

The Georgia Society of CPAs

REAL ESTATE CONFERENCE

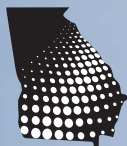
June 19, 2015

Cobb Galleria Centre

Atlanta, Ga.

Event Code: 13001

FEATURING THE LATEST
DEVELOPMENTS AND
BUSINESS STRATEGIES FOR
FINANCIAL PROFESSIONALS
IN REAL ESTATE



**The Georgia Society
of CPAs**

REAL ESTATE CONFERENCE

June 19, 2015 | Cobb Galleria Centre, Atlanta, Ga.

Event Code: 13001 | Live Stream Code: LS13001

8 hours of CPE credit (with a possible 4 hours of A&A)

6.7 hours CLE credit (applied for)

As the real estate market continues to improve, challenges to financial professionals prevail. Even though the projection is positive, the real estate market is ever-changing; CPAs like you need to be on top of the latest changes, techniques, and strategies to help your clients succeed.

The Georgia Society of CPAs Real Estate Conference does just that with high-level speakers presenting information specific to the financial aspects of real estate. More specifically, industry leaders will discuss the economic outlook, FASB pronouncements that affect real estate, conservation easements, private company exceptions, how the new revenue recognition standard applies to real estate and an update on the Beltline.

Who Should Attend: CPAs, CFOs, controllers, financial planners and financial professionals working with real estate clients or real estate organizations.



BRIAN BAILEY, CCIM, FEDERAL RESERVE BANK

Brian Bailey is the senior financial policy analyst in the Supervision and Regulation Division of the Federal Reserve Bank of Atlanta. He is responsible for providing thought leadership and monitoring emerging trends in commercial real estate. He provides guidance on CRE valuation issues. Brian has extensive experience, spanning both the public and private sectors, with commercial real estate valuation, transaction, development, and financial issues.

Prior to joining the Federal Reserve Bank of Atlanta, Brian was employed by the private equity firm Tavistock Group to oversee real estate finance and acquisitions. He was responsible for directing due diligence and financial modeling operations, which included assessing and identifying the most financially feasible development scenarios.



LISA Y. GORDON, CPA, ATLANTA BELTLINE, INC.

Lisa Y. Gordon, CPA, is the Vice President and Chief Operating Officer for Atlanta BeltLine, Inc. (ABI). She is responsible for overseeing the operations and implementation of the Atlanta BeltLine, one of the largest, most wide-ranging urban redevelopment projects currently underway in the United States.


Prior to joining ABI, she served as a Cabinet member for the Honorable Mayor Shirley Franklin, former Mayor of Atlanta, Georgia. Ms. Gordon has also served as an Assistant City Manager in Austin, Texas and Assistant to the County Manager in Broward County, FL. Ms. Gordon has received a proclamation from the State of Texas Legislature for outstanding achievement in public service. In 2013, she received Commercial Real Estate Women's Economic Impact Award. She serves on the Board of Trustees for Leadership Atlanta.

CAN'T MAKE IT TO THE COBB GALLERIA CENTRE?

LIVE STREAM ATTENDANCE

Event Code:  LS13001 | CPE Credit: 8 hours (including 1.5 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.

EXHIBITORS:

PRITCHARD & JERDEN | ADVANTA IRA ADMINISTRATION, LLC

FRIDAY, JUNE 19

7 – 8 a.m.

Registration/Continental Breakfast

8 – 8:05 a.m.

Welcome and Announcements

8:05 – 8:55 a.m.

 A – Commercial Real Estate Throttling Up in 2015

Brian Bailey, CCIM, Federal Reserve Bank, Atlanta, Ga.

After a prolonged economic downturn, commercial real estate (CRE) conditions are experiencing a renaissance of growth. However, technology disruptors, new supply, and abundant capital dynamics are impacting the CRE landscape. Learn how these factors might change the commercial real estate marketplace.

9 – 10:15 a.m.

 B – Atlanta Real Estate Update: Where's the Game, What's the Score, and What Inning are We In?

Eric Vayle, Jones Lang Lasalle, Atlanta, Ga.

With the construction of the Braves new home and mixed-use development just steps away, find out what's happening and expected to happen in the metro Atlanta real estate game. Review the trends and shifts in real estate sectors and communities, and the rationale behind where we've been and the likely game plan going forward.

10:15 – 10:35 a.m.

Break

10:35 – 11:50 a.m.

 C – The Atlanta BeltLine

Lisa Y. Gordon, CPA, Atlanta BeltLine, Inc., Atlanta, Ga.

The Atlanta BeltLine is the most comprehensive transportation and economic development effort ever undertaken in the City of Atlanta and among the largest, most wide-ranging urban redevelopment programs currently underway in the United States. Lisa Gordon, COO of the Atlanta BeltLine, will share the impact of the BeltLine on Atlanta, and what is in store moving forward.

11:50 a.m. – 12:50 p.m.

Lunch

12:55 – 2:10 p.m.

D1 – Accounting Update for the Real Estate Industry (A&A)

Christopher Rouse, CPA, Windham Brannon, PC, Atlanta, Ga.

In addition to recent FASB pronouncements that affect all entities, there are several that particularly impact the real estate industry. Focus on the specific application of all these pronouncements, and some still in process of being issued, to the real estate industry.

D2 – Analyzing Tax-Related Provisions of Partnership Agreements from the Perspective of the Drafting Lawyer and the Accountant Who Lives With Them

Lynn Kawaminami, Deloitte Tax LLP, Atlanta, Ga.

Joe Garcia, Esq., Vinson & Elkins, Washington, D.C.

When drafting the tax-related provisions of partnership agreements, there are many issues to consider, including choice of profit and loss allocation methodology; avoiding or managing phantom income issues; choice of section 704(c) methods; covenants regarding section 752 debt allocation methodology; provisions regarding preparation and review of tax returns; TEFRA provisions; and making sure that the person or entity that the parties intended to be the return signer and TMP can, in fact, act in those capacities.

2:10 – 2:25 p.m.

Break

2:25 – 3:15 p.m.

E1 – Private Company Reporting (A&A)

Jodi Feeley, CPA, Frazier & Deeter LLC, Atlanta, Ga.

The Private Company Council was formed to improve standard setting for private companies. It has since influenced the FASB's issuance of significant changes to U.S. GAAP, which provide private company stakeholders with more relevant information in a cost-effective manner. Changes include accounting alternatives for certain VIEs, interest rate swaps, goodwill, and certain identifiable intangible assets.

E2 – Conservation Easements: Beyond the Basics

Tim Pollock, Esq., Morris, Manning & Martin, LLP, Atlanta, Ga.

Address how conservation easements can be used not only to preserve green space, but also to create liquidity to pay off lenders, invest in infrastructure, or put in the pocket of landowners.

3:20 – 4:35 p.m.

F1 – Navigating the FASB's New Revenue Recognition Standard: The Impact on the Real Estate Industry (A&A)

Chris Dietrick, CPA, PwC, LLP, Atlanta, Ga.

Discuss the new revenue recognition standard and how it will affect certain revenue arrangements for real estate companies applying U.S. GAAP. Focus on sales of real estate, real estate asset management, various fee arrangements, and other considerations relevant to the industry.

F2 – Global Tax Issues Related to Investing in U.S. Real Property: FIRPTA

Marc Schwartz, CPA, J.D., Paul Tadros, CPA, J.D., L.L.M.

Richard Hartnig, J.D., L.L.M., Schwartz International, Atlanta, Ga.

FIRPTA imposes tax on dispositions of U.S. real property and/or U.S. companies where U.S. real estate represents 50 percent or more of the company's business assets. Concentrate on when and how the rules apply, as well as traps for the unwary (e.g., inversions, branch profits, etc.) and planning opportunities.

REGISTRATION

Event Code: 13001

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 May 29	\$255	\$355	 \$255	 \$355
Standard Registration Fee	\$315	\$415	 \$315	 \$415
Late Registration Fee after June 16	\$355	\$455	 \$355	 \$455

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 Breakout Session Selections & Payment Information

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


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


12:55 - 2:10 p.m.

- D1 - Accounting Update for the Real Estate Industry (A&A)
-  D2 - Analyzing Tax-Related Provisions of Partnership Agreements from the Perspective of the Drafting Lawyer and the Accountant Who Lives With Them

2:25 - 3:15 p.m.

- E1 - Private Company Reporting (A&A)
-  E2 - Conservation Easements: Beyond the Basics

3:20 - 4:35 p.m.

-  F1 - Navigating the FASB's NEW Revenue Recognition Standard: The Impact on the Real Estate Industry (A&A)
- F2 - Global Tax Issues Related to Investing in U.S. Real Property: FIRPTA

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
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Card Number

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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.

HOTEL

Renaissance Waverly Hotel

2450 Galleria Parkway, Atlanta, Ga. 30339

770-453-4500

Website: www.renaissancewaverly.com

FACILITY

Cobb Galleria Centre

2 Galleria Parkway SE, Atlanta, Ga. 30339

770-955-8000

Directions: <http://cobbgalleria.com/attendees/the-destination/directions-parking>

TASK FORCE

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PHOTOGRAPHY

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