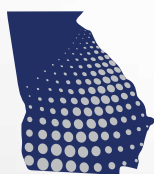


BUSINESS & INDUSTRY CONFERENCE

November 9-10, 2017

Cobb Galleria Centre, Atlanta

Event Code: 13045,  LS13045



**The Georgia Society
of CPAs**

BUSINESS & INDUSTRY CONFERENCE

November 9-10, 2017 | Cobb Galleria Centre, Atlanta

Event Code: 13045 (both days); **13046** (Thursday Only);
13047 (Friday 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.


Who Should Attend: CPAs working in business and industry and CPAs with corporate clients




LIVE STREAM ATTENDANCE

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

 **LS13046** (Thursday Only);

 **LS13047** (Friday Only);

CPE Credit: 11 hours General; 5 hours A&A (both days)
5.5 hours general; 2.5 hours A&A (Thur/Fri only)

Live stream allows you to attend the conference from your home, office or anywhere you can access the Internet. You view the selected 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.



BESS HINSON, ESQ.

Nelson Mullins Riley & Scarborough LLP

Bess Hinson is an associate based out of Nelson Mullins Riley & Scarborough's Atlanta office where she practices in the Privacy and Information Security Practice Group. She provides legal advice on matters related to privacy laws

affecting multiple sectors of the economy. She represents clients at all stages of incident response from investigation, notification, remediation, managing privacy class action risks, and defense of litigation and regulatory inquiry. She regularly counsels clients on cross-border data flows and navigating conflicts between foreign privacy laws and U.S. compliance obligations. She has experience in privacy matters, including information governance and data management, online advertising, internal compliance policies, and consumer policies, including website and mobile application policies, vendor management, and advising on privacy and security-related compliance strategies and programs.

7 - 8 a.m.

Registration/Continental Breakfast

8 - 8:05 a.m.

Welcome and Announcements

8:05 - 8:55 a.m.

A - Economic Outlook

John Robertson, PhD, Federal Reserve Bank, Atlanta, Ga.

Review the current economic and monetary policy. Discussion will provide an outlook and discuss the risks - both positive and negative - to that view.

8:55 - 9:05 a.m.

Break

9:05 - 10:20 a.m.

B - The Servants Heart: Servant Leadership in your Organization

Tony Merendino and Greg Wartes, MCP, ServIT, Kennesaw, Ga.

Learning the importance of the role we all play as stewards in our business. From sales to the C-suite - a servant's heart is applicable in all rungs of the corporate ladder and will bleed into your daily lives.

10:20 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

C - Excel Tips and Tricks

Chris Menard, Chris Menard Training, Stockbridge, Ga.

Learn 15 keyboard shortcuts every Excel user should know. You will acquire numerous tips to help your productivity level, how to use macros to assist with routine tasks, to use correct formatting techniques in Excel to avoid mistakes, and tips to improve your efficiency.

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

Lunch

12:45 - 2 p.m.

 D1 - Lessons Learned from Last Year's Harvest: A Tax Update

David Aughtry, J.D., LL.M., Chamberlain, Hrdlicka, White, Williams and Aughtry, Atlanta, Ga.

Last year yielded a mixed crop of wisdom, intimidation, and folly – but within that bounty lies rejection of the economic substance attempt to override the Code in Summa, reversal of the hyper-technical conservation easement approach in Bosque Ranch, and resurrection of reasonable cause by the jury in Ervin.

D2 - A&A Update for Industry (A&A)

Andrea Castle, CPA, Crowe Horwath LLP, Atlanta, Ga.

Accounting industry professionals have been challenged in recent years to keep up with the pace of pending changes to financial reporting resulting from new accounting standards, with this year being no exception. Discuss standards having the most wide-reaching impact across industries as well as when the guidance becomes effective.

2 - 2:15 p.m.

Break

2:15 - 3:05 p.m.

E1 - Tech Fun Stuff

Chris Menard, Chris Menard Training, Stockbridge, Ga.

Take a look at IFTTT, which allows you to connect Amazon Alexa, Facebook, Twitter, Instagram, Fitbit, Slack, Skype, and hundreds of additional apps and devices. We will look at Zoom for holding web and video conferencing, as well as other free stuff.

 E2 - Revenue Recognition Update (A&A)

William P. Lundy, CPA, Dixon Hughes Goodman LLP, Atlanta, Ga.

Hear about the recent revenue recognition changes, how they affect you, and when to implement them.

3:05 - 3:15 p.m.

Break

3:15 - 4:30 p.m.

F1 - Excel Deep Dive: Data Analysis

Chris Menard, Chris Menard Training, Stockbridge, Ga.

Covered in this deep dive will be pivot tables, using slicers, working with spark lines, creating map charts, using names ranges, and outlining a worksheet. We will work with scenario manager and other analysis features in Excel, as well as compare the Match and Index functions against the Vlookup function.

 F2 - The New Lease Standard: Preparing for Change (A&A)

Sarah Lindsey, CPA, PricewaterhouseCoopers, LLP, Atlanta, Ga.

Receive an overview to the changes to the leasing standard for lessors and lessee, as well as insights into what companies need to be thinking about now to prepare their adoption strategies.

7 - 8 a.m.**Registration/Continental Breakfast****8 - 8:05 a.m.****Welcome and Announcements****8:05 - 8:55 a.m.****G - Staying Upright on the Slippery Slope***Gene Chapman, Esq., Atlanta, Ga.*

The business and political climate today seems to trend toward fuzzy ethics. Review five examples of utilizing values to help you recognize and assess problems that arise in your practice.

8:55 - 9:05 a.m.**Break****9:05 - 10:20 a.m.****H - Fraudulent Email Scams and Cyber Risk Management***Bess Hinson, Esq., Nelson Mullins Riley & Scarborough LLP, Atlanta, Ga.*

Cybersecurity is a hot topic right now - but what do CPAs need to know? Address recent cyber-attacks, which utilized fraudulent emails scams in order to gain access to nonpublic personal information. We will also discuss concerns such as safe management of digital assets, working with other functional areas at your company to prevent and prepare for cyber issues, how to communicate with leadership about a cyber security event if your company were to face one, and tools to help you manage fraud and cyber risks.

10:20 - 10:30 a.m.**Break****10:30 - 11:45 a.m.****I - Principled Negotiations: Getting to Yes***John L. Daly, MBA, CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.*

According to negotiation guru Chester Karrass, "In business as in life, you don't get what you deserve, you get what you negotiate." Every transaction between two individuals is a negotiation. Often, we view negotiations as a competition with one side "winning" and the other "losing." Principled negotiation is a better method that seeks to have both parties come out ahead. Examine best negotiation practices, including ways to "get to yes" faster and build lasting relationships.

11:45 a.m. - 12:40 p.m.**Lunch****12:45 - 2 p.m.****J1 - Driving Performance with Metrics***John L. Daly, MBA, CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.*

Do you struggle to keep budgets current in the face of an ever-changing business climate? Do you recognize that last year's actual spending can be far from what a department's spending should be? Twenty-first century performance metrics reduce work, reduce politics, provide flexibility and substantially improve the performance management process. Learn how to drive organizational performance using these powerful techniques.

J2 - Internal Audit and Enterprise Risk Management: The Essentials of Effective Integration (A&A)

*William L. Jennings, CPA, ABV, CFF, CFE,
Accounting, Economics & Appraisal Group, LLC*

Organizations are under pressure to identify all of the business risks they face - operational, financial, legal, social, ethical or environmental - and to explain how they manage all of these risks to an acceptable level. Internal audit, in both its assurance and its consulting roles, is responsible for and often is on the front line in addressing enterprise risk in a variety of ways. Examine effective strategies to integrate the effective integration of internal audit into the overall enterprise risk management framework.

2 - 2:10 p.m.

Break

2:10 - 3 p.m.

K1 - Pricing for Profitability: Why Cost Matters

John L. Daly, MBA, CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.

Three things can happen in pricing, and two of them are bad. Overpriced products are a missed opportunity, whereas underpriced products give away your products at a loss. When sales and accounting fail to work together, the company risks becoming its industry's "dumb" competitor. Accountants involved in pricing can help the company understand the difference between "dog" and "gravy" opportunities with knowledge that directly translates into often vastly improved profitability. You will leave with an understanding as to why the company with the best cost information comes out ahead.

K2 - Statement of Cash Flows: Avoiding the Pitfalls (A&A)

Don James, CPA, PricewaterhouseCoopers LLP, Atlanta, Ga.

Receive an overview of the general principles that guide classification within the statement of cash flows, and focus on the common challenges in the preparation of the statement of cash flows.

3 - 3:15 p.m.

Break

3:15 - 4:30 p.m.

L1 - Only Financial Officer: Doing More with Less

John L. Daly, MBA, CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.

Do you have too much to do and not enough time to do it? Running efficient accounting and finance functions is not rocket science, but it does require that you get the simple things right. Discuss issues that you may not have thought about, but can deeply affect your financial department's operations.

L2 - Corporate Internal Investigations: The ABCs of Investigating Fraud Within Your Company (A&A)

Karen B. Fortune, CPA/CFF, CGMA, MAcc, IAG Forensics & Valuation, Marietta, Ga.

Participants will learn about the standards, strategies and pitfalls of running a fraud investigation from the initial discovery to the ultimate conclusion.

REGISTRATION

Event Code: 13045, 13046, 13047

Name MI Last Member #

Company/Firm Name

Address

City State Zip




Phone 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	\$430 by 10/19	\$490 by 11/6 \$530 after 11/6	\$530 by 10/19	\$590 by 11/6 \$630 after 11/6
<input type="checkbox"/> 13046 - Thursday Only	\$270 by 10/19	\$330 by 11/6 \$370 after 11/6	\$370 by 10/19	\$430 by 11/6 \$470 after 11/6
<input type="checkbox"/> 13047 - Friday Only	\$270 by 10/19	\$330 by 11/6 \$370 after 11/6	\$370 by 10/19	\$430 by 11/6 \$470 after 11/6

<input type="checkbox"/>  LS13045 - Both Days	\$430 by 10/19	\$490 by 11/6 \$530 after 11/6	\$530 by 10/19	\$590 by 11/6 \$630 after 11/6
<input type="checkbox"/>  LS13046 - Thursday	\$270 by 10/19	\$330 by 11/6 \$370 after 11/6	\$370 by 10/19	\$430 by 11/6 \$470 after 11/6
<input type="checkbox"/>  LS13047 - Friday	\$270 by 10/19	\$330 by 11/6 \$370 after 11/6	\$370 by 10/19	\$430 by 11/6 \$470 after 11/6

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!

INTERNET registration available at www.gscpa.org

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

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

THURSDAY, NOVEMBER 9


12:45 - 2 p.m.

-  D1 - Lessons Learned from Last Year's Harvest: A Tax Update
- D2 - A&A Update for Industry (A&A)

2:15 - 3:05 p.m.

- E1 - Tech Fun Stuff
-  E2 - Revenue Recognition Update (A&A)

3:15 - 4:30 p.m.


- F1 - Excel Deep Dive: Data Analysis
-  F2 - The New Lease Standard: Preparing for Change (A&A)

FRIDAY, NOVEMBER 10


12:45 - 2 p.m.

-  J1 - Driving Performance with Metrics
- J2 - Internal Audit and Enterprise Risk Management: The Essentials of Effective Integration (A&A)

2:10 - 3 p.m.


- K1 - Pricing for Profitability: Why Cost Matters
-  K2 - Statement of Cash Flows: Avoiding the Pitfalls (A&A)

3 - 4:15 p.m.

- L1 - Only Financial Officer: Doing More with Less
-  L2 - Corporate Internal Investigations: The ABCs of Investigating Fraud Within Your Company (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:

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

VICE CHAIR:

Carla Maples, CPA, Taylor English Duma LLP, Atlanta, Ga.

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

FACILITY

Cobb Galleria Centre

2 Galleria Parkway SE | Atlanta, Ga. 30339

770-955-8000

HOTEL

Renaissance Waverly Hotel Atlanta - Cobb Galleria

2450 Galleria Parkway, Atlanta, Ga. 30339

770-953-4500 | Website: www.renaissancewaverly.com

Please mention GSCPA when making your reservation.

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.



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BUSINESS & INDUSTRY CONFERENCE

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