

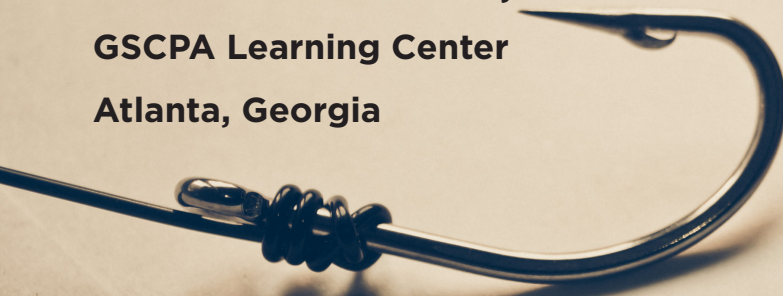
Fraud & Forensic Accounting Conference

September 27, 2017

Event Code: 13020,  LS13020

GSCPA Learning Center

Atlanta, Georgia



The Georgia Society
of CPAs

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Fraud & Forensic
Accounting Conference

The Georgia Society
of CPAs



Six Concourse Parkway
Suite 800
Atlanta, GA 30328

Fraud & Forensic Accounting Conference

September 27, 2017 | Event Codes: 13020,  LS13020

GSCPA Learning Center | Atlanta, Georgia

CPE Credit: 8 hours (with 5.5 hours A&A)

You provide your expertise to a variety of clients and 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 cybercrime, fraud within government, testifying expert mistakes, cybersecurity risk management, false claims in health care, auditing big data, and the anatomy of a bribe.

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

The Georgia Society of CPAs Learning Center

Six Concourse Parkway, Suite 800 | Atlanta, Ga. 30328

404-231-8676 | 800-330-8889


CAN'T MAKE IT TO THE GSCPA LEARNING CENTER?

LIVE STREAM ATTENDANCE

Event Code:  LS13020

CPE Credit: 8 hours
(with 5.5 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 or call 404-504-2985 or 800-330-8889, Opt. 3.

Hotel

The Westin - Perimeter North

Seven Concourse Parkway NW, Atlanta, Ga. 30328

770-280-9860 | Website: bit.ly/WestinAtlantaGSCPA

Please mention GSCPA when making your reservation.

Task Force

CHAIRS

Theodore Brown, CPA/CFF, CFE, MAFF/CVA, HA&W, Atlanta, Ga.

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Paul Dopp, ABV, CFF, CVA, GlassRatner Advisory & Capital Group, Atlanta, Ga.

Karen Fortune, CPA/CFF, MAcc, IAG Forensics, Marietta, Ga.

Barbara Hall, CPA, Sun Trust Bank, Atlanta, Ga.

Natalie Lewis, CPA/CFF, CFE, Alvarez and Marsal, Atlanta, Ga.

Tuwanda Muhammad, CPA, MEAG Power, Atlanta, Ga.

Program Schedule

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

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

8:05 - 9:20 a.m.

A - Piracy on the Cyber Seas: The Newest Cybercrime Techniques and How to Take a Stand (A&A)

John Horn, Esq., United State District Attorney, Northern District of Georgia, Atlanta, Ga.

Cybersecurity stands as one of the biggest challenges to today's corporations, nonprofit organizations, and government entities. Criminals around the world continue to stay ahead of our best defenses and exploit networks for personal gain, state interests, or simple mayhem. Using examples of specific cases, U.S. Attorney Horn will highlight the most current trends and threats occurring over our networks every day, and what prosecutors look for when investigating and seeking attribution for cyber events.

9:20 - 9:30 a.m. Break

9:30 - 10:45 a.m.

B - Auditing Big Data (A&A)

Mark Murovitz, CPA, MBA, Georgia State University, Robinson Business School, Atlanta, Ga.

Discuss planning and performing audits of financial information systems, and contemporary ethical and legal issues confronting the professional accounting environment.

10:45 - 11 a.m. Break

11 - 11:50 a.m.

C - Lofty Goals: Examining the Value of the Expansion of Atlanta United FC (A&A)

Michael Blake, CFA, ASA, ABAR, BCA, Arpeggio Advisors, Atlanta, Ga.

Both an art and a science, there is an increasing need for business valuation services and an easy area for fraud. In April 2014, Major League Soccer awarded Arthur Blank the rights to buy an expansion franchise in Atlanta to begin play in 2017, at a price of \$70M. Although the details of how the fee was agreed upon, as well as the financial analysis by Blank's team remain private, Mike Blake presents a scenario that may explain how the \$70M price tag might have been supported. Was the \$70M a shot on net for Blank or should he have been given a yellow card?

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

12:45 - 2 p.m.

D1 - The Three "Cs" for Efficient Discovery: How to Contain, Collect & Control Your Data

Robert Draper, Relevant Data Tech, Atlanta, Ga.

Learn how to efficiently and effectively identify and work with data in investigations and potential litigation. E-discovery and

managing ESI can be a challenging landscape to navigate. Arm yourself with the information needed to better understand and control your data, giving you the ability to harness resources to create greater knowledge and power of ESI holdings.

D2 - False Claims and Deception in Health Care (A&A)

Paul Murphy, J.D., King & Spalding, Atlanta, Ga.

The current volatile environment has created many challenges for the health insurance industry, as well as multiple opportunities for individuals looking to enrich themselves through fraud and abuse schemes. Look at some of the most common schemes, including third-party payments of premiums, patient steering, broker recruitment schemes and pharmacy schemes, while examining how the current state of the Affordable Care Act is exacerbating some of these issues.

2 - 2:10 p.m. Break

2:10 - 3 p.m.

E1 - How to Avoid Common Mistakes Made by Testifying Experts

J. Steven Rosenwasser, J.D., Bondurant Mixon & Elmore, LLP, Atlanta, Ga.

Discuss techniques and methods to improve your expert testimony, with a particular focus on how to avoid mistakes that experts commonly make.

E2 - Cybersecurity Insights and Risk Management (A&A)

Dan Schroeder, CPA, CISA, CRISC, CIPP/TP, PCI-QSA, Aprio, Atlanta, Ga.

Gain a deeper understanding of cybersecurity threats and risks, and practical considerations for how any organization can adopt and deploy an effective and sustainable cyber security risk management program.

3 - 3:10 p.m. Break

3:10 - 4:25 p.m.

F1 - Fraud and Abuse Within the Government (A&A)

Chris Carrollton, CPA, CISA, CFE, Carmichael Brasher Tuvell & Co., Atlanta, Ga.

Discuss trend fraud and abuse scenarios in government, how technology plays a role, and examples of what works (and what doesn't) in spotting fraud, waste and abuse. Also discuss current software that helps to analyze large data sets.

F2 - The Anatomy of a Bribe (A&A)

Scott Hilsen, J.D., CFE, KPMG, Atlanta, Ga.

Enforcement of anti-bribery and corruption laws is at an all-time high around the world and it shows no sign of abating. In this regulatory climate, global organizations must proactively search for potential risks of bribery and corruption. If your company does business in any foreign country, there is a chance that bribes could be hiding in plain sight. To know what they look like and where to find them, you first need to understand the anatomy of a bribe.

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 September 7	<input type="checkbox"/> \$270	<input type="checkbox"/> \$370	<input type="checkbox"/> \$270	<input type="checkbox"/> \$370
Standard Registration Fee	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430	<input type="checkbox"/> \$330	<input type="checkbox"/> \$430
Late Registration Fee after September 22	<input type="checkbox"/> \$370	<input type="checkbox"/> \$470	<input type="checkbox"/> \$370	<input type="checkbox"/> \$470

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.

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

BREAKOUT SESSIONS

Choose one session per time slot

12:45 - 2 p.m.

- D1 - The Three "Cs" for Efficient Discovery: How to Contain, Collect & Control Your Data
- D2 - False Claims and Deception in Health Care (A&A)

2:10 - 3 p.m.

- E1 - How to Avoid Common Mistakes Made by Testifying Expert
- E2 - Cybersecurity Insights and Risk Management (A&A)

3:10 - 4:25 p.m.

- F1 - Fraud and Abuse Within the Government (A&A)
- F2 - The Anatomy of a Bribe (A&A)



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!

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:

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