



Beta Alpha Psi Annual Meeting

July 31, 2026, 2:45 – 4:00 pm

Rebekah Olson, CPA, CEO, Maryland Association of CPAs (MACPA)

Speaker Bio

Rebekah Olson, CPA is the CEO of the Maryland Association of CPAs, where she leads efforts to strengthen and evolve the accounting profession through community.

With a background in public accounting and over a decade of experience working for the profession at MACPA, Rebekah brings a practical, on-the-ground perspective to the challenges that firm leaders are navigating today—from talent and pipeline issues to technology, business model shifts, and the future of the profession.

A recognized thought leader and frequent speaker, she was named one of Accounting Today's Top 100 Most Influential People in Accounting in 2022 and has been recognized multiple times by CPA Practice Advisor as a "40 Under 40" honoree. She is known for connecting big-picture trends to real-world implications, helping firms think differently about leadership, workforce development, and what it means to build a sustainable, future-ready profession.

Delivery Method: Group Live

Title: Why State CPA Societies Matter

Session Description:

The CPA licensure landscape is evolving, with states across the country considering changes that could shape the future pathway to becoming a CPA. What do these developments mean for students, educators, and Beta Alpha Psi chapters?

Join Rebekah Olson from the Maryland Association of CPAs for a timely discussion on the national licensure landscape, emerging trends, and the important role state societies play in supporting the accounting profession. Learn how state societies advocate for the profession, provide career and leadership opportunities, connect students with employers, and serve as a valuable resource throughout the CPA journey.

Whether your members are preparing for the CPA Exam, exploring career options, or looking to strengthen relationships with the profession, this session will provide practical insights into why engaging with your state CPA society is an investment in your future.

Learning Objectives

- Gain an understanding of current national trends in CPA licensure.
- Learn how state CPA societies support students, candidates, and future CPAs.
- Identify opportunities for Beta Alpha Psi chapters to partner with their state CPA society through networking, professional development, advocacy, scholarships, and leadership programs.
- Discover ways to help chapter members stay informed and engaged as the profession continues to evolve.

Who Should Attend

Faculty advisors, chapter officers, candidates, members, and anyone interested in the future of the accounting profession and building stronger connections with state CPA societies.

To register for this event, click [here](#).

To be awarded the full credit hour you must check-in via the Meeting app and complete the CPE Form that is emailed to you following the Meeting.

CPE Information

Attendees can earn up to 1.5 credits. Depending upon length of session.

Fields of Study: Personal Development – Non-technical - Career Planning

Faculty advisors, chapter officers, candidates, members, and anyone interested in the future of the accounting profession and building stronger connections with state CPA societies.

Program Level: Basic

Prerequisites: None

Advance Preparation: None

Refunds and Cancellations:

Cancellations made prior to Thursday, July 16, 2026, will be refunded. Cancellations received after this date and no-shows will not be refunded. If you encounter an emergency, please contact the conference planner and the request will be forwarded to the Executive Director for refund request review.

For comments and concerns, please contact the AAA Office at (941) 921-7747 or email us at info@aaahq.org.

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