



# Chapter News



North Atlanta Chapter - In It's 29th Year

December 2008

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## President's Message

To those of you who put up with our last minute CPE on December 2, thank you. Hopefully, it was worth the effort.

Don't miss the joint meeting with the FPA on January 29, 2009 where we will hear (former) Georgia State Economist Don Ratajczak. I really think you'll enjoy that. Please note, these January meetings are in addition to our normal third Thursday of the month at the Doubletree Hotel.

We will be moving the monthly board meeting to Tuesday, December 23 since Wednesday of that week is Christmas Eve and some take that day off. Come and get involved! We can use the help.

We have a treat this month that you won't want to miss. Internet Marketing is the latest "thing" and it's not just for "techies." Our meeting this month is presented by Network Solutions, who is providing Randy Windsor who will speak both hours on how to drive traffic to your web site and grow your business online. Whether you are in public accounting or not, you will come away with a better understanding of how you can increase business with your web site.

This is our "Christmas Meeting" and you will want to bring a gift card or check made to Calvary Children's home for a suggested minimum donation of \$25. These kids need a break. Help make their Christmas come alive!

Our "line-up" of upcoming events is at the end of this message.

Jim Ray  
Chapter President

## Chapter Meeting Information

**When:** December 18, 2008

**Where:** Doubletree Hotel NW Atlanta off Windy Hill Road.

From I-75 in Cobb Co. go west on Windy Hill Road (exit #260). Hotel driveway will be on your right located between Popeye's Chicken and Wachovia Bank. **Phone:** 770-272-9441.

**Time:** 5:30 p.m. registration, 6 p.m. First Presentation, 7:30 p.m. Second Presentation

**Cost:** \$15 for Students, \$25 for chapter members, with a **\$5 member discount available if registered by Monday, December 15.**

**Register:** Send [email](#) or visit the [chapter's web site](#). Remember to include (1) your name, (2) GSCPA member number and (3) contact phone number.

**Dinner Buffet:** Caprese Salad - Tomato and Fresh Mozzarella W/ Balsamic Reduction, Roma Tomato and Red Onion Salad, Classic Caesar Salad, Italian Herb Chicken Breast with Champagne Crème Sauce Sausage and Peppers, Cheese Canelloni with a Cream Sauce, Italian Style Vegetables, Soft and Crisp Bread Sticks, Tiramisu and Biscotti for Dessert, Coffee and Tea

## Speaker Before and After Dinner: (2 hr CPE):

Randy Windsor will speak on, "Get Found Online or Get Left Behind!" which will be a condensed version of Network Solution's 4 hour seminar that will give you an outline for the steps to take to have a successful online marketing plan,

as well as deflating some of the myths involved with internet searches.

Brief Resume of our speaker, Mr. Randall Windsor – Educational Program Director, Network Solutions:  
Randy manages sales and search marketing education programs – seminars, webinars and partner programs.

Randy has more than 25 years of experience in presenting educational programs to public audiences. His background in communications and technology has led him to become a top performer in technology sales. He began work with Monster Commerce in March of 2005 which was later acquired by Network Solutions to serve as their E-Commerce and Online Marketing service division. He was a Senior Level Sales Manager in the Search Marketing department until transitioning in October 2006 to his current role within the Education department for Network Solutions. During his time in this position, Randy has trained thousands of businesses and professional organizations on how to use the Internet to further their business goals.

In 2007-2008, Randy played a key role in developing the Network Solutions Search Marketing Webinar Series, an educational program, which covers various topics on Internet Marketing. Such topics include: Pay-Per-Click advertising, search engine optimization, link building strategies and e-commerce marketing. Randy will continue to play a key role in further developing Internet marketing training programs for businesses of all sizes into 2009.

Randy enjoys spending his free time with his wife and children; he is an avid model railroader and also enjoys an outdoor recreation called geo-caching.

## 2008-2009 Meeting Schedule

### North Atlanta Chapter-In its 29th year! Outline of Upcoming Events

Date	Place	Event
Monday, December 15, 2008	Doubletree Hotel	Monthly Meeting
Thursday, January 15, 2009	Doubletree Hotel	Monthly Meeting; Kevin Rose, annual tax update
Thursday, January 29, 2009	Villa Christina Joint	Meeting with FPA; Don Ratajczak, Economist
Thursday, February 19, 2009	Doubletree Hotel	Monthly Meeting; Elder Care Topics
Thursday, March 19, 2009	Doubletree Hotel	Monthly Meeting; IFRS - 2 hours A&A
Thursday, April 16, 2009	Doubletree Hotel	Monthly Meeting; COSO - 2 hours A&A
Thursday, May 21, 2009	Doubletree Hotel	Annual Installation of Officers

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