



Decision Makers Conference



April 19-20, 2018

On-site in Atlanta
or attend online



**The Georgia Society
of CPAs**



Featured Topics of Discussion

- Corporate Tax Update
- Transforming Bean Counters to Business Navigators
- Lease Accounting
- Cryptocurrency
- Business Ethics for Business People
- Mergers and Acquisitions: Exit Strategies

Stay on top of the **trends and changes** to give your company and clients the most up-to-date **information and assistance**.

April 19-20, 2018 | Cobb Galleria Centre, Atlanta

Event Codes: 13005, LS13005 - Both Days

13006, LS13006 - Thursday Only

13007, LS13007 - Friday Only

CPE Credit: 16 hours with a possible 5.5 hours A&A

The **2018 Decision Makers Conference** presents industry leaders discussing ongoing changes within the corporate side of the profession and how it affects your business. Ongoing changes in government and the CPA profession require that you have the most up-to-the-minute knowledge. Spend two days immersed in discussions with national leaders so you can conquer critical challenges head-on.

Who Should Attend: CPAs in management and leadership positions, CFOs, CEOs, and other financial professionals.

LIVE STREAM ATTENDANCE

Event Code: 🌐 LS13005, LS13006, LS13007

CPE Credit: 16 hours General

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.

SCHEDULE AT-A-GLANCE

THURSDAY, APRIL 19

7:15 - 8 a.m.	Continental Breakfast/Registration
8 - 8:05 a.m.	Welcome and Announcements
8:05 - 9:20 a.m.	 A. Building a High Performing Culture: Human Capital as a Competitive Advantage
9:20 - 9:35 a.m.	Break
9:35 - 10:25 a.m.	 B. Raising Capital: Challenges and Opportunities
10:25 - 10:35 a.m.	Break
10:35 - 11:50 a.m.	 C. Corporate Tax Update: What Businesses Need to Know in Light of New Regulations
11:50 - 12:50 p.m.	Lunch
12:50 - 2:05 p.m.	 D1. New Rules, New Game: The Present and Future of Harassment D2. Mergers and Acquisitions: When Baby Boomers Retire (A&A)
2:05 - 2:15 p.m.	Break
2:15 - 3:05 p.m.	 E1. Transforming Bean Counters to Business Navigators E2. ESOP Validation
3:05 - 3:10 p.m.	Break
3:10 - 4:25 p.m.	 F1. Cybersecurity F2. Innovative Outsourcing: Solutions to Improve Your Operations and Managing Risk in an Evolving Regulatory Environment

Topics and speakers are subject to change.
Visit www.bit.ly/Decision18 for the most up-to-date agenda.

SCHEDULE AT-A-GLANCE

FRIDAY, APRIL 20

7:15 - 8 a.m.	Continental Breakfast/Registration
8 - 8:05 a.m.	Welcome and Announcements
8:05 - 9:20 a.m.	 G. Economic Update
9:20 - 9:35 a.m.	Break
9:35 - 10:25 a.m.	 H. Cryptocurrency and Blockchain: A Look Under the Hood of the New Economy
10:25 - 10:35 a.m.	Break
10:35 - 11:45 a.m.	 I. Process Improvements and Cost Efficiencies
11:45 a.m. - 12:40 p.m.	Lunch
12:50 - 2:05 p.m.	 J1. Business Ethics for Business People: What Are Your Obligations? J2. Lease Accounting Standards: What You Need to Know Before Implementation (A&A)
2:05 - 2:15 p.m.	Break
2:15 - 3:05 p.m.	 K1. Leadership and Influence Techniques to Build Confidence and Take the Lead K2. Revenue Recognition Implementation Time: Are You Ready? (A&A)
3:05 - 3:15 p.m.	Break
3:15 - 4:30 p.m.	 L1. Crucial Communications: Skills When the Stakes are High L2. Fair Value Measure: Dig into the Recent Amendments (A&A)

Topics and speakers are subject to change.
Visit www.bit.ly/Decision18 for the most up-to-date agenda.

FEATURED SPEAKERS



Karl Alrichs

Business Learning Institute

Session: New Rules, New Game -
The Present & Future of Harassment



Sabrina Serafin

CISA, Frazier & Deeter, LLC

Session: Cybersecurity



Allen Raines

GPS Capital Markets, Inc.

Session: Cryptocurrency and
Blockchain: A Look Under the Hood
of the New Economy



Bruce Nunnally

CPA, CGMA Carr, Riggs, & Ingram,

Session: Lease Accounting
Standards: What You Need to Know
Before Implementation

REGISTRATION

Event Code: 13005

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"/> 13005 - Both Days	\$430 by 3/29	\$490 from 3/30-4/16 \$530 after 4/16	\$530 by 3/29	\$590 from 3/30-4/16 \$630 after 4/16
<input type="checkbox"/> 13006 - Thursday Only	\$270 by 3/29	\$330 from 3/30-4/16 \$370 after 4/16	\$370 by 3/29	\$430 from 3/30-4/16 \$470 after 4/16
<input type="checkbox"/> 13007 - Friday Only	\$270 by 3/30	\$330 from 3/31-4/17 \$370 after 4/17	\$370 by 3/30	\$430 from 3/31-4/17 \$470 after 4/17

<input type="checkbox"/>  LS13005 - Both Days	\$430 by 3/29	\$490 from 3/30-4/16 \$530 after 4/16	\$530 by 3/29	\$590 from 3/30-4/16 \$630 after 4/16
<input type="checkbox"/>  LS13006 - Thursday	\$270 by 3/29	\$330 from 3/30-4/16 \$370 after 4/16	\$370 by 3/29	\$430 from 3/30-4/16 \$470 after 4/16
<input type="checkbox"/>  LS13007 - Friday	\$270 by 3/30	\$330 from 3/31-4/17 \$370 after 4/17	\$370 by 3/30	\$430 from 3/31-4/17 \$470 after 4/17

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.

Turn Form Over for Payment Information 

REGISTER TODAY!

ONLINE 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

BREAKOUT SESSIONS

Choose one session per time slot


April 19, 12:50 - 2:05 p.m.

-  D1. New Rules, New Game: The Present and Future of Harassment
- D2. Mergers and Acquisitions: When Baby Boomers Retire (A&A)


April 19, 2:15 - 3:05 p.m.

-  E1. Transforming Bean Counters to Business Navigators
- E2. ESOP Validation


April 19, 3:10 - 4:25 p.m.

-  F1. Cybersecurity
- F2. Innovative Outsourcing: Solutions to Improve Your Operations and Managing Risk in an Evolving Regulatory Environment


April 20, 12:50 - 2:05 p.m.

-  J1. Business Ethics for Business People: What Are Your Obligations?
- J2. Lease Accounting Standards: What You Need to Know Before Implementation (A&A)

April 20, 2:15 - 3:05 p.m.

-  K1. Leadership and Influence Techniques to Build Confidence and Take the Lead
- K2. Revenue Recognition Implementation Time: Are You Ready? (A&A)


April 20, 3:15 - 4:30 p.m.

-  L1. Crucial Communications: Skills When the Stakes are High
- L2. Fair Value Measure: Dig into the Recent Amendments (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  Live Stream 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

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.



TASK FORCE

Don H. Bravaldo III, CPA, Bravaldo Capital Advisors, Inc., Atlanta, Ga.

Robert Stephens, CFO Navigator, Atlanta, Ga.

Frank Fenello, CPA, UHY Advisors GA, Inc. Atlanta, Ga.

Brandon Loveridge, Boiler & Property Consulting, Buford, Ga.

Hunter Lane, Zelis Healthcare, 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

PHOTOGRAPHY

By attending this event, you are demonstrating your permission to allow your photo to be taken and published in GSCPA marketing, promotional and web materials.

PARKING

PLEASE NOTE: Parking at Cobb Galleria is \$5/day.

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