

# Fraud & Forensic Accounting Conference

September 30, 2015

Event Code: 13020

Cobb Galleria Centre

Atlanta, Georgia



The Georgia Society  
of CPAs

Nonprofit Organization  
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Permit No. 1366

Fraud & Forensic  
Accounting Conference

The Georgia Society  
of CPAs



Six Concourse Parkway  
Suite 800  
Atlanta, GA 30328

# Fraud & Forensic Accounting Conference

September 30, 2015 | Event Codes: 13020,  LS13020

Cobb Galleria Centre | Atlanta, Georgia

CPE Credit: 8 hours (with a possible 2.5 hours A&A)

As a member of one of the fastest growing areas of accounting, you provide your expertise to a variety of organizations from government agencies to law firms to large corporations. The Georgia Society of CPAs Fraud and Forensic Accounting Conference provides an opportunity for you to learn best practices from national experts in fraud identification, investigation, reporting, forensic techniques, litigation support and expert witnessing.

**WHO SHOULD ATTEND:** CFOs, controllers, sole practitioners, and financial managers in business and industry, as well as fraud and litigation practitioners and business valuation analysts.

## Facility

### Cobb Galleria Centre

2 Galleria Parkway SE, Atlanta, Ga. 30339 | 770-955-8000

Directions: [cobb Galleria.com/attendees/the-destination/directions-parking](http://cobb Galleria.com/attendees/the-destination/directions-parking)

## Hotel

### Renaissance Waverly Hotel


2450 Galleria Parkway, Atlanta, Ga. 30339 | 770-453-4500 | [www.renaissancewaverly.com](http://www.renaissancewaverly.com)

## CAN'T MAKE IT TO THE COBB GALLERIA CENTRE?

### LIVE STREAM ATTENDANCE

Event Code:  LS13020 | CPE Credit: 8 hours (including 2.5 hours of A&A)



Live stream allows you to attend the conference from your home or office. You view the sessions in real time as part of the audience and have interaction with other attendees via chat areas. Live streamed sessions are indicated with this symbol: 

For more information or to register, visit [www.gscpa.org](http://www.gscpa.org) or call 404-504-2985 or 800-330-8889, Opt. 3.

## Task Force

### CHAIR

Lisa Miller, Cherry Bekaert LLP, Atlanta, Ga.

Stanley Dulemba, CGMA

### VICE CHAIR

Nnennaya Anyaebosi, MARTA, Atlanta, Ga.

David Ellner, Ellner Valuation, LLC, Norcross, Ga.


Karen Fortune, IAG Forensics, Marietta, Ga.

# Program Schedule

**7 - 8 a.m. Registration and Continental Breakfast**

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


**8:05 - 9:20 a.m.**

** A - Accountants' Liability: What Can Go Wrong and How to Protect Yourself (A&A)**

*Amy Rudolph, Sutherland Asbill & Brennan, LLP, Atlanta, Ga.*

Discuss the kinds of claims that can be brought against accountants and accounting firms, the regulators who can take an interest in their work, ways in which exposure can arise, and practical tips to control your risk and exposure. This session is of interest to accountants working in-house, as well as those in public practice.

**9:20 - 10:10 a.m.**

** B - Crisis Management Skills for 'Bad Act' Events: Managing the Chaos**

*Jack Healey, Firestorm, Roswell, Ga.*

When an organization is the victim of a fraud, data breach, illegal act or ethics violation it is in crisis. Understanding how business crisis risk evolves, how to identify the onset of a crisis and what steps should be taken are imperative. Using the techniques discussed in this session you will be able to provide clarity in crisis chaos, and, more importantly, provide leadership to end the crisis.

**10:10 - 10:20 a.m. Networking Break**

**10:20 - 11:35 a.m.**

** C - Securities and Exchange Commission Update**


*Aaron Lipson, U.S. Securities and Exchange Commission, Atlanta, Ga.*

Receive an overview of the current state of capital raising under Reg A, Reg D, and recent "crowdfunding" reforms, with an additional focus on common securities fraud schemes that can ensnare smaller companies seeking to raise capital. Also discussed will be a micro case study on Georgia CPAs who have been charged with insider trading by the SEC for breaching their duties to clients.

*"The Securities and Exchange Commission, as a matter of policy, disclaims responsibility for any private publication or statement by any of its employees. The views expressed herein are those of the author and do not necessarily reflect the views of the Commission or of the author's colleagues upon the staff of the Commission."*

**11:35 a.m. - 12:30 p.m. Lunch**

**12:30 - 1:45 p.m.**

** D - Preventing Fraud Through an Understanding of Ethics**

*Dr. Ellen Best, BB&T Center for Ethical Business Leadership at the Mike Cottrell College of Business at University of North Georgia, Dahlonega, Ga.*

Receive an understanding of ethical perspectives in application of preventing fraud, discuss the importance of an ethical culture and identify the warning signs of a fraud breeding environment.

**1:45 - 2:15 p.m. Networking Break**

**2:15 - 3:30 p.m.**

** E1 - Fifty Shades of Fraud**

*Chloe Haidet, Cherry Bekaert LLP, Atlanta, Ga.*


Review nontraditional audit projects such as pre/post implementations reviews, segregation of duties evaluations, and data analytics that can help uncover fraud. Learn five key principles to manage fraud risk and how the application of a robust risk management framework can help prevent or detect vulnerabilities to fraud, as well as how to conduct a risk assessment and data analytics techniques that can highlight key fraud risk areas for the organization.

**E2 - Preserving and Extracting Needles in the Haystack**

*Vickie Hill, Norcross Group, Norcross, Ga.*

Methods of fraud, account takeovers, theft and abuse have exploded in recent years. Data and log files, known as "big data" often provide critical evidence of internal and external fraudsters' activities, yet such evidence may be difficult to find. Learn about the sources of such critical data, the dos and don'ts of collecting, preserving and extracting this critical data and the ways in which fraudsters try to cover their tracks.

**3:30 - 4:20 p.m.**

** F1 - Lying, Cheating and Stealing, Oh, My!**

*Phillip Hurd, Georgia Institute of Technology, Atlanta, Ga.*

Occupational fraud, financial deception, and corruption plague organizations of all sizes and disciplines. Real world examples from a multi-billion dollar organization will illustrate how data analytics and the associated tools and talents are being used to root out lying, cheating, and stealing. Relevant and local examples will be used to illustrate all points.

**F2 - Testifying at Trial: How to Be an Effective Expert Witness**

*Mike Caplan and Ben Cheesbro, Caplan Cobb, Atlanta, Ga.*

Knowledge about the litigation process and adequate preparation will ensure that the accountant delivers competent and compelling testimony. Discuss the role that CPAs play in litigation, some of the basic rules related to testifying at trial, and tips on how to become an effective witness.

# REGISTRATION

Event Code: 13020

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


	Members	Nonmembers	LIVE STREAM Members	LIVE STREAM Nonmembers
Early Registration Fee by <b>September 14</b>	<input type="checkbox"/> \$255	<input type="checkbox"/> \$355	<input type="checkbox"/> \$249	<input type="checkbox"/> \$349
Standard Registration Fee	<input type="checkbox"/> \$315	<input type="checkbox"/> \$415	<input type="checkbox"/> \$309	<input type="checkbox"/> \$409
Late Registration Fee after <b>September 28</b>	<input type="checkbox"/> \$355	<input type="checkbox"/> \$455	<input type="checkbox"/> \$349	<input type="checkbox"/> \$449

**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.


## BREAKOUT SESSIONS

Choose one session per time slot

### 2:15 - 3:30 p.m.

-  E1 - Fifty Shades of Fraud
- E2 - Preserving and Extracting Needles in the Haystack

### 3:30 - 4:20 p.m.

-  F1 - Lying, Cheating and Stealing, Oh, My!
- F2 - Testifying at Trial: How to Be an Effective Expert Witness

## PAYMENT INFORMATION

- 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




## MATERIALS

Choose how you wish to receive conference materials

- Download eMaterials **No printed materials provided**
- Printed Materials **Will receive printed materials**

## 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.

## 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](http://www.gscpa.org)

**MAIL** your completed registration with credit card information or check made payable to The Georgia Society of CPAs to:

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