repeatedly submitting detailed reports to the US SEC, which refused to listen.

He will explain the red flags, warning signs, and the audit steps you need to know so this doesn't happen to your organization.

Since 2004, Mr. Markopolos has been a self-employed fraud investigator. He is also a member of the Boston Chapter of the Institute of Internal Auditors as well as the Chartered Financial Analysts Institute. In 2010, he published *No One Would Listen: A True Financial Thriller*.

### STEPHEN A. ZAPPALA, JR., ALLEGHENY COUNTY DISTRICT ATTORNEY



Allegheny County District Attorney Stephen Zappala will provide an overview of his office, focusing on the areas that investigate fraud. He will provide input on how fraud investigators and internal auditors can best interact/assist the DA's office with fraud investigations. His presentation will also cover the types of fraud that are prevalent in Allegheny County at this time.

Mr. Zappala has served as District Attorney of Allegheny County since 1998, overseeing approximately 300,000 indictments during his tenure. He has used his time as District Attorney to effectuate significant changes in the operation of the office including the creation of dedicated prosecution units focusing on such crimes as child abuse, domestic violence, auto theft, insurance fraud, and most recently, a dedicated unit to help the victims of elder abuse.

# MAY 23, 2017

Registration: 7:30 - 8:30 AM

Morning Program: 8:30 AM - 12:00 PM

Lunch: 12:00 - 1:00 PM

Afternoon Program: 1:00 - 4:30 PM

Networking Reception: 4:30 - 6:00 PM

CPE: 7 CPEs

Other (Specialized Knowledge)

(qualifies as Fraud for CFEs)

Location: DoubleTree by Hilton  
Green Tree

500 Mansfield Avenue, Pittsburgh

Members: \$200

Non-Members: \$250

(Members include IIA, ACFE, Schneider  
Downs Clients and ISACA)

#### EARLY BIRD

Register by **March 31** and save \$25!

*Corporate Group Discount Available*

For every 9 participants registered,  
10th participant is free.

All participants must register in a single transaction  
and use the code **GROUP** to receive the discount.

Contact Nicole Saldamarco at  
[nsaldamarco@schneiderdowns.com](mailto:nsaldamarco@schneiderdowns.com) with any  
questions regarding group discounts.

Click on the following link to register.

**[www.etches.com/fraud2017](http://www.etches.com/fraud2017)**



## **JAMES D. RATLEY, CFE, PRESIDENT, ASSOCIATION OF CERTIFIED FRAUD EXAMINERS**



You cannot prepare enough for your interviews. The psychology of deception is very complex and often manifests itself through verbal and non-verbal cues. Learn why observation is critical during the entire investigation but more so during the interviewing process. You will see how the various environmental and psychological factors can enter into the simplest of interviews and also learn that developing the right questions in the right sequence can produce very beneficial results.

In 2006, Mr. Ratley was named President of the ACFE, and in 2011, he was also named CEO. In this role, he works to promote the ACFE to the public and other professional organizations and continues to assist in the development of anti-fraud products and services to meet the needs of the ACFE's members. Mr. Ratley was named One of the Top 100 Most Influential People in Accounting by *Accounting Today* in 2012, 2013 and 2014. He also serves as adjunct professor at the University of Texas where he teaches a masters-level fraud examination course in the McCombs School of Business (Accounting Department).

## **JAMES B. YARD, CPA, CIA, CISA, SHAREHOLDER, SCHNEIDER DOWNS**

### **DONALD R. OWENS, CPA, CITP, CIA, CFF, CBA, CFSA, CRMA, SHAREHOLDER, SCHNEIDER DOWNS**

Scandals get quick media attention - especially fraud, bribery and corruption. Financial, Risk Management, Information Technology and Internal Audit professionals play a vital role in assessing and strengthening the control environment of their respective organizations to mitigate such threats. This session will explore how the roles of each, whether operating autonomously or integrated, are key in reducing, if not eliminating, the opportunity to commit such acts. It's easy to play Monday-morning quarterback on recent and past headlines that were exposed by the press; however, in this session, we will take a deeper look into the headlines that never captured media attention, the reasons why they didn't, and practical approaches you can take to protect your organization.



Jim Yard is a shareholder and serves as the practice leader for Schneider Downs's Risk Advisory Services Department. Jim specializes in providing risk management, internal audit, Sarbanes-Oxley, business process optimization and internal control consulting services. During the past 22 years, 19 of those in internal audit and risk management, Jim has directed the internal audit and governance aspects for several large public and private companies.



Don Owens is a shareholder of Schneider Downs' Risk Advisory Services practice. His career spans more than 30 years in the profession. Don delivers SSAE 16 and SOC examinations, internal audit, Sarbanes-Oxley, forensic and other relevant risk advisory services (enterprise-wide risk and fraud risk assessments, process improvement reviews, etc.) to clients including government, nonprofit, public and private entities.

**REGISTER AT [WWW.ETOUCHES.COM/FRAUD2017](http://WWW.ETOUCHES.COM/FRAUD2017).**

For questions related to this event, please refer to the [FAQ document](#). All other questions can be directed to Nicole Saldamarco at [nsaldamarco@schneiderdowns.com](mailto:nsaldamarco@schneiderdowns.com) or (412) 697-5368.

