



Business & Industry Conference

November 17-18, 2015

Cobb Galleria Centre, Atlanta

Event Code: 13045,  LS13045



**The Georgia Society
of CPAs**

Business & Industry Conference

November 17-18, 2015 | Cobb Galleria Centre, Atlanta

Event Code: 13045 (both days); **13046** (Tuesday Only);
13047 (Wednesday Only)


CPE Credit: 16 hours including a possible 8 hours of A&A


CPAs in business and industry have unique skills that go beyond finance and accounting. You are helping create the financial health of your business. Arm yourself with information and tools that will allow you to think fast, respond quickly, and be aware of the many changes that lie ahead.


The 2015 Business and Industry Conference covers honing your communication skills, an employment law update, revenue recognition, technology, and fraud.

WHO SHOULD ATTEND: CPAs working in business and industry and CPAs with corporate clients


Live Stream Attendance

Event Code:  **LS13045** (both days);

 **LS13046** (Tuesday Only);

 **LS13047** (Wednesday Only);

CPE Credit: 12.5 hours General; 3.5 hours of A&A

Live stream allows you to attend the conference from your home, office or anywhere you can access the Internet. You view the sessions in real time as part of the audience and have interaction with other attendees via chat areas. Sessions in the program indicated with the  symbol are available to stream.

For more information or to register, visit olc.gscpa.org or call 404-504-2985 or 800-330-8889, Opt. 3.

Featured Speakers



NADIA BILCHIK

President, Greater Impact Communication

Nadia Bilchik, president of Greater Impact Communication, is an internationally renowned television personality, communication and professional development training expert, author and keynote speaker who currently reports for CNN's Weekend Morning Passport. Nadia has anchored and hosted feature programs for CNN International, CNN Airport Network and MNet Television (South Africa).

Her dynamic and entertaining approach to communication skills training comes from her extensive experience in conducting training workshops, coaching business professionals and delivering keynote addresses to a broad range of audiences both in the USA and globally.



DR. DAVID ALTIG

*Executive Vice President and Director of Research,
Federal Reserve Bank of Atlanta*

Dr. David E. Altig is executive vice president and director of research at the Federal Reserve Bank of Atlanta. In addition to advising the Bank president on monetary policy and related matters, Dr. Altig oversees the Bank's regional executives and the Bank's research department. He also serves as a member of the Bank's management and discount committees.

He leads the Atlanta Fed's macroblog, which provides commentary on economic topics, including monetary policy, macroeconomic developments, and the Southeast economy. Dr. Altig also serves as an adjunct professor of economics in the graduate school of business at the University of Chicago.

7 - 8 a.m.

Registration and Continental Breakfast

8 - 8:05 a.m.

Welcome and Announcements

8:05 - 8:55 a.m.

A - CFO Highlight

Jeff Koenig, CPA, Safe-Guard Products International LLC, Atlanta, Ga.

See what it takes to become a CFO as you follow Jeff Koenig, CFO of Safe-Guard Products, along his path to becoming a CFO. Jeff has worked in various senior financial roles at Executive Risk, Amerisafe, Meadowbrook, and Beazley and in the insurance industry for 27 years. He has a breadth of experience in investor relations, treasury and insurance operations. Jeff has been instrumental in the start up or early stages of four different companies during his career and has taken companies public in the U.S. and U.K..

9 - 10:15 a.m.

B - Light the F.I.R.E.

Nadia Bilchik, CNN, Atlanta, Ga.

Tips and techniques to build rapport every time you communicate. The most critical skill in business today is building rapport with others. Now you can learn from a pro. Nadia, an international news anchor and interviewer, shares clips of her interviews with celebrities such as Tom Hanks, Anthony Hopkins, Matt Damon and Morgan Freeman. You will learn the art of communicating with anyone, anywhere at anytime.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

C - Cybersecurity

David King, UHY, LLP, CISA, PCI-QSA, UHY, Atlanta, Ga.

During this presentation, the following questions will be answered: Who are the adversaries? What are their incentives? How does a breach affect you, both personally and professionally? What is your role in breach prevention?

11:45 a.m. - 12:40 p.m.


Lunch

12:45 - 2 p.m.

D1 – The Rules of Engagement: How to Manage Your Cross-Generational Workforce

Shannon Russo, Kinetix, LLC, Atlanta, Ga.

Wake up, you're not in Kansas anymore. Black and white office dynamics are a thing of the past now that a more colorful mixture of generations fill your seats. Get a break down of how to effectively communicate with and manage the three tiers of generations that currently make up your workforce. Also discuss how to develop and sustain an internal mentorship program and leave organizational leaders with a better sense of how to foster engagement with each generation for maximum performance and ROI.

 **D2 – A&A Update for Industry (A&A)**

Katrina Kiselinchev, MBA, CPA, CFE, CFF, CIA, Inclusivite, LLC, Atlanta, Ga.

Review all things new on the accounting horizon. A focus on what you need to know about recent and proposed pronouncements from FASB that have broad applicability. Not just the beans, but what they mean to your business and the users of your financial statements, and how you can most efficiently and effectively deal with them.

2 – 2:15 p.m.


Break

2:15 – 3:05 p.m.

E1 – Professional Legislative Issues Update

Don Cook, The Georgia Society of CPAs, Atlanta, Ga.

The professional issues update provides an update on the most significant issues facing the CPA profession and businesses of every size. This interactive and lively discussion delivers a comprehensive look at topics that span all areas of the profession and offers an opportunity for discussion throughout the presentation.

 **E2 – Data Analytics (A&A)**

Katrina Kiselinchev, MBA, CPA, CFE, CFF, CIA, Inclusivite, LLC, Atlanta, Ga.

Big data analytics is the process of examining big data to uncover hidden patterns, unknown correlations and other useful information that can be used to make better decisions. Learn to use big data analytics to help your organization make proactive decisions that best serve your organization.

Tuesday schedule continued on page 6

3:15 - 4:30 p.m.

 F1 - Understanding Tax Authority and Tax Positions

Anson Asbury, J.D., LL.M, Asbury Law Firm, Atlanta, Ga.

Tax practitioners routinely read instructions, revenue procedures, court cases and IRS news releases to stay current, but what weight do these resources have when taking a tax position? Is an IRS Notice or a Revenue Ruling substantial authority? Can you rely on a Summary Opinion of the U.S. Tax Court? How about an unpublished opinion of an U.S. Court of Appeals? How do you determine an Uncertain Tax Position for Schedule UTP? Is that the same standard as ASC 740? Address these questions and more along with explanations of the ins and outs of authority and reliance for tax positions.

F2 - Financial Statement Fraud (A&A)

Bob Dow, J.D., CPA, CMA, Arnall Golden Gregory, Atlanta, Ga.

The complexity of financial statement fraud has received considerable attention over the past few years and will continue to cause concern. Designed for those who regularly review and evaluate financial statements, discussion will cover fraud-related responsibilities of financial professionals and provide you with practical techniques to detect financial statement manipulation. You will learn how to recognize the most common financial statement fraud schemes; identify the red flags of financial statement fraud; detect fraud using audit procedures; address issues that might affect discussion and analysis of the financial statements; and understand the fraud implications of emerging issues in financial reporting.

Day Two

Wednesday, November 18


7 - 8 a.m.

Registration and Continental Breakfast

8 - 8:05 a.m.

Welcome and Announcements


8:05 - 8:55 a.m.

 G - Economic Update

Dave Altig, Ph.D, Federal Reserve Bank, Atlanta, Ga.

Fourth quarter update of our economic outlook - strengthening growth, declining unemployment, and only marginal broad-based inflation. Also discussed will be the issues we have about communicating what we are seeing in terms of inflation. Focus on the risks to that outlook: employment gains, policy uncertainties and potential problems offshore.

9 - 10:15 a.m.

 H - The World is Changing: An Overview of Significant Developments in the U.S. Employment Landscape


Marty Martenson, J.D., Martenson, Hasbrouck & Simon, LLP, Atlanta, Ga.

Discuss several significant issues that companies will be required to address in the very near future including background checks (“Ban the Box” legislation), wellness programs, social media policies, independent contractor misclassification, data security, data breach and data privacy, telecommuting, joint-employer issues, the NLRB’s “Ambush” or “Quickie” election rules, state sick leave, wage & hour regulatory changes, marijuana laws & drug testing, and company email policies. This presentation will provide companies with their 2015-2016 human resources agenda.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

 I - Financial Management: Becoming and Staying Effective in the 21st Century

Donna Sylver, MBA, CPA, Executive Education, Chelsea, Mich.

Today’s effective financial leader must establish on-going credibility and adaptability to be effective. Finance professionals operate in a landscape of constant flux, yet financial management’s fundamental success skills do not vary. Hear veteran accounting speaker Donna Sylver discuss why some financial managers succeed while others fail.

11:45 a.m. - 12:40 p.m.


Lunch

12:45 - 1:35 p.m.

J1 - Your Path to the C-Suite

Donna Sylver, MBA, CPA, Executive Education, Chelsea, Mich.

Many accountants spend their early career trying to develop technical skills. Yet, a surprising proportion of Chief Financial Officers don’t even have an accounting degree. What does it take to become a CFO and be successful once you are there? Veteran CFO, Donna Sylver will provide insights from her real world successes and failures.

 J2 - Effective Audit Committees (A&A)

Bob Dow, J.D., CPA, CMA, Arnall Golden Gregory, Atlanta, Ga.

More than ever, there is a prevailing belief that effective audit committees are essential to the development and maintenance of efficient and effective capital markets. Discuss best practices on topics that are most relevant to the audit committee to enhance performance and effectiveness.

Wednesday schedule continued on page 8

1:45 – 2:35 p.m.

 **K1 – Taming Large Spreadsheets**

David Ringstrom, CPA, Accounting Advisors, Inc., Atlanta, Ga.

Excel expert David Ringstrom, CPA coined the phrase “Either you work Excel, or it works you!” Large spreadsheets often stress users in myriad ways. In this presentation David shows you a number of ways that you can manage large workbooks with aplomb.

K2 – Lease Accounting (A&A)

Sean Lager, CPA, Frazier & Deeter LLC, Atlanta, Ga.

The FASB undertook the leases project to address the widespread criticism that the current accounting for lease transactions does not represent the economics of all leases. Leasing is a means of gaining access to assets, obtaining financing, and reducing an organization’s exposure to the risks of asset ownership. Due to the prevalence of leasing, it is important for users of financial statements to have a complete and understandable picture of an organization’s leasing activities.

2:35 – 2:50 p.m.

Break

2:50 - 4:30 p.m.

 **L1 – Dashboards**

David Ringstrom, CPA, Accounting Advisors, Inc., Atlanta, Ga.

Excel expert David H. Ringstrom, CPA introduces you to the concept of dashboards in Microsoft Excel. Dashboards are a popular technique for empowering users to quickly assimilate large amounts of data by way of charts and summary tables. The first part of this technique will discuss methods you can use to bring data in from other sources into Excel, and then David will show you different techniques for presenting the information in dashboard form.

L2 – Understanding the New Revenue Recognition Standard (A&A)

Sean Lager, CPA, Frazier & Deeter LLC, Atlanta, Ga.

Address the key provisions of the new standard and how it may impact current practices in your company. Break down the new guidance in essential steps to develop a solid understanding of changes that will come your way as a result of the issuance.

REGISTRATION

Event Code: 13045, 13046, 13047

Name _____ MI _____ Last _____ Member # _____

Company/Firm Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Registration Confirmation: Mail **OR** Email

Check here if registration includes a change of address:

PRICING INFORMATION

Course Number	Member Early Fee	Member Standard Member Late Fee	Nonmember Early Fee	Nonmember Standard Nonmember Late Fee
<input type="checkbox"/> 13045 - Both Days	\$365 by 10/27	\$425 by 11/11 \$465 after 11/11	\$465 by 10/27	\$525 by 11/11 \$565 after 11/11
<input type="checkbox"/> 13046 - Tuesday Only	\$255 by 10/27	\$315 by 11/11 \$355 after 11/11	\$355 by 10/27	\$415 by 11/11 \$455 after 11/11
<input type="checkbox"/> 13047 - Wednesday Only	\$255 by 10/28	\$315 by 11/12 \$355 after 11/12	\$355 by 10/28	\$415 by 11/12 \$455 after 11/12

<input type="checkbox"/>  LS13045 - Both Days	\$365 by 10/27	\$425 by 11/11 \$465 after 11/11	\$465 by 10/27	\$525 by 11/11 \$565 after 11/11
<input type="checkbox"/>  LS13046 - Tuesday	\$255 by 10/27	\$315 by 11/11 \$355 after 11/11	\$355 by 10/27	\$415 by 11/11 \$455 after 11/11
<input type="checkbox"/>  LS13047 - Wednesday	\$255 by 10/28	\$315 by 11/12 \$355 after 11/12	\$355 by 10/28	\$415 by 11/12 \$455 after 11/12

Cancellation Policy: Cancellations/Transfers made up to three weeks before the seminar or conference will not incur an administration fee. Cancellations/Transfers made during the Standard Fee time frame are subject to a \$50 administration fee. Cancellations/Transfers made within three business days are subject to a \$100 administration fee for members; \$150 for nonmembers. *Cancellations/No shows on the date of the event forfeit the entire registration fee. No refunds or transfers of course fee will be made after the date of the event.*

REGISTER TODAY!

CALL GSCPA CPE Department at 404-504-2985 or 800-330-8889, Opt. 3 to place a credit card order

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

INTERNET registration available at www.gscpa.org

MAIL your completed registration with credit card information or check made payable to The Georgia Society of CPAs to: The Georgia Society of CPAs
Six Concourse Parkway, Suite 800
Atlanta, GA 30328


Turn Form Over for Breakout Session Selections & Payment Information 

BREAKOUT SESSIONS


Choose one session per time slot

TUESDAY, NOVEMBER 17


12:45 - 2 p.m.

- D1 - The Rules of Engagement: How to Manage Your Cross-Generational Workforce
-  D2 - A&A Update for Industry (A&A)

2:15 - 3:05 p.m.


- E1 - Professional Legislative Issues Update
-  E2 - Data Analytics (A&A)

3:15 - 4:30 p.m.


-  F1 - Understanding Tax Authority and Tax Positions
- F2 - Financial Statement Fraud (A&A)

WEDNESDAY, NOVEMBER 18

12:45 - 1:35 p.m.

- J1 - Your Path to the C-Suite
-  J2 - Effective Audit Committees (A&A)

1:45 - 2:35 p.m.

-  K1 - Taming Large Spreadsheets
- K2 - Lease Accounting (A&A)

2:50 - 4:30 p.m.

-  L1 - Dashboards
- L2 - Understanding the New Revenue Recognition Standard (A&A)

MATERIALS

Choose how you wish to receive conference materials



Download eMaterials


No printed materials provided at the conference

Printed Materials

Will receive printed materials at the conference

 **Live Stream Attendees will receive eMaterials**

PAYMENT INFORMATION

In Person Attendance *OR*  **LiveStream Attendance**

- Use Money on Account
- Check for \$_____ made payable to The Georgia Society of CPAs
- Amount to charge credit card \$_____ Personal Card *OR* Company Card
- Discover MasterCard AmEx Visa

Card Number

Expiration Date

Name as it appears on card

Signature

Task Force

CHAIR:

R. Dale Cooper, CPA, MTX, Georgia Transmission Corporation, Tucker, Ga.

VICE CHAIR:

Mark Jordan, CPA, CGMA, Federal Reserve Bank of Atlanta, Atlanta, Ga.

MEMBERS:

Frank Fenello, CPA, UHY, LLP, Atlanta, Ga.

Lisa Killinger-Farmer, CPA, L2 Finance and Accounting Solutions, LLC, Atlanta, Ga.

Jan Rowell, CPA, Rollins, Inc., Atlanta, Ga.

Facility

Cobb Galleria Centre

2 Galleria Parkway SE, Atlanta, Ga. 30339

770-989-5095

Directions: <http://tinyurl.com/cobbgalleria>

Hotel

Renaissance Waverly Hotel

2450 Galleria Parkway, Atlanta, Ga. 30339

770-953-4500

Website: www.renaissancewaverly.com

***GSCPA does not have a room block established at any hotel**

ITEMS TO NOTE

If you have a specific dietary or other need, please contact the CPE Department at least one week prior to the conference at 404-504-2985 or 800-330-8889, Opt. 3.



If you have special needs under the Americans with Disabilities Act, please attach a written description or call 404-504-2985 or 800-330-8889, Opt. 3.



The Georgia Society
of CPAs

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