



Chapter News



Atlanta Chapter

June 2008

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President's Message

Our June meeting will occur on June 17, 2008, and our speaker is Jason Hoffman of Guidestar Consulting. He'll be speaking about "The Real Issues Behind Your Biggest Business Aggravations: How to Find and Correct Them". The focus of Jason's talk will be identifying the root causes of problems in organizations.

As discussed previously, the GSCPA at the state level is evaluating chapters that may benefit by combining their resources and leadership talent. The Atlanta Chapter and the Buckhead Chapter have been selected as "pilot" chapters to evaluate the benefits and challenges that such a combination might provide. We have met with the leadership of the Buckhead Chapter, and we see many advantages to such a combination. Please share your thoughts about the combination with the leadership team, and we will keep you informed as we progress.

On another note, I would like to thank Michael Levine and Kris Clark who have recently rotated off the board. Both have put in many hours of work behind the scenes. Even better, both have agreed to stay active in the chapter and serve as mentors for their replacements!

And to continue our practice, the Atlanta Chapter officers continue to give thought to the question: What does the Atlanta Chapter mean to you, and how can you use it to grow professionally? We are working to help you make progress related to continuing education and developing your professional network and career path, and have fun in the process. We also work to provide a comfortable environment for students as they advance to enter our profession. As we move toward these goals, we see a need for members to join the leadership team to help us carry out the initiatives of education and professional development, and we welcome your ideas. If you want to be involved this year, reach out to any of the chapter officers or committee chairs. We'll be happy to help you find a position to best help you achieve your goals.

Thanks,

Michael Broughton

Chapter Meeting Information

Meeting Information

Date: June 17, 2008

Location: Vintage Room, Renaissance Hotel, 590 West Peachtree Street, Atlanta (conference room adjacent to buffet line on street level of hotel)

Time: 12 p.m. (please arrive 20+ minutes early for registration)

Cost: \$20 cash or check (includes lunch and 1 hour of CPE credit)

Speaker: Jason Hoffman of Guidestar Consulting

Topic: The Real Issues behind Your Biggest Business Aggravations: How to Find and Correct Them

GSCPA Atlanta Chapter meetings are open to professionals with interest in the topic being discussed. The meetings also happen to be great opportunities to meet other professionals. If you know of someone who would benefit by

attending this month's meeting, please forward this invitation to them with a request to RSVP.

Please forward your reservations/cancellations via email ASAP to:

[Chet Hosch](#), Atlanta Chapter Secretary

Complimentary valet parking is available at the Renaissance main entrance for those attending the Atlanta Chapter meeting.

Speaker's Biography

Jason Hoffman

Founder and Principal, Guidestar Consulting

Jason Hoffman has built his business and career on an ability to identify problems and fix them. His firm, Guidestar Consulting,, addresses the issues that hinder the success of organizations in transition – either because of distress, rapid growth, mergers or acquisitions. These issues are usually found in the affected organization's business processes, computer systems or – most commonly – where the two must come together, yet do not, Guidestar's professionals work directly with transitional organizations, as well as with Financial, Legal, Marketing and other professionals with a vested interest in those transitional organizations' success, to align the client company's goals with the goals of key stakeholders.

Prior to Guidestar, Mr. Hoffman co-founded Sales Dynamics, known for its development of methodologies and software to manage complex, business-to-business sales. Previously he honed his sales, operations, business software and intellectual property/technology transfer skills at a variety of organizations including NASA, Emerson and a leading second-tier ERP company.

On top of his professional work, Mr. Hoffman also makes it a priority to extend his problem solving expertise to the community at large. He currently serves on the executive committee for Community Consulting Teams, a 501(c)3 organization committed to providing pro bono management consulting to local non-profit organizations. He also chairs the Atlanta Dogwood Festival's Strategic Planning Committee. He has provided assistance at the international, national and local levels to Destination Imagination, a non profit organization that fosters creative thinking skills for students in Kindergarten through college, as well as the Pittsburg's Next and Pittsburgh's Urban Magnet Project (PUMP) revitalization efforts.

Mr. Hoffman graduated magna cum laude with a BSBA Marketing from the University of Pittsburgh and is an active member of Omicron Delta Kappa, the nation's leadership honor society.

2008 Meeting Schedule

July 15, 2008 - TBD

August 19, 2008 - Bob Dow - TBD

September 16, 2008 - Stuart Johnson (moderator) "Private Equity Update"

October 21, 2008 - TBD