

*Craig J. Moore, CPA*

I. Name: Craig Moore

Rank: Associate Professor

Tenure/Nontenure: Tenure

Department or Division: Department of Business

Year Joined the Institution: Fall 2012

Teaching Experience:

**UW-Stout:**

Successfully provided instruction over multiple semesters for the following courses, modes of delivery, and student populations:

\*BUACT 206 – Introduction to Financial Accounting (face-to-face)

\*BUACT 207 – Introduction to Corporate and Managerial Accounting (face-to-face)

\*BUMIS 333 – Decision Support Systems (face-to-face)

\*BUACT 206-9XX taught online to customized instruction students

\*BUACT 207-9XX taught online to customized instruction students

\*BUACT 207 taught online to traditional students

**UW-Madison:**

As Lecturer, instructed and evaluated undergraduates in intermediate and introductory economics courses including Introductory Economics, Labor Problems, Intermediate Microeconomic Theory and Intermediate Macroeconomic Theory. Taught both honors and general curriculum courses. Course sizes ranged from twenty students to over sixty. Advised students in regards to academic course sequence and future vocational goals.

II. Educational Background

**MS,**            **University of Wisconsin-Madison**  
Major Field: Economics  
**PhD** requirements met save for dissertation

**BBA,**            **University of Wisconsin-Eau Claire**  
Major: Accounting

**BA,**            **Marshall University**  
Huntington, West Virginia  
Double Major: Economics and Mathematics

III. Prior Experience not in Education

***Senior Accountant, Baker Tilly Virchow Krause (4 years)***

Audited municipalities, counties, utilities, school districts, not-for-profits, colleges and universities. Prepared and presented instructional materials to Town Boards, industry accountants, and colleagues. Prepared and presented Continuing Professional Education courses to other accountants. Instructed and trained interns and new staff accountants.

***Independent Economic Consultant, Self-Employed (2 years)***

Estimated and mitigated losses in wrongful termination suits. Analyzed large data sets and made extensive use of electronic spreadsheets to calculate estimated losses.

IV. Professional Memberships

***Continuous licensure as a Wisconsin Certified Public Accountant.***

License valid until 2021. Anticipate maintaining active license indefinitely

V. Professional Presentations

***“Truth and Meaning: Lessons from Auditing, Teaching, and Postsecret.com”***

Spring 2017. Presentation to the Unitarian Universalist Congregation of Eau Claire. A recording of the presentation can be found online at:

<http://www.uueauclaire.com/Content/Sermons/2016-17/5.14317.MP3>

***“Income Inequality, the Distribution of Wealth, and Unitarian Universalist Principles”***

Spring 2015. Presentation to Unitarian Universalist Congregation of Eau Claire. A recording of the presentation can be found online at:

<http://www.uueauclaire.com/Content/Sermons/2014-15/1.4.15.mp3>

VI. Other Research Activity

***“Effect of Prior Exposure to Digital Resources on Learning Outcomes in Subsequent Courses”***

Summary paper resulting from participation in the Digital and Open Educational Resources Community of Practice sponsored by UW-Stout. Analyzed how students’ exposure to e-texts and digital resources in a pre-requisite course affected performance in subsequent courses

***Solicited Review, “Managerial Accounting”***, Kurt Heisinger and Joe Ben Hoyle. Review found at: <http://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=137>. Review solicited by University of Minnesota Open Textbook Network.

VII. Consulting

***“Initiative to Upgrade the University of Wisconsin-Eau Claire Piano Pedagogy Library”***

Grant from UW-Eau Claire Office of Research and Sponsored Programs. In consultation with grant recipients, determined the optimal database solution for improving and upgrading resource-tracking at a University music library.

***Utility Allocation-HB Remodel***

In consultation with landlord and business owner developed Excel-based software solution to quickly and efficiently determine multiple tenants’ portion of utility bills.

***Customer Lighting Requirements-Viking Electric***

In consultation with local sales firm developed Excel-based solution to determine client lighting requirements and suggest possible products.

***Financial Reporting, Unitarian Universalist Congregation of Eau Claire***

Analyze problems and implemented solutions related to the finances of the organization. Specific issues addressed included proper recording of doubtful pledges, Form 990 requirements, and proper recording and reporting of restricted and temporarily restricted revenues.

VIII. Professional Growth Activities

***Online Teaching Short Course*** offered by UW-Stout

***Online Teaching Foundations Course*** offered by UW-Stout

***Search and Screen Training*** offered by UW-Stout

***Open Textbook Workshop*** sponsored by UW-Stout

***Digital and Open Educational Resources Community of Practice***

***“Enterprise Risk Management for Nonprofit Organizations”*** presented by Wegner CPAs

***Human Subjects Training*** provided by the UW-Stout Institutional Review Board

***Academic Symposium*** presented by the National Retail Federation

***Honors College Colloquium*** training sponsored by UW-Stout Honors College

IX. Seminars, Training Programs, etc., Conducted for Business and Industry

***“Introduction to Governmental Accounting”***

Sole instructor for CPE eligible training. Provided instruction to recent hires in governmental accounting standards and use of Microsoft Office and specialized auditing software.

***“Auditing Charitable Remainder Trusts”***

Delivered CPE eligible training relating to audit approaches to remainder trusts. Included empirical analysis of audit evidence obtained in previous firm audits.

***“Take the Mystery Out of Financial and Single Audits”***

Educational presentation to the Wisconsin Rural Water Association Regional Utility Clerk Training. Emphasis on helping non-accountants understand their financial statements and audit process.

***“Budgeting-Tips and Tools”***

Educational presentation to joint meeting of Wisconsin Municipal Clerk’s Association and Municipal Treasurer’s Association of Wisconsin. Special emphasis on how the budget process could be used to address newly mandated accounting standards.

X. Institutional Services Performed

***Business Department Chair*** (Summer 2020-Summer 2022)

***BUMIS 333 course revision.*** Co-drafted revision and presented revision to College of Management Council and University C & I Committee.

***Search and Screen Committee*** for Accounting/MIS positions

***College of Management representative to Personnel Policies Committee***

***College of Management standing alternate to Finance Committee***

***CSTEMM representative to Personnel Policies Committee***

***Marketing and Business Education Advisory Board***

***Retail Merchandise and Management Advisory Board***

***Judge, Accounting Applications, DECA District 1 Career Development Conference***

***BUMIS 333 course lead***

***BUACT 207 course lead***

XI. Recognition and Honors

***CPA Exam Achievement Award***

Awarded by the Professional Accounting Society of America. Passed all four sections of the CPA examination on the first attempt. Scores: 97, 94, 93 and 92.

***Wisconsin Alumni Research Foundation Fellowship, UW-Madison***

Awarded highly competitive academic fellowship to Department of Economics for four years in order to pursue research and teaching.

XII. Professionally Related Community Activities

***Finance Committee, Unitarian Universalist Congregation of Eau Claire (current)***

Provide oversight to local exempt organization in matters relating to budgeting and financial reporting.

***Board of Directors and Treasurer, Feed My People Food Bank (3 years)***

Provided oversight to local not-for-profit with yearly revenues of over \$9,000,000. Also served on Audit and Finance Committee and served as Treasurer for two years.

***Board of Directors and Treasurer, Chippewa Valley Youth Symphony (3 years)***

Provided oversight to local not-for-profit devoted to providing for the musical development of area youth. Served as Treasurer for 2 years.

***Board of Directors and Treasurer, Black River Child Care (3 years)***

Oversaw and advised the county's largest childcare provider, a non-profit corporation with yearly revenues in excess of \$300,000. Served as Treasurer for one year.