



## CONFERENCE PROGRAM

<http://www.aabri.com/UpConf.html>

**Drury Plaza San Antonio Riverwalk  
105 S St Mary's St, San Antonio, TX 78205**

### Contents

Conference Registration Desk Schedule	Page 2
Presentation Schedule	Page 2
Best Paper Awards	Page 5
Presentation facilities and time limits	Page 5
Session Chairs	Page 5
Presenters and Participants	Page 6
Committee on Publication Ethics / Cabell's	Page 7
AABRI contact information	Page 7
Academic and Business Research Institute Journals	Page 7
Journal Editorial-Review Boards	Page 7
Peer Review of Conference Manuscripts	Page 7
Journal Submission of Conference Papers	Page 8
AABRI Journal Submission Formatting Requirements	Page 8
Call for Papers - Upcoming AABRI conferences	Page 9

**Academic and Business Research Institute  
P.O. Box 2235, Ponte Vedra Beach, FL, 32004, USA  
[editorial.staff@aabri.com](mailto:editorial.staff@aabri.com)  
Phone - (904)435-4330  
Dr. Russell Baker, AABRI Executive Director**

## Conference Registration Desk Schedule

Thursday March 9, 2023	9:30 – 10:00 AM	conference level
Thursday March 9, 2023	3:00 – 4:00 PM	conference level
Friday March 10, 2023	7:30 – 9:00 AM	conference level
Saturday March 11, 2023	7:30 – 9:00 AM	conference level

If you do not get to registration before your scheduled presentation time, please make your presentation and register at the next scheduled time.

## Presentation Schedule

### THURSDAY MARCH 9

#### **Session 1: Thursday 10:00 – 12:00, Management/Marketing/MIS - Medina Room**

##### **Session Chair – Fulton, Richard, Troy University**

DeConinck, Jim, Western Carolina University: *Sales Manager Servant Leadership and Duty Orientation's Impact on Salesperson Job Outcomes*. (VIRTUAL PRESENTATION)

Fulton, Diane, Clayton State University & Fulton, Richard, Troy University: *'The Comprehensive Big Data Paradigm': Challenges, solutions and the future*.

Lillis, Michael, Medaille University: *An Empirical Analysis of the Problem Recognition Process: Implications for Organizational Decision-Making*.

Watts, Harrison, Our Lady of the Lake University: *The New Sheriff in Town: Graduate Law Degrees for Non-Lawyers*.

Williams Van Rooij, Shahron, George Mason University: *Reflective practices of Learning and Development professionals: A mixed methods study*. BEST PAPER OF TRACK - MANAGEMENT

#### **Session 2: Thursday 1:00 – 4:00, Accounting/Finance/Economics – Medina Room**

##### **Session Chair – Slaydon, James, Lamar University**

Cockrell, Susan, Austin Peay State University: *Anticipating, Mitigating, and Recuperating from Seasonal Burnout: The Tax Accountant Case*.

Driskill, Trish, University of the Incarnate Word & Pittman, Kelly, University of the Incarnate Word: *Trend Analysis of Critical Audit Matters (AS3101) from an Investor Perspective*.

Law, Mark, Bloomburg University: *The Escape Room: Powering Up Your Spreadsheet Using Advanced Design, Formulas, and Functions as Applied to the Accounting Discipline*. (VIRTUAL PRESENTATION)

Poe, April, University of the Incarnate Word: *Sales Tax Evolution*.

Rierson, Kelley, University of the Incarnate Word: *Circumventing vertical integration: a case study of a privately-owned medical practice*. BEST PAPER - CASE

Slaydon, James, Lamar University: *The Financial Recovery of Region from Economic Disruptions and Resiliency of Real Estate - Construction Sector: a Case Study of Southeast Texas Economy and Real Property Values*.

Ulferts, Gregory, University of Detroit Mercy & Peterson, Evan, University of Detroit Mercy: *The Sustainability Case Challenge: How Interdisciplinary Collaboration Meets Preparation for Real-World Business Practice*

**FRIDAY MARCH 10****Session 3: Friday 8:00 – 9:50, Education/Instructional Pedagogies - Medina Room**  
**Session Chair – Bain, Stephanie, Texas A&M University-Kingsville**

Bain, Stephanie, Texas A&M University-Kingsville & Bain, Steve, Texas A&M University-Kingsville: *Supporting our troops off the field: The impact of veteran student support systems in higher education.*

Cockrell, Susan, Austin Peay State University & Birdwell, Kylie, Austin Peay State University: *The Introductory Financial Accounting Monopoly Lab--Taking It Online with Excel.*

Kendall, Chadwin, Metropolitan State University of Denver & Yates, Rhett, Jacksonville University: *Analyzing the challenges of the growth in the air transportation system through the Covid Pandemic and support from collegiate aviation programs.*

Paterson, Kevin, University of the Incarnate Word: *Predictive Analytics in Education: Considerations in Predicting versus Explaining College Student Retention.* (VIRTUAL PRESENTATION)

Waggoner, Charles, Eastern New Mexico University: *The Day Satan Comes Calling: A Consideration of Equal Access in the Public Schools.*

**Session 4: Friday 10:00 – 12:00, Education/Instructional Pedagogies - Medina Room**  
**Session Chair – Bain, Steve, Texas A&M University-Kingsville**

Bain, Steve, Texas A&M University-Kingsville & Bain, Stephanie, Texas A&M University-Kingsville: *From Idea to Institute: Making Mental Health Initiatives a Reality!*

Hall, Kelly, Texas A & M – Kingsville & Jones, Don, Texas A & M – Kingsville: *Dissertation across the curriculum approach for decreasing time to earn an EdD.* BEST PAPER OF TRACK - EDUCATION

Jones, Don, Texas A&M University – Kingsville & Hall, Kelly, Texas A & M – Kingsville: *Leading Doctoral Research: Strategies for Dissertation Chairs.*

Kendall, Chadwin, Metropolitan State University of Denver & Yates, Rhett, Jacksonville University: *Designing and Implementation of a Capstone Jet Transition Course in Collegiate Aviation Flight Program Curriculum.*

Renteria, Apolonia, Texas A&M University- Kingsville: *Predictive Validity of the Texas Success Initiative Assessment for High School Student Success in Dual-Enrollment Courses.*

**Session 5: Friday 1:00 – 2:50, Accounting/Finance/Economics - Medina Room**  
**Session Chair – Sargsyan, Gevorg, Lamar University**

Duan, Xiaoman, Sam Houston State University: *Flight to quality, consumption volatility, and credit spread.* BEST PAPER OF TRACK - ACCOUNTING

Gunn, Jessica, Austin Peay State University & Cockrell, Susan, Austin Peay State University: *ESG: Factors Needed for Financial Statement Users.*

Sargsyan, Gevorg, Lamar University: *Investments and Their Relation to Statuary-Regulatory Protection in Common Law Countries: a Study in Australia, Canada, and the United Kingdom.*

Shevchenko, Edward, University of the Incarnate Word: *How JPMorgan Chase Leverages Blockchain Technology to Modernize Financial Services.*

Stotler, James, North Carolina Central University: *Market Value vs. Investment Value: An Income Property Valuation Case.*

**Session 6: Friday 3:00 – 5:00, Management/Marketing/MIS - Medina Room**  
**Session Chair – Seaton, L. Jeff, Murray State University**

Howard, Terry, University of Detroit Mercy & Ulferts, Gregory, University of Detroit Mercy: *The Importance of Data Accuracy and Management in Healthcare.*

Martin, Craig, Western Kentucky University: *The Impact of Consumption Motivation on Sports Attendance of Older Consumers.*

McFarland, Saundra, Jackson State University: *Lawyer Perspectives on Racial Equity in the Commercial Real Estate Profession.*

Seaton, L. Jeff, Murray State University: *Social Identity's Affect On An Individual's Cognitive Whistle-Blowing Process.*

Ulferts, Gregory, University of Detroit Mercy & Howard, Terry, University of Detroit Mercy: *Health Care: Emerging Supply Chain Solutions?.*

**SATURDAY MARCH 11**

**Session 7: Saturday 8:00 – 10:30, Case/Criminal Justice Session – Medina Room**  
**Session Chair – Larson, James: National University**

Martin, Damon, National University: *Eliminating the immunity for police officers who are found civilly liable.*

Guffey, Jim, National University; Larson, James, National University, Kelso, Chandrika, National University & De-Policing: A Descension into Policing Mediocracy.

Larson, James, National University; Guffey, Jim, National University & Kelso, Chandrika, National University: *The Real Purpose Behind the Defund the Police Movement*

Kelso, Chandrika, National University: *Transforming the Correctional Landscape: The Challenges of Incarcerated Adult Learners.*

Reina, Michelle, University of Mary Hardin-Baylor: *Study Abroad Preparation for Business Students.*

Ryan, Kristen, St. Bonaventure University: *Jim's Park and Shop LLC: Wholesale Indecision.*

Walker, Eva, Troy University: *Fajitas & More: A small business analysis.*

**Session 8: Saturday 10:30 – 12:30, Management/Marketing/MIS – Medina Room**  
**Session Chair – Vequist, David, University of the Incarnate Word**

Garza, Marco, University of Texas -Rio Grande Valley: *Impact of COVID pandemic on team dynamics in a clinical setting.* (VIRTUAL PRESENTATION)

Ghiasi, Akbar, University of the Incarnate Word: *Association Between Nursing Home Administrator Turnover and COVID-19 Death Rate.*

Rubio, Alberto, University of the Incarnate Word: *Fitness vs Health: A Blurry Marketing Area.*

Sachdev, Harash, Eastern Michigan University: *The Importance of Consumer Socialization and Employee Interaction on Store Loyalty.*

Valle, Matthew, Elon University: *Too Much of a Bad Thing? The Curvilinear Relationship between Technostress and Interpersonal Deviance.*

Vequist, David, University of the Incarnate Word: *Medical Procedure Elasticity and Potential Medical Tourism*

## Best Paper Awards

### Best Paper of Track - Accounting

Duan, Xiaoman, Sam Houston State University: Flight to quality, consumption volatility, and credit spread.

### Best Paper of Track - CASE/CJ

Rierson, Kelley, University of the Incarnate Word: Circumventing vertical integration: a case study of a privately-owned medical practice.

### Best Paper of Track - EDUCATION

Hall, Kelly, Texas A & M – Kingsville & Jones, Don, Texas A & M – Kingsville: Dissertation across the curriculum approach for decreasing time to earn an EdD.

### Best Paper of Track - MANAGEMENT

Williams Van Rooij, Shahron, George Mason University: Reflective practices of Learning and Development professionals: A mixed methods study.

## Advisory Board Meeting

There will be a meeting of the AABRI Executive Advisory Board 12:00 PM Friday in the Medina Room. The meeting agenda will be distributed to board members at the conference. Board members attending the conference who are unable to attend the meeting are requested to let us know in advance so the agenda items can be reviewed with you independently.

## Presentation Facilities and Time Limits

The presentation room is equipped with a Windows 10 based notebook computer with Microsoft Office, a projector and speakers. There will be internet access on the presentation computers. **Bring your presentations on a USB drive.** The computer does not have internal DVD drives. Please limit your presentations to fifteen minutes. Longer presentations take time away from other presenters. The session chairs will tell you when you have five minutes left, two minutes left, and 30 seconds to wrap up. There is time in each session for questions and discussion. Session chairs will determine whether to hold discussion at the end of each presentation or at the end of the session after all presenters have presented.

## Session Chairs

The following individuals are serving as Session Chairs for Conference San Antonio 2023

Session 1:	Thursday 10:00 – 12:00, Management/Marketing/MIS - Medina Room Session Chair – Fulton, Richard, Troy University
Session 2:	Thursday 1:00 – 3:00, Accounting/Finance/Economics – Medina Room Session Chair – Slaydon, James, Lamar University
Session 3:	Friday 8:00 – 9:50, Accounting/Finance/Economics - Medina Room Session Chair – Sargsyan, Gevorg, Lamar University
Session 4:	Friday 10:00 – 11:50, Education/Instructional Pedagogies - Medina Room Session Chair – Bain, Steve, Texas A&M University-Kingsville
Session 5:	Friday 1:00 – 2:50, Education/Instructional Pedagogies - Medina Room Session Chair – Bain, Stephanie, Texas A&M University-Kingsville
Session 6:	Friday 3:00 – 5:00, Management/Marketing/MIS - Medina Room Session Chair – Seaton, L. Jeff, Murray State University
Session 7:	Saturday 8:00 – 9:50, Case/Criminal Justice Session – Medina Room Session Chair – Larson, James: National University
Session 8:	Saturday 10:00 – 12:00, Management/Marketing/MIS – Medina Room Session Chair - Vequist, David, University of the Incarnate Wor

Session chairs are responsible for starting their session on time, having all presenters introduce themselves to each other and the other attendees of the session, holding each presenter to a twenty-minute presentation, leading a discussion session after presentations, and adjourning the session on time. Please cooperate with session chairs and help them keep your session on schedule.

## Presenters and Participants

The following table lists registered conference presenters and participants in alphabetical order:

<b>Presenter/Participant</b>	<b>University</b>	<b>Session(s)</b>
Bain, Stephanie	Texas A&M University-Kingsville	Session 3, 4
Bain, Steve	Texas A&M University-Kingsville	Session 3,
Birdwell, Kylie	Austin Peay State University	Session 3
Cockrell, Susan	Austin Peay State University	Session 2, 3, 5
DeConinck, Jim	Western Carolina University	Session 1
Driskill, Trish	University of the Incarnate Word	Session 2
Duan, Xiaoman	Sam Houston State University	Session 5
Duggar, Jan	University of North Florida	Session NP
Fulton, Diane	Clayton State University	Session 1
Fulton, Richard	Troy University	Session 1
Garza, Marco	University of Texas -Rio Grande Valley	Session 8
Ghiasi, Akbar	University of the Incarnate Word	Session 8
Guffey, Jim	National University	Session 7
Gunn, Jessica	Austin Peay State University	Session 5
Hall, Kelly	Texas A & M - Kingsville	Session 4
Howard, Terry	University of Detroit Mercy	Session 6
Jones, Don	Texas A&M University - Kingsville	Session 4
Kelso, Chandrika	National University	Session 7
Kendall, Chadwin	Metropolitan State University of Denver	Session 3, 4
Larson, James	National University	Session 7
Law, Mark	Bloomberg University	Session
Lillis, Michael	Medaille University	Session 2
Martin, Craig	Western Kentucky University	Session 6
Martin, Damon	National University	Session 7
McFarland, Sandra	Jackson State University	Session 6
Paterson, Kevin	University of the Incarnate Word	Session 3
Peterson, Evan	University of Detroit Mercy	Session 2
Pittman, Kelly,	University of the Incarnate Word	Session 2
Poe, April	University of the Incarnate Word	Session 2
Reina, Michelle	University of Mary Hardin-Baylor	Session 7
Renteria, Apolonia	Texas A&M University- Kingsville	Session 4
Rierson, Kelley	University of the Incarnate Word	Session 2
Rubio, Alberto	University of the Incarnate Word	Session 8
Ryan, Kristen	St. Bonaventure University	Session 7
Sachdev, Harash	Eastern Michigan University	Session 8
Sargsyan, Gevorg	Lamar University	Session 5
Seaton, L. Jeff	Murray State University	Session 6
Shevchenko, Edward	University of the Incarnate Word	Session 5
Slaydon, James	Lamar University	Session 2
Stotler, James	North Carolina Central University	Session 5
Ulferts, Gregory	University of Detroit Mercy	Session 2, 6
Valle, Matthew	Elon University	Session 8
Velquist, David	University of the Incarnate Word	Session 8
Waggoner, Charles	Eastern New Mexico University	Session 3
Walker, Eva	Troy University	Session 7
Watts, Harrison	Our Lady of the Lake University	Session 1
Williams Van Rooij, Shahron	George Mason University	Session 1
Yates, Rhett	Jacksonville University	Session 3, 4

## **Committee on Publication Ethics and Cabell's**

The Academic and Business Research Institute is a publisher member of the Committee on Publication Ethics. As a publisher member AABRI Publication Policies and Procedures are based on and compliant with the COPE Code of Conduct and Best Practice Guidelines.

For information please see the COPE website <http://publicationethics.org/members/publishers>.

All AABRI journals are listed in the *Cabell's Directory of Publishing Opportunities*. These journals have been vetted by Cabell's as compliant with the rigorous Cabell's publication standards implemented in 2014. AABRI journals are indexed in ProQuest and the Education Resources Information Center (ERIC). Not all journals are in every directory and index. See the individual journal's webpage specific information.

## **AABRI Contact Information**

Please contact the hotel desk for problems with your hotel room or hotel reservation. For conference-related concerns please see one of the conference staff or ask the hotel desk to contact one of us for you. AABRI contact information is located on the [www.aabri.com](http://www.aabri.com) website. Individual AABRI staff contact information is on the business cards included in the registration package. AABRI office phone is (904)435-4330. All messages left on the office phone are immediately emailed to AABRI staff and will be returned as quickly as possible.

## **Academic and Business Research Institute Journals**

The Academic and Business Research Institute supports the research and publication needs of business and education faculty. AABRI journals accept submissions in education, ethics, technology and all business fields. Click on the Journals link on the [www.aabri.com](http://www.aabri.com) website to see which of our journals serves your publication needs or click below to access the individual journals directly. Academic and Business Research Institute (AABRI) business and education journals are indexed in Cabell's and ProQuest databases. AABRI education journals are indexed in ERIC. AABRI publishes the following peer-reviewed academic journals:

- Journal of Behavioral Studies in Business
- Journal of Business Cases and Applications
- Journal of Ethical and Legal Issues
- Journal of Finance and Accountancy
- Journal of Instructional Pedagogies
- Journal of International Business and Cultural Studies
- Journal of Management and Marketing Research
- Journal of Technology Research
- Research in Business and Economics Journal
- Research in Higher Education Journal

## **Editorial-Review Boards**

AABRI is seeking additional editorial-review board members and reviewers for its journals. If you would like to contribute as a review-board member or invited reviewer, please complete the reviewer information form found at <http://www.aabri.com/reviewerform.html>. Review-board members and invited reviewers must hold a terminal degree in field or a closely-related field. Preference is given to individuals with significant academic-journal publishing history

## **Peer Review of Conference Manuscripts**

All completed manuscripts presented at AABRI conferences may be submitted to an appropriate AABRI journal reviewer for peer review at the request of the author(s). Review fees are waived. Reviewer comments will be provided to authors when received from the reviewer. Normal editing/hosting fees apply if your paper is accepted for journal publication and you choose to have it published. However, there is no obligation to publish your paper in an AABRI journal.

### Journal Submission of Conference Papers

Conference proceedings of Academic and Business Research Institute conferences are not copyrighted. Copyright for the manuscripts in the proceedings is owned by the individual authors of the papers. AABRI understands that it is the intent of most conference participants to use the conference as a means to get constructive criticism of their research so it may be improved to journal-publication quality. AABRI conference participants are free to submit their manuscripts for journal publication without copyright concerns.

All completed manuscripts presented at Academic and Business Research Institute conferences may be submitted for review by AABRI reviewers for possible publication in one of our academic journals (review fee waived; normal editing/hosting fees apply if accepted) at the request of the author during registration. To be eligible for automatic review manuscripts must be original and meet AABRI journal submission formatting requirements. AABRI will determine which of our journals is the most appropriate for conference submissions in accordance with the conference track of the paper/presentation submitted.

Additionally, all conference participants who did not submit a completed manuscript to the conference may submit their manuscripts when completed to one of our academic journals (review fee waived, normal publication fees apply if accepted) subject to the following conditions:

- The conference participant must be the author or coauthor of the manuscript.
- Only one no-review-fee submission per conference participant.
- Normal editing/hosting charges apply.
- Manuscripts must meet AABRI journal submission formatting requirements (below). Manuscripts not meeting these requirements will be returned without review.
- Use your conference registration number (SA23XXX) as your receipt number on the AABRI Journal Manuscript Submission Form. Submissions not including the registration number will not be reviewed. Only one manuscript per conference registration number.

### AABRI Journal Submission Formatting Requirements

All papers submitted to all journals must meet the following requirements. Please check each bullet point as you review your manuscript prior to submission:

- Files must be submitted in Microsoft Word or RTF format.
- All manuscripts must be single-spaced.
- The title must be bold, black, 16-point Times New Roman font, maximum of 12 words, single spaced, and centered on the top line(s) of the title page only. Capitalize only the first word of the title, acronyms and proper nouns in the title.
- The remainder of the manuscript must be black 12-point Times New Roman font and left aligned.
- List all authors with their organizational affiliations on the title page immediately following the title. Author information as follows (Centered, 12-point font, not bolded - note no email addresses or other contact information are included):
 

Author 1 name  
 Author 1 organization  
  
 Author 2 name  
 Author 2 organization

- DO NOT LIST AUTHORS ANYWHERE ELSE IN THE MANUSCRIPT. Manuscripts are blind reviewed. Manuscripts are assigned a tracking number and title pages are separated from manuscripts before they are sent to the reviewers.
- All manuscripts must include a maximum 250 word abstract on the title page immediately following the author(s)' names. Do not bold or italicize abstract.
- Add a list of 5-6 keywords one line below the abstract. Skip one line after the abstract then begin with Keywords: then list the keywords on the same line, separated by commas. DO NOT BOLD.
- Start the introduction on the page following the title page.
- Margins must be 1 inch all around on all pages. THIS INCLUDES ALL TABLES, GRAPHS, and FIGURES.
- Manuscripts must be written in third person. Do not use I, we, me, our, etc.



- Include a right-aligned running footer with the first 3 or 4 words of the title starting on the title page. Footer must be in 12-point Times New Roman font. DO NOT USE ITALICS. DO NOT NUMBER PAGES.
- Left align and bold all section headers and sub headers. Leave one line before and one line after section headers and sub headers. Section headers should be all caps. Section sub headers should be mixed case.
- Do not use bold text anywhere else in the manuscript. Do not use italics anywhere in the document except in the reference list according to APA formatting requirements.
- Indent paragraphs .5 inches. Do not leave a line between paragraphs. This includes the abstract.
- APA formatting is preferred for citations and references. However, any accepted academic formatting style (MLA, Turabian, Chicago etc.) is acceptable. Regardless of the formatting style used, a bibliography/reference list must be included at the end of the manuscript. DO NOT MIX FORMATTING STYLES IN THE TEXT. DO NOT USE ENDNOTES.
- Manuscripts must be adequately cited and referenced using academically appropriate sources. Papers not copiously cited and referenced are not acceptable for publication. This includes case studies.
- All graphics, charts and tables must be in an appendix at the end of the manuscript and referenced in the text. State "as indicated in Table 1 (Appendix)". Do not state "Insert Table 1 Here".
- All pages must be in portrait orientation in the document. If graphs or pictures are too wide for portrait orientation the author must resize or rotate 90 degrees.
- Maximum standard manuscript length is 40 pages including reference list and appendices. To submit a manuscript greater than 40 pages for review, please contact the [editorial.staff@aabri.com](mailto:editorial.staff@aabri.com) prior to submission.
- Maximum file size is 1 megabyte. Please limit the size and number of graphics imbedded in your manuscript. Files exceeding 1 megabyte are subject to a publishing fee surcharge.
- All papers must be original and not previously published documents. Papers published in conference proceedings are acceptable if the proceedings are not copyrighted or a copyright release is provided by the author(s).
- Effective August 2012, all papers will be submitted to an online plagiarism detection website to verify authenticity. Papers greater than 10% non-original are subject to being returned to the author for revision and resubmission. Papers are expected to have an originality index of less than 10% non-original. Papers in the yellow or red level (excluding quotes and bibliography) will be returned to the author for revision and resubmission. Please see the Plagiarism section on the Publication Policy page.
- As a condition of acceptance of a submission in consideration for publication in an AABRI journal, all submitting authors agree to become reviewers on two papers submitted by other authors for publication consideration and to respond to review requests with comments within 30 days of receipt of such request.
- AABRI will not publish papers containing profanity, racially or ethnically degrading statements, sexual content, political endorsements or criticisms, religious endorsements or criticisms, or personal attacks on any individual or organization.
- AABRI reserves the absolute right to refuse publication of any reviewed submission without cause. AABRI reserves the right to remove from publication any previously accepted and published submission without cause.

Please review the Submissions Procedures and Submission Requirements found on the [www.aabri.com](http://www.aabri.com) website prior to submitting manuscripts for updated information.

### **Call for Papers – Upcoming AABRI Conferences**

Due to the COVID epidemic, most AABRI conferences during the 2020/2021, 2021/2022, and the first half of the 2022/2023 academic years were cancelled. The 2023 San Antonio conference is our first conference since the 2020 San Antonio conference three years ago. AABRI is currently in negotiations with several facilities to host our conferences in the 2023/2024 academic year. Once negotiations are completed and finalized, we will post locations and dates on the conference website – <http://www.aabri.com/UpConf.html>.

We hope to see you again at one of our future conferences.

