

The Georgia Society of CPAs

2018 ANNUAL CONVENTION

June 24-27, 2018

Rimrock Resort Hotel, Banff, Canada



The Georgia Society
of CPAs



**PASSPORT
REQUIRED!**

GSCPA ANNUAL CONVENTION

June 24-27, 2018 | Rimrock Resort | Banff, Canada

Prepare to escape to heart of the Canadian Rockies and Banff National Park for the 2018 Annual Convention, June 24-27 at the Rimrock Resort, Banff, Canada.

This year's convention offers CPAs the opportunity to take part in the trip of a lifetime while also receiving approximately 13.5 hours of CPE over the course of four days on a variety of topics including professional issues, leadership development, and more. On Tuesday morning, plan to participate in the **GSCPA Annual Business Meeting** where you will hear what your Society has accomplished over the past year and what the plans are for the upcoming year.

Annual Convention is designed to provide attendees and their guests with the opportunity to network with each other, explore the area and have a great time making very special memories. Banff offers tons of activities for people of all ages. Whether you want to relax in the spa, take a cruise on Lake Minnwanaka, or check out Bow Falls, you will never run out of activities.

Annual Convention promises something for everyone. We look forward to seeing you in Banff!

HOTEL DETAILS

The Rimrock Resort Hotel is a AAA/CAA Four Diamond Hotel located in the breathtaking Canadian Rockies and Banff National Park. The Rimrock Resort Hotel is a very special place for a truly memorable experience, offering exceptional views, fine dining, a relaxation spa as well as an indoor pool. The Hotel also offers two restaurants onsite - Primrose and Eden, two lounges - Larkspur and Divas, and a coffee shop.

NATIONAL PARK PASS

Because the Hotel is located within Banff National Park, a National Park Pass is required to enter the park as you are driving to the hotel. The park pass must be printed and displayed on the left side of the vehicle dashboard. The park pass fee is not included in the hotel rates. **Attendees can either purchase group passes or individual passes through the Parks Canada website found here: www.banfflakelouise.com/parks-pass-online.** When printed online, attendees are able to use the Park Pass Holders drive through lane as they enter the park.

PLEASE NOTE: A PASSPORT IS REQUIRED FOR TRAVEL TO BANFF.

GOLD SPONSOR



EXHIBITORS

ADP

PRITCHARD & JERDEN

THE STRATEGIC GROUP OF COMPANIES



HOTEL RESERVATIONS

Deadline: May 24, 2018

Group Rates: Standard two Queen Guestroom or Standard King Guestroom - \$288 + tax and gratuities (CAD)

Triple and quadruple accommodation is available at an additional cost of \$25.00 (CAD) per person, per day. The Hotel allows a maximum of four (4) adults per guest room. Children under the age of 18 years, sharing a room with their parent(s), stay at no charge.

Parking: Overnight self-parking is available at a daily rate of \$16.00 per vehicle (plus applicable taxes). Valet parking is available for a daily rate of \$30.00 per vehicle (plus applicable taxes).

A service charge of \$9.00 (CAD) per room, per day has been included in room rates to cover portage and housekeeping.

Reservations can be made online at <http://bitly.com/gscpaAC> or by calling 1-888-RIMROCK (746-7625).

In addition, hotel guests can enjoy complimentary access to Banff's Public Transit service (Roam), from the Rimrock Resort Hotel to downtown Banff. Prices will be charged in Canadian Dollars.

Please note, when using the hotel link listed on The Society webpage you are only reserving your room. To pre-pay in advance and take advantage of any savings from the current exchange rate, please call 1-888-RIMROCK and let the attendant know you are with The Georgia Society of CPAs to get the group rate. From there, let them know that you would like to go ahead and pre-pay for your room.

Brewster Express

Shuttle from airport to hotel

Guests can book-online at bit.ly/BrewsterExpress or by calling toll-free at 1-866-606-6700. In order to get the 15% discount on-line, guests need to enter the following under promo code when checking out: GSCPA2018. If guests are calling in and speaking to one of the agents, they also need to identify themselves as being with GSCPA in order to get the 15% discount. The promo code is valid from June 19, 2018 to July 5, 2018.

Take advantage of the convenient daily departure schedule and Brewster Airport Desk conveniently located in both the International and Domestic terminals at the Calgary Airport.

HOW TO PACK FOR A VISIT TO THE CANADIAN ROCKY MOUNTAINS

Visitors to the Canadian Rocky Mountains should be prepared for unpredictable weather and rapidly changing conditions. Locals to the area recommend dressing in layers and have clothing options that can be easily added and removed as necessary. Be prepared for the possibility of rain in June and early summer and for temperatures that can drop significantly at night, particularly at higher elevations.

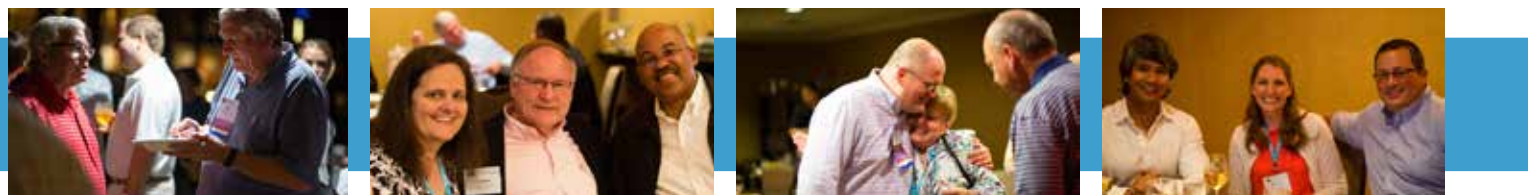
ATTIRE GUIDELINES

Resort casual to all events, except the Chair's Reception and Banquet on Tuesday evening, which is Business Casual attire.

Business Casual

Resort Casual





PROGRAM SCHEDULE

SUNDAY, JUNE 24 (4 HOURS OF CPE)

- 12 - 5 p.m.** **Registration**
Pick up your convention materials and meet your fellow attendees.
- 1 - 5 p.m.** **Exhibits Open**
Visit with vendors who offer products to help grow your business.
- 1 - 1:50 p.m.** **Patrick Bell | Health Care Consumerism: Getting Employees More Involved In Their Physical and Financial Well-Being**
There are strategies and resources that can provide better healthcare outcomes and mitigate hefty medical renewals. Discuss simple changes you and your employees can make when using your benefits to help navigate the ever-changing health care system. Topics will include understanding your health plan; proper prescription use; and how to be a health care shopper.
- 1:50 - 2 p.m.** **Break**
- 2 - 2:50 p.m.** **Sondra Smith | Examining Current Practices of Data Analytics in Auditing**
The emergence of big data and data analytics is transforming the way audits are being conducted. Discuss current practices of data analytics in audits by various-sized accounting firms along with how this could potentially affect the effectiveness and efficiency of an audit. Topics include specific data analytic tools, the stage of the audit data analytics is most often used, and the importance of data analytics on audit quality.
- 2:50 - 3 p.m.** **Break**
- 3 - 4:40 p.m.** **Art Auerbach | New Tax Law and Cases Affecting Businesses**
Discuss depreciation changes for the current year and longer-term planning, as well as what is deductible for meals and entertainment. Review Section 199A, the entity chosen and whether to convert from an S.
- 7 - 10 p.m.** **Opening Reception and Dinner**

MONDAY, JUNE 25 (0 HOURS OF CPE)

- 7:30 - 9 a.m.** **Breakfast**
Grab a bite to eat before heading out to seize the day!
- 7:30 - 9 a.m.** **Exhibits Open**
Visit with vendors who offer products to help grow your business.
- 8 a.m. - 6:00 p.m.** **Free Time**
Explore all that Banff and the surrounding area has to offer! See page 7 for more information and a promo code!
- 6 p.m.** **Dine Arouds (optional)**
Courtesy blocks have been reserved at local Banff restaurants. Restaurants are limited to 14 people per block. See page 6 for more information.
- 6 - 8 p.m.** **Past Presidents/Chairs' Dinner (invitation only)**
Off site at The Maple Leaf Restaurant
- 9 - 10 p.m.** **Hospitality Reception**

TUESDAY, JUNE 26 (6 HOURS OF CPE)

- 7:30 - 9 a.m.** **Breakfast Buffet**
- 7:30 a.m. - 4 p.m.** **Exhibits Open**
Visit with vendors who offer products to help grow your business.
- 8:30 - 9:30 a.m.** **Annual Business Meeting**
Don't miss the chance to hear about what YOUR association has accomplished over the past year and what's in store as we welcome our new Chair of the Board, Scott Collins, CPA. In addition, the Distinguished Member award will be given.
- 9 a.m.** **Optional Activity: Cave and Basin Tour** - See page 6 for more information and how to register.
- 9:30 - 9:45 a.m.** **Break**
- 9:45 - 11:25 a.m.** **Art Auerbach | New Tax Law and Items Affecting Individual Client, Income and Estate Planning**
Review withholding and estimated tax planning, interest expense, home equity lines, mortgages, and real estate considering recent tax law and case changes.
- 11:25 a.m. - 2 p.m.** **Break for lunch**
- 2 - 3:40 p.m.** **Mark Peterson, AICPA | Washington Update**
Mark will cover the political environment in Washington, D.C. and the issues currently impacting the CPA profession.
- 3:40 - 3:50 p.m.** **Break**
- 3:50 - 4:40 p.m.** **Emily Sanders | Financial Cross Fit: How to Help your Female Clients to Become Financially Strong**
Due to changing demographics, women spend more time in retirement and are increasingly becoming family breadwinners. Join us to learn crucial financial steps and insights we should be taking as CPAs to help our female clients strengthen their financial lives during different phases and feel in control of their futures.
- 5:30 - 9:30 p.m.** **Kids Club (ages 5-12)**
Drop your kids off for an evening of fun while you attend the Chair's Reception and Banquet. Dinner will be served at the Kids Club for those who participate. Please note: you will have to fill out a form and bring a copy of your child's passport.
- 6 - 9 p.m.** **Chair's Reception and Banquet (Business Casual attire)**
Rodney Chandler, CPA will be honored for his service as chair during the past year.
- 9 - 11 p.m.** **Hospitality Reception**

WEDNESDAY, JUNE 27 (3.5 HOURS OF CPE)

- 7:30 - 9 a.m.** **Breakfast Buffet**
- 7:30 a.m. - 12 p.m.** **Exhibits Open**
Visit with vendors who offer products to help grow your business.
- 8:30 - 9:45 a.m.** **Ric Rosario, CAMICO | You've Been Hacked...Now What?**
Security tools to protect against cyber attacks are becoming more sophisticated, but attackers are also becoming more sophisticated. Develop a greater awareness about data security risks, cybersecurity best practices, and professional liability issues.
- 9:45 - 10 a.m.** **Break**
- 10 - 10:50 a.m.** **Calvin Wong | Technology Update**
Discuss the latest developments in technology from GSCPA's own tech expert.
- 10:50 - 11 a.m.** **Break**
- 11 - 11:50 a.m.** **Boyd Search | Town Hall Meeting**
Join GSCPA's CEO as he moderates a discussion covering key issues facing the profession. Come prepared to share what you feel are the most pressing issues and your perspective on them. Join us for this free-spirited session as we wrap up the 2018 Annual Convention.
- 12:15 p.m.** **Adjourn**



GI Sky Bistro



Primrose Dining Room



Mountains, Lakes and Waterfalls Tour



Explore Banff Tour

DINE AROUNDS

Courtesy blocks have been set up at several restaurants for Monday evening. You will choose a restaurant on Sunday upon arrival at the GSCPA registration desk. Please note: options are at your own cost.

Chuck's Steakhouse

<https://www.chuckssteakhouse.ca/>

Banff's newest restaurant, Chuck's Steakhouse is located on the corner of Banff Avenue and Buffalo street. The menu features a wide range of locally sourced Alberta beef with an on-site dry aging room, all served in a stylish ranch inspired dining room.

The Balkan Restaurant (kid friendly)

<https://www.banffbalkan.ca/>

Fresh Greek in the heart of Banff. Featuring the best ingredients to honor the traditions of the Mediterranean. Friendly, local service, showcasing the best in Greek and Banff hospitality.

Park Distillery Restaurant and Bar (kid friendly)

<https://www.parkdistillery.com/>

Park Distillery is a back-country lodge inspired craft distillery. Park has a vibrant atmosphere and our menu features smoky campfire inspired cuisine served alongside our award-winning spirits.

Three Ravens Restaurant & Wine Bar

<https://www.banffcentre.ca/three-ravens-restaurant-wine-bar>

Exceptional dining inspired by creativity sustainability and culinary diversity. Consistently one of Banff's top rated restaurants on TripAdvisor, Executive Chef Sébastien Tessier and his knowledgeable team are as passionate as you are about fresh, inventive cuisine and great wines.

The Bison

<http://www.thebison.ca/>

Enjoy a signature cocktail, local bottled beer or choose from the carefully selected wine list. Watch the show as a line of talented chefs in the open concept coppered kitchen lead by executive chef David Cousineau prepare your regionally inspired meal. Our farm to table approach means guests will be eating the very best the region has to offer in rustic elegance.

THINGS TO DO AROUND BANFF

- Banff Park Museum
- Whyte Museum of the Canadian Rockies
- Buffalo Nation Luxton Museum
- Johnston Canyon Ice Walk
- Lake Louise
- Maraine Lake
- Bow Valley Parkway
- Surprise Corner
- Fly Fishing
- Banff Hot Springs
- Shopping

MONDAY ACTIVITIES

This year's schedule has been rearranged to allow attendees to take advantage of the many activities Banff and the surrounding area have to offer. If you would like to participate in the Columbia Icefield Discovery, this is the perfect time to do so on your own. Information on this tour and others can be found at <https://www.banffjaspercollection.com/brewster-sightseeing/>. You and your guests may book these activities with a discount directly through Brewster.

Explore Rockies (Brewster Sightseeing Tours only)

Guests can book on-line on the website Summer Sightseeing Tours (<https://www.banffjaspercollection.com/brewster-sightseeing/>) or by calling our toll-free line at 1-866-606-6700. Please note the below tours are eligible for discount:

- Explore Lake Louise
- Explore Banff
- Explore Jasper
- Mountains, Lakes and Waterfalls
- Rockies Discovery
- Columbia Icefield Discovery

In order to get the 15% discount on-line, please use the code **GSCPA2018** at check out. If you choose to call in to speak to one of Brewster's agents, guests need to identify themselves as being with GSCPA in order to get the 15% discount. The promo code is valid from June 19th, 2018 to July 5, 2018. Please note that Brewster does not guarantee tour departures and there is potential that a tour can sell out on any given date.

Please note: Attendees who embark on the Icefield tour will likely miss the evening optional dine arounds.

TUESDAY OPTIONAL ACTIVITY

Pre-registration is required. Program is rain or shine.

Cave and Basin National Historic Site

311 Cave Avenue

Tuesday June 26, 9 a.m.

\$10 per person (Ages 17 and under are free)

Transportation is on your own

As the birthplace of Canada's National Parks, Cave and Basin NHS connects visitors to the essence of Banff National Park, through nature, culture and history. On the Discovery Tour, visitors dip their hands in steamy thermal waters, take an easy boardwalk stroll over pristine marshlands, and learn about Banff's storied past all in the location that started one of the world's greatest conservation movements. On a five-stop guided outdoor journey, learn how three railway workers discovered liquid gold in the form of thermal pools; experience the grandeur of the 1914 historic bathing pavilion where swimmers first dipped their toes in the warm waters, leading to the later development of world-famous Banff Upper Hot Springs. After the tour, explore the interactive exhibits of Story Hall and enjoy a giant 4-screen, HD journey through Canada's stunning protected areas and see the dancing lights of the underground Cave, the place that started it all.

Please note: The national historic site has indoor and outdoor features including multiple stairs.

2018 ANNUAL CONVENTION REGISTRATION

June 24-27, 2018 | Rimrock Resort, Banff, Canada | Event Code: 13500

Is this the first time you have attended GSCPA Annual Convention? Yes No

What day do you plan on arriving? _____

PRIMARY CONVENTION REGISTRANT INFORMATION:

Name _____ Member ID # _____

Address _____

Phone _____ Email _____

Company _____

ADDITIONAL CONVENTION REGISTRANT(S) INFORMATION:

Spouse/Guest _____ Spouse/Guest _____

Child 1: _____ Age: _____ Child 2: _____ Age: _____

Child 3: _____ Age: _____ Child 4: _____ Age: _____

ADULT FULL REGISTRATION

Includes three breakfasts, Opening Reception and Dinner, Chairman's Reception and Banquet, and CPE for member and nonmember registration.

Member

EARLY (BY MAY 24)

\$649 x _____

LATE (AFTER MAY 24)

\$799 x _____

Nonmember

\$699 x _____

\$849 x _____

Spouse/Guest

\$475 x _____

\$575 x _____

CHILDREN FULL REGISTRATION

Includes three breakfasts, Opening Reception and Dinner, Kid's Club* or Chairman's Banquet on Tuesday.

Children (2-11)

EARLY (BY MAY 24)

\$100 x _____

LATE (AFTER MAY 24)

\$100 x _____

Children (under 2)

\$0 x _____

\$0 x _____

*Children ages 5-12 can participate in the Kid's Club.

INDIVIDUAL SESSIONS

Individual sessions are included in the full registration cost. Pricing below is a la carte for those not attending the full convention and paying the full registration cost.

Breakfast (\$45 per day/\$135 for three days) Please indicate number of tickets for each day.

_____ Adults _____ Children on Monday

_____ Adults _____ Children on Tuesday

_____ Adults _____ Children on Wednesday

INDIVIDUAL SESSIONS (CONT.)

SUNDAY, JUNE 24 Opening Reception and Dinner (\$175 per person) _____ Adults _____ Children

TUESDAY, JUNE 26 Chair's Reception and Banquet (\$200 per person) _____ Adults _____ Children

OPTIONAL ACTIVITY - CAVE AND BASIN NATIONAL HISTORIC SITE

The activity below is optional and not included in the full registration fees.

(\$10 per adult; Ages 17 and under are free; please list age of each child. Transportation not included.)

Participant 1: _____ Adult Child Age: _____ Participant 2: _____ Adult Child Age: _____

Participant 3: _____ Adult Child Age: _____ Participant 4: _____ Adult Child Age: _____

PAYMENT INFORMATION

Total Amount Due: _____

Enclosed is a check made payable to The Georgia Society of CPAs

MasterCard Visa AmEx Discover

Card number: _____ Exp. Date: _____

Name on card: _____ Signature: _____

Cancellation Policy: Cancellations/transfers made before May 24, 2018 will not incur an administration fee. Cancellations/transfers made on or after May 24, 2018 are subject to a \$100 administration fee for members, \$150 administration fee for nonmembers. Cancellations/no-shows on the date of the event forfeit the entire registration fee. No refunds or transfer of fees will be made after the date of the event.

Early Registration Fee: Applicable when registration is received by GSCPA by the early registration deadline of May 24.

REGISTER TODAY

EMAIL a completed registration form with credit card information to chammond@gscpa.org.

FAX a completed registration form with credit card information to GSCPA at 404-237-1291.

CALL Callie Hammond at 404-504-2953 or 800-330-8889, ext. 2953.

MAIL your completed registration form with credit card information or a check made payable to The Georgia Society of CPAs:

The Georgia Society of CPAs

Six Concourse Parkway, Suite 800, Atlanta, GA 30328

TURN FORM OVER FOR PAYMENT INFORMATION! →



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Six Concourse Parkway
Suite 800
Atlanta, GA 30328

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