



The Georgia Society of CPAs



2017 ANNUAL CONVENTION

June 4-7, 2017

One Ocean Resort, Atlantic Beach, Florida



The Georgia Society
of CPAs



GSCPA ANNUAL CONVENTION

June 4-7, 2017 | One Ocean Resort | Atlantic Beach, Florida

The Georgia Society of CPAs Annual Convention will be held June 4-7, 2017 at One Ocean Resort in Atlantic Beach, Florida. The convention is a family-friendly, fun-filled, four-day event allowing attendees the opportunity to mix and mingle and meet new friends.

Networking opportunities abound beginning with an **opening reception and dinner** on Sunday evening, **dine around opportunities** on Monday evening, as well as **optional activities throughout the week**. There will be plenty of time to explore Beaches Town Center and relax on the beach.

CPAs can take advantage of the **11 hours of CPE** being offered on a variety of topics, including professional issues, leadership development and more. On Monday 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.

The Georgia Society thanks all of our generous exhibitors and sponsors! Without their support, GSCPA's CPE offerings at Annual Convention could not be offered free of charge. We invite you to support these generous companies.

Annual Convention promises something for everyone and allows you to unwind in sunny Florida.

We look forward to seeing you in Atlantic Beach!

GOLD SPONSOR



ANNUAL SILVER PARTNERS



EXHIBITORS: ADP and NFP Property & Casualty Services, Inc.



HOTEL DETAILS

One Ocean Resort & Spa entices guests with accommodations and stylish suites featuring views of the Atlantic Ocean. As the only full-service oceanfront spa in Northeast Florida, the Spa at One Ocean Resort offers beautiful views of the rolling surf from the comfort of its meditative lounge and offers a sensory stimulating journey in an intimate setting.

One Ocean Resort & Spa offers a unique hotel guest experience through the utilization of the guest historian and docents. Each guest will be contacted prior to arrival so the guest historian can provide personalized amenities including favorite snacks and beverages that will be waiting in the room. Upon arrival, a personal docent will greet you by name and escort you to your room or suite. One Ocean docents will take care of every need: packing and unpacking items, steaming garments, booking treatments at the full-service spa, and providing insider tips on the best attractions and restaurants.

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

RESERVATIONS

Deadline: May 4, 2017

Group Rate: \$219 + tax and gratuities


Reservations can be made online at <http://bit.ly/gscpaAC>

Reservations can also be made by phone at 1-800-874-6000. Please inform the reservation attendant that you are with The Georgia Society of CPAs Annual Convention to get the group rate.

Group rate includes the daily \$27 resort fee.
Discounted valet parking rates of \$15/day per car are available by booking through the group rate.

SPECIAL NEEDS

If you have a specific need or dietary request, please contact Elizabeth Cook or Callie Hammond at least one week prior to the event.

 Elizabeth Cook - 404-231-8676, Ext. 2941 | 800-330-8889, Ext. 2941 | ecook@gscpa.org
Callie Hammond - 404-231-8676, Ext. 2953 | 800-330-8889, Ext. 2953 | chammond@gscpa.org

ATTIRE GUIDELINES

Resort casual to all events, except the Chair’s Reception and Banquet on Tuesday evening, which is resort business attire.

Resort Casual

Resort Business





PROGRAM SCHEDULE

SUNDAY, JUNE 4 (2 HOURS OF CPE)

- 1 - 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.
- 2 - 2:50 p.m.** **Missed Tax Alpha Opportunities**
James K. Underwood, CPA, CFP®
Taxes are generally the largest cost of investing. This presentation covers ways to minimize income taxes related to investments. Minimizing taxes will increase overall returns generating tax alpha.
- 2:50 - 3 p.m.** **Break**
- 3 - 4:40 p.m.** **Legislative Update: Tax Reform, Health Care Reform, and the IRS**
Arthur Auerbach, CPA
Hear about recent tax reform and portions of the health care reform bill. Discuss what Art believes to be pertinent items from the IRS and states, including significant items of the legislature.
- 7 - 10 p.m.** **Opening Reception and Dinner**

MONDAY, JUNE 5 (2 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 - 9:30 a.m.** **Annual Business Meeting**
Don't miss the chance to hear about what YOUR association has accomplished over the year and what's in store for the upcoming year as we welcome our new Chair of the Board, Rodney Chandler, CPA.
- 9 a.m.** **Jacksonville Zoo** *(optional activity; \$16/adult, \$12/child)*
Escape to the Jacksonville Zoo and Gardens for the only walking safari in Northeast Florida. Meet in the hotel lobby to pick up your tickets. Transportation is on your own.
- 9:45 - 11:25 a.m.** **The Accounting Profession at the Speed of Change**
Kimberly N. Ellison-Taylor, CPA, CGMA, Chairman of the American Institute of CPAs' Board of Directors
Organizations are quickly adjusting their business models to meet the growing demands of an increasingly volatile and complex world. AICPA Chairman Kimberly Ellison-Taylor, CPA, CGMA, discusses the Institute's many initiatives and resources, each designed to capitalize on the opportunities ahead.
- 11:25 a.m. - 6:45 p.m.** **Free time**
Explore all that Atlantic Beach & One Ocean have to offer!
- 6 p.m.** **Dine Arouds** *(optional)*
Courtesy blocks have been reserved at the following restaurants: Ocean 60, Ragtime Tavern, Sliders Seafood Grille, and Mezza. Restaurants have limited seats per block.
- 6 - 8 p.m.** **Past Presidents/Chairs' Dinner** *(invitation only; North Beach Fish Camp)*
- 9 - 10 p.m.** **Hospitality Reception**

TUESDAY, JUNE 6 (3 HOURS OF CPE)

- 7:30 – 9 a.m.** **Breakfast**
Grab a bite to eat before heading out to the beach, or back to your room for a morning of relaxation.
- 8 – 11 a.m.** **Adventure Kayak Florida** (*optional activity; \$29/person; space is limited*)
Tour the pristine salt marsh ecosystem around the Dutton Island Preserve. Kayaks and canoes are provided along with life jackets, games and lunch. Transportation is on your own.
- 8:30 a.m.** **Crazy Fish Jax Airboat Ride** (*optional activity; \$50/person, life jackets included; two 90-minute tour times available at 8:30 a.m. and 10:30 a.m.; space is limited*)
Experience one of the top air boat rides in the state of Florida. Transportation is on your own.
- 10 a.m.** **Shipwreck Island Waterpark** (*optional activity; \$30/person*)
Shipwreck Island Waterpark is the "place to play" for all ages. The pass includes all-day unlimited access to the waterpark plus any three attractions. Meet in the lobby to pick up tickets. Transportation is on your own.
- 1:30 – 4 p.m.** **Exhibits Open**
Visit with vendors who offer products to help grow your business.
- 2 – 3:15 p.m.** **What Ya Mama Taught You About Success**
Ralph Bender, CPA, Chair, Society of Louisiana CPAs
We have spent years listening to one guru after another explaining the keys to self-improvement, wealth, advancement, happiness, success, or in other words, achieving all of our dreams. In this session, Ralph Bender promises to teach you nothing new, and he also promises you won't need to take notes because you are going to remember that these are the same things your mother taught you for living a good life, both personally and in the workplace. Plan on enjoying a fun, one-hour refresher on the things that deep down you already know.
- 3:15 – 3:30 p.m.** **Break**
- 3:30 – 4:50 p.m.** **Voluntary Benefits: A Solution for Employees and Employers**
Patrick Bell, Pritchard & Jerden
Voluntary benefits, also known as supplemental insurance, have long served as a way to protect workers when they are sick or injured – independently of major medical coverage. As health care costs continue to rise and workers take more control of their benefits decisions, voluntary insurance plans are even more relevant as key pieces of a company's overall benefits strategy.
- 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 Camp for those who participate.
- 6 – 9 p.m.** **Chair's Reception and Banquet** (*resort business attire*)
Barbara Evans will be honored for her service as chair during the past year.
- 9 – 11 p.m.** **Hospitality Reception**

WEDNESDAY, JUNE 7 (4 HOURS OF CPE)

- 7:30 – 9 a.m.** **Breakfast Buffet**
- 7:15 a.m. – 12 p.m.** **Exhibits Open**
Visit with vendors who offer products to help grow your business.
- 8:30 – 9:45 a.m.** **You've Been Hacked: Now What?**
Randy Werner, CAMICO
Cybersecurity issues continue to ramp up and cause CPAs a great deal of concern. This presentation will offer a greater awareness to attendees about common data security risks, cybersecurity best practices, and war stories from CAMICO's claims files.
- 9:45 – 10 a.m.** **Break**
- 10 – 10:50 a.m.** **Technology Update**
Calvin J. Wong, The Georgia Society of CPAs
Discuss the latest developments in technology from GSCPA's own technology expert.
- 10:50 – 11 a.m.** **Break**
- 11 – 11:50 a.m.** **Town Hall Meeting**
Boyd E. Search, CAE, The Georgia Society of CPAs
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 2017 Annual Convention.
- 12:15 p.m.** **Adjourn**



Ragtime Tavern



Sliders Seafood Grille

DINE AROUNDS

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

Ocean 60

ocean60.com

Upscale island-inspired dining. Located on the northeast corner of the Atlantic Beach Town Center just steps from the beach, Ocean 60 serves continental cuisine with an island twist, featuring local-caught seafood straight from the boats of Mayport.

Ragtime Tavern

www.ragtimetavern.com

An Atlantic Beach favorite for over 25 years, Ragtime Tavern has earned numerous accolades for creative cuisine, expertly handcrafted beers, outstanding service and lively atmosphere. Ragtime serves a variety of cuisines, including Cajun, fresh seafood, chicken and pasta, and uses only the freshest ingredients.

Sliders Seafood Grille

slidersseafoodgrille.com

Sliders specializes in delicious fresh seafood prepared in a creative blend of cuisines. Long known for affordable prices and friendly service, Sliders is a place where you can share a meal with your friends and neighbors. Slider's Floridian style lunch & dinners and casual coastal atmosphere combine to nourish and nurture like no other restaurant at the beach.

Mezza

mezzarestaurantandbar.com

Chef Justin Schreiber brings to Mezza an infectious enthusiasm for good food. From lamb meatballs with polenta and steamed mussels in a smoked tomato cioppino broth appetizers, to Rosemary Basted Colorado Lamb Rack and Mayport Shrimp Arrabbiata, the menu offers fresh seasonal products and diversity. No menu is complete without desserts and cakes, homemade ice creams, and bread pudding make an irresistible ending to a meal.

OTHER ATLANTIC BEACH DINING OPTIONS

- North Beach Fish Camp
- Safe Harbor Seafood Market & Restaurant
- Flying Iguana Taqueria & Tequila Bar
- M Shack
- Culhane's Irish Pub
- Poe's Tavern
- Singleton's Seafood Shack
- Azurea Restaurant and Bar
- Joseph's Pizza and Italian Restaurant
- Al's Pizza



Jacksonville Zoo



Adventure Kayak Florida

OPTIONAL ACTIVITIES

**Pre-registration is required.
Transportation is on your own.**

Jacksonville Zoo

www.jacksonvillezoo.org

\$16/adult; \$12/child

Escape to the Jacksonville Zoo and Gardens for the only walking safari in Northeast Florida. Discover the earth's wildlife through interactive and educational experiences. A true family adventure, the Jacksonville Zoo and Gardens is growing and changing daily.

Adventure Kayak Florida

adventurekayakflorida.com

\$29/person (space is limited)

Tour the pristine salt marsh ecosystem around the Dutton Island Preserve, located on the intracoastal waterway. Plenty of sunshine, a cool sea breeze, picnic tables and fishing make this a wonderful destination for a day outdoors with friends and family. Kayaks and canoes are provided along with life jackets, games, and **lunch**.

Shipwreck Island Waterpark

jacksonville-beach.adventurelanding.com

\$30/person

Shipwreck Island Waterpark is the "place to play" for all ages. The pass includes an all-day unlimited access to the waterpark plus any three attractions: Go-Karts, Laser Tag, Miniature Golf, Wacky Worm Rollercoaster Ride, and Frog Hopper Ride. The waterpark is located 10 minutes from One Ocean.

Crazy Fish Jax Airboat Ride

www.crazyfishjax.com

\$50/person (two 90-minute tour times available; space is limited)

Experience one of the top air boat rides in the state of Florida. You will be amazed as you board this 600-horsepower air boat, piloted by a licensed US Coast Guard Master Captain. Sit back while you tour the views of the Giant Ships of the Mayport Naval Station and the abundant wildlife. Life jackets are included.

ATLANTIC BEACH ACTIVITIES

- Beaches Town Center
- Sunset Pier Park
- St. Johns River Ferry
- Dutton Island Preserve
- Tide Views Preserve
- Jax Surf and Paddle
- Majesty & Mayport Princess Deep Sea Fishing
- St. Augustine Tour
- Catty Shack Ranch Wildlife Sanctuary
- One Ocean Spa
- Golf

2017 ANNUAL CONVENTION REGISTRATION

June 4-7, 2017 | One Ocean Resort, Atlantic Beach, Florida | 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 for member and nonmember registration.

	EARLY (BY MAY 4)	LATE (AFTER MAY 4)
Member	<input type="checkbox"/> \$649 x _____	<input type="checkbox"/> \$799 x _____
Nonmember	<input type="checkbox"/> \$699 x _____	<input type="checkbox"/> \$849 x _____
Spouse/Guest (ages 12 and up)	<input type="checkbox"/> \$475 x _____	<input type="checkbox"/> \$575 x _____

CHILDREN FULL REGISTRATION

Includes three breakfasts, Opening Reception and Dinner, Kid's Club (ages 5-12) or Chairman's Banquet on Tuesday.

	EARLY (BY MAY 4)	LATE (AFTER MAY 4)
Children (2-11)	<input type="checkbox"/> \$100 x _____	<input type="checkbox"/> \$100 x _____
Children (under 2)	<input type="checkbox"/> \$0 x _____	<input type="checkbox"/> \$0 x _____

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

SUNDAY, JUNE 4 Opening Reception and Dinner (\$175 per person) _____ Adults _____ Children

TUESDAY, JUNE 6 Chair's Reception and Banquet (\$200 per person) _____ Adults _____ Children

TURN FORM OVER FOR PAYMENT INFORMATION! 

OPTIONAL ACTIVITIES

The activities below are optional and not included in the full registration fees.

JACKSONVILLE ZOO (\$16/adult; \$12/child)

Participant 1: _____ Adult Child Participant 2: _____ Adult Child
Participant 3: _____ Adult Child Participant 4: _____ Adult Child

CRAZY FISH JAX AIRBOAT RIDE (\$50/person; life jacket rental included)

Participant 1: _____ Adult Child Participant 2: _____ Adult Child
Participant 3: _____ Adult Child Participant 4: _____ Adult Child

ADVENTURE KAYAK FLORIDA (\$29/person; kayak and life jacket rental included)

Participant 1: _____ Adult Child Participant 2: _____ Adult Child
Participant 3: _____ Adult Child Participant 4: _____ Adult Child

SHIPWRECK ISLAND WATERPARK (\$30/person)

Participant 1: _____ Adult Child Participant 2: _____ Adult Child
Participant 3: _____ Adult Child Participant 4: _____ Adult Child

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 4, 2017 will not incur an administration fee. Cancellations/transfers made on or after May 4, 2017 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 4.

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



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Suite 800
Atlanta, GA 30328

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