



Beta Alpha Psi Annual Meeting

Friday, July 31, 2026, 2:45 – 4:00 pm

Michael Potenza, VP, National Instruction, Becker Professional Education

Speaker Bio:

Michael Potenza earned his Bachelor of Engineering in Civil Engineering and his Master of Engineering in Structural Engineering from the Cooper Union. He received his Master of Science in Accounting from Devry University, and finally his Juris Doctorate from St. John's Law School. Mike first started teaching part-time for Becker in 1998 and in 2021, Mike joined the Becker team in a full-time role and he is currently Becker's VP of National Instruction and Client Relationships. Mike still teaches REG, FAR, ISC and TCP for CPA and he also teaches for the CMA and EA exams as well instructing in many CPE courses and hosting Becker Podcasts.

Delivery Method: Group Live

Title: Entrepreneurship: Be Your Own Boss

A discussion on Entrepreneurship with insights on setting up and operating a new business and establishing a business plan. We will walk attendees through the full arc of starting a business, from understanding what entrepreneurship is and the characteristics that define successful entrepreneurs, to an honest examination of key risks balanced against meaningful rewards. The presentation then delivers actionable guidance on initial steps for launching a business and a detailed framework for writing a business plan leaving attendees with a realistic and well-rounded roadmap for turning their entrepreneurial vision into reality.

Learning Objectives:

Upon completing this session, participants will be able to:

1. **Identify** the key characteristics and competencies associated with successful entrepreneurs.
2. **Assess** the primary risks, opportunities, and considerations involved in starting a new business.
3. **Describe** the essential legal, operational, and financial steps required to launch a business.
4. **Explain** the purpose and key components of a comprehensive business plan, including market analysis, operations, financial projections, and funding strategies.
5. **Develop** an outline for a business plan that can be used as a roadmap for launching and managing a new venture.

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.

Fields of Study: Personal Development

Intended Audience: Meeting Attendees

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.

American Accounting Association 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 submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org