

The Georgia Society of CPAs

Business & Industry Conference

November 13-14, 2018

Cobb Energy Performing Arts Centre, Atlanta

Event Code: 13045,  LS13045



**The Georgia Society
of CPAs**

Business & Industry Conference

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Cobb Energy Performing Arts Centre, Atlanta

Event Code: 13045 (both days);


13046 (Tuesday Only);


13047 (Wednesday Only)

CPE Credit: 16 hours including a possible 5.5 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. At the 2018 Business and Industry Conference, 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.

LIVE STREAM ATTENDANCE


Event Code:  LS13045 (both days);

 LS13046 (Tuesday Only);

 LS13047 (Wednesday Only);

CPE Credit: 10.5 hours General; 5.5 hours A&A (both days)

6.5 hours general; 4 hours A&A (Wednesday 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.

7:15 - 8 a.m. Registration/Continental Breakfast

8 - 8:05 a.m. Welcome and Announcements

8:05 - 9:20 a.m.

A - Change Matters: Getting the Results You Want Faster!

Barry Ogle, Business Momentum, Atlanta, Ga.

Ever wonder why so many costly organizational change initiatives fail within the first year? If so, you're not alone. Resistance to change is normal. Discover why it isn't the changes that do you in; rather, it's the way people transition in light of change. Learn how to effectively lead transformational change initiatives that get real results. Also explore practical ways/ tools to motivate yourself and others toward quickly accepting change which drives desired organizational outcomes.

9:20 - 9:35 a.m. Break

9:35 - 10:25 a.m.

B - Experience Economy Happiness Traps: Career and Generational Challenges

Paul Voss, Ph.D, Ethikos, Atlanta, Ga.

Examine the concept of the "experience economy" (in contrast with a service economy) and the most common "happiness traps" that prevent the experience economy from flourishing.

10:25 - 10:35 a.m. Break

10:35 - 11:50 a.m.

C1 - The Economic Outlook and Its Risks

Tom Cunningham, Ph.D., Metro Atlanta Chamber of Commerce, Atlanta, Ga.

Discuss the economic outlook for the region and the nation, as well as describe potential risks to that outlook and some of the essential issues facing the economy.

C2 - Ethics

Paul Voss, Ph.D, Ethikos, Atlanta, Ga.

Four generations in the workplace continues to produce both challenges and opportunities. Look at questions of employee engagement, motivation, and luck and how they might combine in productive ways.

11:50 a.m. - 12:50 p.m. Lunch

12:50 - 2:05 p.m.

D1 - Best Practices in Sustaining Employee High Performance

Barry Ogle, Business Momentum, Atlanta, Ga.

Is your organization stalled from a lack of top performers? Too often, organizations spend dollars and time focusing on popular and expensive employee development strategies that deliver very little in real results. There is a skill in determining the exact balance between job execution and employee satisfaction. Learn what the best performing organizations do differently to drive an employee's discretionary effort to perform and retain top employees.

D2 - Tax Reform Update

Colin Blalock, CGMA, PFS, CFP, Jones and Kolb, CPAs, Atlanta, Ga.

Tax simplification beyond comprehension. The most sweeping tax legislation since the 1986 Tax Reform Act, the new law will impact every business and individual. Major changes include the taxation of fringe benefits, deductibility of meals and entertainment, individual pitfalls, the expansion of §179 and the new §199A deduction from flow through entities. The law creates a choice of entity dilemma- C or S Corporation, LLC, sole proprietorship, or partnership.

2:05 - 2:15 p.m.

Break

2:15 - 3:05 p.m.

E1 - Software Update to Include Office 365

Calvin Wong, CISSP, The Georgia Society of CPAs, Atlanta, Ga.

Explore a series of software overviews to popular software applications ranging from Microsoft Office 365 and its alternatives, mobile business apps and beneficial software subscriptions with a few tips and tricks throughout.

E2 - Lessons Learned: Valuable Lessons About Leadership, Communication, Customers and Strategy

Rob Perkins, CPA, Robert Thomas & Associates, Atlanta, Ga.

Collect a tool kit of ideas that will enhance your management skills based upon real life experiences gained by professionals that have owned, operated and advised companies under stress, whether it is operational, financial or strategic. Reap the benefits of lessons learned from both the successes and failures of other managers, owners and operators.

3:05 - 3:20 p.m.

Break

3:20 - 4:35 p.m.

F - Mergers & Acquisitions (A&A)

William Reyes, CVA, CFC, Transworld Business Advisors of Savannah, Savannah, Ga.

Discuss the merger and acquisition process, a CPA's responsibilities within it, best practices, potential pitfalls, and working with an M&A advisor or M&A lawyer. This talk will be tailored to the speaker's real-world experience working with clients, CPAs and stories to keep the discussion grounded.

7:15 - 8 a.m. Registration/Continental Breakfast

8 - 8:05 a.m. Welcome and Announcements

8:05 - 8:55 a.m.

G - Connecting the Dots: Lessons learned from a “Dot Connector”

Pamela Younker, Children’s Healthcare of Atlanta, Atlanta, Ga.

Connecting the Dots was fun as a child. Is it still? Should it be? Lessons learned from a “Dot Connector.”

8:55 - 9:05 a.m. Break

9:05 - 10:20 a.m.

H - Revenue Recognition (A&A)

Melisa Galasso, CPA, Galasso Learning Solutions LLC, Charlotte, N.C.

Provide background and theory on the new revenue recognition standard issued by FASB. Review key implementation issues and discuss the development of action items to ensure a smooth implementation for clients and stakeholders.

10:20 - 10:30 a.m. Break

10:30 - 11:45 a.m.

I - FASB Update (A&A)

Melissa Galasso, CPA, Galasso Learning Solutions LLC, Charlotte, N.C.

Cover the ASUs issued during the year as well as those that will be effective in the near future. Take a deep dive into how to prepare for the leases, revenue recognition, and financial instruments standards. In addition, look at the impact of the Private Company Council on financial reporting for private companies. Close with a look at the new Not-For-Profit ASU.

11:45 a.m. - 12:50 p.m. Lunch

12:50 - 2:05 p.m.

J1 - How to Choose Technology Solutions

Tate Henshaw, Polay + Clark, Atlanta, Ga. (Moderator)

Matthew May, Acuity, Atlanta, Ga.

Steve Novak, Bill.com, Atlanta, Ga.

Justin Mullikin, Jones and Kolb, Atlanta, Ga.

Join a panel of experts to discuss a variety of technology solutions, including cloud-based technology; competitive trends; functionality; spending; integration; and virtualization.

J2 - Cryptocurrency: A Leapfrogging Opportunity

Paul Musembwa, Warpdevelopments, Atlanta, Ga.

The blockchain and cryptocurrency were developed in “the West” but their influence is going to be felt most in developing countries. While most of the investment and “noise” is in rich countries, cryptocurrencies will be most useful in countries that have liquidity constraints. Interest rates don’t lie; developed countries ALL have too much liquidity. Smart money should go where mobile money has succeeded because that is where cryptocurrency will succeed.

2:05 - 2:15 p.m.

Break

2:15 - 3:05 p.m.

K1 - Retirement Plan Solutions for Small Business Owners

Trent Doty, Edward Jones, Atlanta, Ga.

Review investment strategies and retirement planning for small business owners. One of the main takeaways will be how to simplify the retirement planning conversation with these business owners along with steps to determine the appropriate type of retirement plan for each situation. Focus on increasing the value a CPA can add by demonstrating techniques to help business owners decrease their taxes while increasing their savings, at times in a much more cost-effective manner than they originally thought was possible.

K2 - Fraud and the Situational Ethics Trap (A&A)

Michael Wiggins, JD, MBA, CFE, Georgia Southern University, Statesboro, Ga.

Sometimes good people do bad things. Fraud is a very real possibility for virtually anyone, it's never more than one rationalization away. This talk familiarizes the fraud professional and layman with warning signs for fraud and tips and tricks to avoid falling into the fraud trap.

3:05 - 3:15 p.m.

Break

3:15 - 4:30 p.m.

L1 - Handling Harassment Allegations in the #MeToo Era

Greg Hare, Ogletree Deakins, Atlanta, Ga.

In the shadow of today's heightened state of awareness, with many high-profile allegations of sexual misconduct in the workplace, in politics, in sports, and in the entertainment world, cultural awareness and prevention are more vital than ever. Prudent businesses must remain constantly vigilant and must develop reliable practices for anticipating, investigating and responding to harassment claims, and preventing future incidents in the workplace. Discuss best practices, informed by the presenter's 25+ years of advising employers in all matters HR-related.

L2 - Contract Law and Contractual Risk Transfer

Daniel Houston, D.Div, ARM, Enterprise Risk Management, Atlanta, Ga.

All businesses, organizations and individuals inherently deal with contracts. Since a contract is a legally binding agreement, and even an honest contractual mistake can cause serious problems, it is crucial that everyone have a basic understanding of contract law. Receive an overview of contract law as the framework within which parties may create their own rights and duties by agreement. Also look at the principles of contract law, indemnification clauses, hold-harmless, additional insured and insurance specifications, limits and pre-contract risk management.

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 10/23	\$490 by 11/10 \$530 after 11/10	\$530 by 10/23	\$590 by 11/10 \$630 after 11/10
<input type="checkbox"/> 13046 - Tuesday Only	\$270 by 10/23	\$330 by 11/10 \$370 after 11/10	\$370 by 10/23	\$430 by 11/10 \$470 after 11/10
<input type="checkbox"/> 13047 - Wednesday Only	\$270 by 10/24	\$330 by 11/11 \$370 after 11/11	\$370 by 10/24	\$430 by 11/11 \$470 after 11/11

<input type="checkbox"/>  LS13045 - Both Days	\$430 by 10/23	\$490 by 11/10 \$530 after 11/10	\$530 by 10/23	\$590 by 11/10 \$630 after 11/10
<input type="checkbox"/>  LS13046 - Tuesday	\$270 by 10/23	\$330 by 11/10 \$370 after 11/10	\$370 by 10/23	\$430 by 11/10 \$470 after 11/10
<input type="checkbox"/>  LS13047 - Wednesday	\$270 by 10/24	\$330 by 11/11 \$370 after 11/11	\$370 by 10/24	\$430 by 11/11 \$470 after 11/11

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

TUESDAY, NOVEMBER 13

10:35 - 11:50 a.m.

- 🌐 C1 - The Economic Outlook and Its Risks
- C2 - Ethics

12:50 - 2:05 p.m.

- D1 - Best Practices in Sustaining Employee High Performance
- 🌐 D2 - Tax Reform Update

2:15 - 3:05 p.m.

- 🌐 E1 - Software Update to Include Office 365
- E2 - Lessons Learned: Valuable Lessons About Leadership, Communication, Customers and Strategy

WEDNESDAY, NOVEMBER 14

12:50 - 2:05 p.m.

- J1 - How to Choose Technology Solutions
- 🌐 J2 - Cryptocurrency: A Leapfrogging Opportunity

2:15 - 3:05 p.m.

- K1 - Retirement Plan Solutions for Small Business Owners
- 🌐 K2 - Fraud and the Situational Ethics Trap (A&A)

3:15 - 4:30 p.m.

- 🌐 L1 - Handling Harassment Allegations in the #MeToo Era
- L2 - Contract Law and Contractual Risk Transfer

MATERIALS

The Business and Industry Conference is a paperless conference and all materials will be available electronically as PDFs. Materials will be available to download in advance and participants will receive an email when they are available.

For more information on eMaterials visit: ematerials.gscpa.org.

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:

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

MEMBERS:

Lynn Flanders, Cobb Galleria Centre, Atlanta, Ga.

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

Anne Marie Purr, MAcc, Oldcastle, Inc., Atlanta, Ga.

FACILITY

Cobb Energy Performing Arts Centre

2800 Cobb Galleria Pkwy

Atlanta, GA 30339

HOTEL

Embassy Suites by Hilton Atlanta Galleria

2815 Akers Mill Rd SE, Atlanta, Ga. 30339

770 984-9300 | Website: www.bit.ly/BI-hotel

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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