



Beta Alpha Psi Annual Meeting

Friday, July 31, 2026, 10:15 – 11:30 am

Rachel Booth, Director of Campus Recruiting, Aprio

Speaker Bio:

Rachel earned a Bachelor of Business Administration degree in accounting and management from the University of South Carolina. She began her career in Aprio's Litigation Support and Forensic Accounting Services group in 2016. Rachel made the switch from accounting to Campus Recruiting Manager at Aprio and is now a Director. She oversees the campus recruiting strategy and programming for all Aprio offices as well as the oversight of Aprio's Internship program.

Ashley Waters, Senior Campus Recruiter, Aprio

Speaker Bio:

Ashley Waters is a Senior Campus Recruiter at Aprio, where she leads campus recruiting, employer branding, and university partnership initiatives. She is passionate about creating innovative early talent programs, building meaningful campus relationships, and connecting students with opportunities to launch successful careers in accounting and advisory.

Delivery Method: Group Live

Title: The Future of Public Accounting: Thriving in a Profession That Is Evolving

Session Description:

Public accounting is experiencing one of the most significant transformations in its history. Advances in artificial intelligence, increased merger and acquisition activity, private equity investment, evolving client expectations, and new technologies are reshaping how firms operate and how professionals deliver value.

While these changes can seem overwhelming, they also create exciting opportunities for the next generation of accounting professionals. Today's students will enter a profession that needs adaptable, tech-savvy, and business-minded talent more than ever before.

This session will explore the major forces driving change across the accounting industry, separate fact from fiction about what these trends mean for future careers, and provide practical guidance on how students can position themselves for long-term success. Attendees will leave with a better understanding of where the profession is headed and how they can build the skills and mindset needed to thrive in the future of public accounting.

Learning Objectives:

By the end of this session, participants will be able to:

1. Understand the Forces Reshaping Public Accounting

Identify the major trends transforming the profession, including artificial intelligence, private equity investment, mergers and acquisitions, automation, and changing client expectations.

2. Recognize Why Human Talent Remains Critical

Explain why professional judgment, relationship-building, ethical decision-making, communication, and business advisory skills will continue to be essential despite advances in technology.

3. Evaluate the Opportunities Created by Industry Change

Describe how innovation is creating new career paths, specialized roles, leadership opportunities, and ways for professionals to provide greater value to clients.

4. Develop a Future-Ready Skill Set

Identify the technical, analytical, technology, communication, and business skills that employers are seeking in the next generation of accountants.

5. Create a Personal Plan for Career Success

Apply practical strategies for remaining adaptable, embracing continuous learning, and positioning themselves for long-term success in an evolving profession.

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.

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