The Georgia Society of CPAs

SEAS

SOUTHEASTERN ACCOUNTING SHOW

August 30-31, 2017

Cobb Galleria Centre | Atlanta, Georgia

The Georgia Society *of* CPAs

EXHIBIT HALL

Over 60 exhibitors representing a variety of products and services are available to offer solutions for your day-to-day business needs. The Exhibit Hall hours for attendees are 6:15 a.m. to 5 p.m. on Wednesday and 6:15 a.m. to 3:30 p.m. on Thursday. Complimentary access to the Exhibit Hall is available from 9 a.m. to 3 p.m. both days of the show for non-attendees.

SOCIAL MEDIA

Follow GSCPA on social media to keep up with contests, giveaways, and the most up-to-date information regarding the Southeastern Accounting Show. Don't forget to use #SEAS17!

FACEBOOK.COM/GSCPA

TWITTER.COM/GSCPA

LINKEDIN.COM/COMPANY/THE-GEORGIA-SOCIETY-OF-CPAS

YOUTUBE.COM/USER/GEORGIASOCIETYOFCPAS

BIG PRIZES

You could win any of the following GSCPA-sponsored prizes just by attending the Southeastern Accounting Show. Prizes will be given during the afternoon break each day.

LG 60 Inch 4K Ultra HD Smart TV
Samsung Gear S3 Smartwatch
Lenovo Flex 4 Touchscreen Laptop
Apple TV
$100 Gift Cards (4)

SOUTHEASTERN ACCOUNTING SHOW

August 30-31, 2017 | Cobb Galleria Centre | Atlanta, Georgia

CPE credit: Up to 18 hours (including a possible 16 hours A&A credit)

CLE credit: 15 hours (applied for) | Event Code: 13085

The Southeastern Accounting Show (SEAS), GSCPA's premier annual event, features sessions focused on the hottest topics in the accounting profession today. Customize your CPE experience based on seven tracks of study from accounting and auditing to technology to professional development. Taught by leaders in their field, each session offers the education and training necessary to stay on top of issues affecting the careers of CPAs and accounting professionals in all stages of their careers and in all fields of the profession.

SEAS is a fantastic opportunity to build your referral network and strengthen key business partnerships with over 1,200 CPAs from across the Southeast, as well as gain exposure to the best products and services in the marketplace.

PRE-CONFERENCE WORKSHOP

Tuesday, August 29 | 1 - 4:30 p.m. | GSCPA LEARNING CENTER, Atlanta, Georgia
Event Code: 08032 | 4 hours A&A credit | 3.3 hours CLE credit (applied for)
Only $75 for SEAS Attendees! (early/standard/late registration fees apply to non-attendees of SEAS)

PCW - Fraud & Forensic: Welcome to the Dark Side (A&A)
David T. Sawyer, CPA, CFF, CITP, CIA, CFE, CAMS, Alpharetta, Ga.
In this two-part session, financial crimes investigator, David Sawyer, runs the gauntlet from emerging cyber threats to national security to communication skills. In part one, David breaks down cybercrime threats by motive, nation-states, threat actors and industry vulnerability. In part two, he then walks through the forensic interview process from a recently closed criminal fraud investigation.

WEDNESDAY AUGUST 30

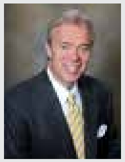
6:15 - 8 a.m. Registration and Continental Breakfast

A

7 - 7:50 a.m. Optional Early Session

Divestiture, Separation and Deconsolidation (A&A)

Timothy F. Gearty, JD, CPA, CGMA, Gearty & McIntyre, LLP, CPA, Florham Park, N.J.



Tim Gearty is the editor-in-chief for Becker Professional Education. In addition to his editorial leadership, Tim also serves as National Lead Instructor for Becker. He is a nationally recognized expert and speaker on a variety of accounting and tax topics, and has appeared as keynote speaker for several Fortune 100 companies as well as many national associations. He has frequently been called upon over the past twenty years to present accounting and tax topics to large groups, organizations, and corporations, accounting firms and in legal proceedings. Tim is a partner in Gearty & McIntyre, LLP, CPA, a firm which specializes in business advisory services, litigation support and forensic accounting.

B

8:05 - 8:55 a.m. Keynote Session

Building a Culture of Innovation

Joey Havens, CPA, CGMA, HORNE LLP, Ridgeland, Miss.

Joey is the executive partner at HORNE LLP, leading more than 500 team members to build the Wise Firm© while passionately living out his life's calling to help others see and reach their full potential. He leads the strategic visioning for culture, growth and client excellence. Prior to being named executive partner in 2012, Joey served as the partner in charge of healthcare services and the partner in charge of government services, respectively. He also serves on HORNE's Board of Directors.

SEAS APP

Easily navigate the exhibit hall with a map of exhibitor booths, find contact information for your favorite expert speaker, find the website for an impressive exhibitor, or conveniently scroll through the day's schedule all on your mobile device. The app is a quick and user-friendly way to make the most of your SEAS experience.

Check the 2017 SEAS app often to access the most up-to-date information as it develops.

Available on Your Apple or Android Mobile Devices

A&A PUBLIC	A&A INDUSTRY	BUSINESS & INDUSTRY	TAXATION	TECHNOLOGY	DEVELOPMENT	ISSUES

9:15 - 10:30 a.m. Breakout Sessions

C1	C2	C3	C4	C5	C6	C7
Audit Quality (A&A)	**Revenue Recognition: ASC606 and ASU Updates (A&A)**	**Ethics: 50 Shades of Gray**	**International Tax Reform NAFTA/TPP**	**Today's Top Apps for the Busy Professional**	**Value Pricing: What, Why, When and How**	**Intellectual Property and Data Security: Strategies for Protection and Enforcement**
Susan Coffey, CPA, CGMA *AICPA*	*Timothy F. Gearty, JD, CPA, CGMA* *Gearty & McIntyre, LLP, CPA*	*Peter Margaritis, CPA, CGMA* *The Accidental Accountant*	*Marc Schwartz, CPA, J.D., and Paul Tadros, CPA, J.D., LL.M.* *Schwartz International*	*Thomas "Tommy" G. Stephens, CPA.CITP, CGMA* *K2 Enterprises*	*Joe Woodard* *Woodard Events, LLC*	*Ronald T. Coleman, Jr., Esq.* *Parker, Hudson, Rainer & Dobbs LLP*

10:45 a.m. - 12 p.m. Breakout Sessions

D1	D2	D3	D4	D5	D6	D7
Peer Review Update (A&A)	**Financial Instruments: ASU 2016-01 and 2016-13 (A&A)**	**Improv is No Joke: Using Improvisation to Create Positive Results in Leadership and in Life**	**Emerging Issues in Tax Practice Due Diligence**	**21st Century Auditing (A&A)**	**Adding Content Marketing and Social Media to your Selling Toolbox**	**Surfing the Silver Tsunami**
Susan Coffey, CPA, CGMA *Jim Brackens, CPA, CGMA* *AICPA*	*Timothy F. Gearty, JD, CPA, CGMA* *Gearty & McIntyre, LLP, CPA*	*Peter Margaritis, CPA, CGMA* *The Accidental Accountant*	*Mark Mesler, Esq.* *Ernst & Young*	*Thomas "Tommy" G. Stephens, CPA.CITP, CGMA* *K2 Enterprises*	*Danielle Berg* *HA+W/Aprio*	*Cindy Nelson, Esq.* *Nelson Elder Care Law*

12 - 1:10 p.m. Lunch (included in registration fee) and Exploring the Exhibit Hall

1:10 - 2:50 p.m. Breakout Sessions

E1	E2	E3	E4	E5	E6	E7
Special Purpose Frameworks: The Alternative to GAAP (A&A)	**Single Audit/ Governmental A&A Update (A&A)**	**Budgeting and Forecasting Best Practices**	**2017 Business Tax Update**	**Analyzing and Presenting Financial Information to Non-Accountants**	**Productivity Tips to Stand Out as a Leader**	**Social Security and Medicare Update**
Jeffrey L. Sailor, CPA *Jeff Sailor Seminars*	*Rebecca M. Lee, CPA* *Loscalzo Associates, Ltd.*	*Marc Hamilton, CPA, CGMA* *CDG Engineers & Associates, Inc.*	*Sharon Kreider, CPA, EA*	*Thomas "Tommy" G. Stephens, CPA.CITP, CGMA* *K2 Enterprises*	*Byron Patrick, CPA.CITP, CGMA, CCA, MCSE* *Network Alliance*	*Faye Sykes, CLTC, NSSA* *Social Security Benefit Planners*

3:20 - 5 p.m. Breakout Sessions

F1	F2	F3	F4	F5	F6	F7
Auditing Update (A&A)	**GASB 77-78 and Yellow Book Update (A&A)**	**Third-Party Risk Management: Compliance Exercise or Competitive Advantage?**	**2017 Individual Tax Update**	**Big Data, Business Intelligence and the Data-Driven-Age**	**Developing Your Global Mindset**	**Top 10 Ways to Prepare for Retirement**
Jeffrey L. Sailor, CPA *Jeff Sailor Seminars*	*Rebecca M. Lee, CPA* *Loscalzo Associates, Ltd.*	*Steve Arnold, CPA, CGMA* *Swati Patel, CPA* *Ernst & Young LLP*	*Sharon Kreider, CPA, EA*	*Marc Hamilton, CPA, CGMA* *CDG Engineers & Associates, Inc.*	*Kim Drumgo* *AICPA*	*Cromwell S. Baun, CFA, CFP®, CIMA®* *UBS Financial Services Inc.*

THURSDAY AUGUST 31

6:15 - 8 a.m. Registration and Continental Breakfast

G

7 - 7:50 a.m. Optional Early Session

Seeing Fraud Before it Happens (A&A)

Ric R. Rosario, CPA, CFE, CGMA, CAMICO Mutual Insurance Co.

Ric Rosario became CEO and President of CAMICO in 2009. Since then he has seen the company grow from about 7,300 policies to more than 9,000. Prior to becoming CEO, he was executive vice president of risk management, with executive oversight of underwriting, claims, marketing and communications for the company. Rosario joined CAMICO in 1992, primarily focused on CPA risk management, and was promoted to vice president in 1996 and to executive vice president in 2006.

H

8:05 - 8:55 a.m. Keynote Session

Economic Outlook

Paula Tkac, Ph.D., Federal Reserve Bank of Atlanta

Paula Tkac, Ph.D. is a vice president and senior economist on the financial markets team in the research department at the Federal Reserve Bank of Atlanta. Dr. Tkac contributes to the Atlanta Fed's macroblog, which provides commentary on economic topics, including monetary policy, macroeconomic developments, and the Southeast economy. She also conducts research on various financial market topics including investor decision-making, the mutual fund industry, financial regulation, and the recent financial crisis and policy responses. Her research has won two William F. Sharpe Awards at the *Journal of Financial and Quantitative Analysis.*

RECHARGE STATION

Visit the ReCharge Station and power up! Convenient access to chargers that fit most devices will be provided so that you can stay connected while attending the SEAS conference.

SELFIE STATION

Capture a memory and have fun during the breaks at the SEAS Selfie Station, located at the GSCPA booth in the Exhibit Hall.

A&A PUBLIC	A&A INDUSTRY	BUSINESS & INDUSTRY	TAXATION	TECHNOLOGY	DEVELOPMENT	ISSUES

9:15 - 10:30 a.m. Breakout Sessions

I1	i2	i3	i4	i5	i6	i7
Asset Valuation and Impairment (A&A)	**Nonprofit Accounting Update – Financial Statements of Nonprofits (A&A)**	**Healthcare Update and Other Health Programs**	**Whither the Death Tax?**	**Tech Talk with a Tech Ninja**	**Business as Unusual: How to Achieve Agility in Disruptive Times**	**Georgia Department of Revenue Update**
Michael J. Hamilton, CPA *MMC Energy*	*Kimberly A. Bland, CPA* *Sean C. Taylor, CPA* *Smith and Howard*	*Arthur Auerbach, CPA, CGMA*	*Nikola R. Djuric, Esq.* *Eversheds Sutherland (US) LLP*	*Calvin Wong* *The Georgia Society of CPAs*	*Ash Noah, CPA, FCMA, CGMA* *AICPA*	*Scott Graham, Ron Johnson, and Scott Purvis* *Georgia Department of Revenue*

10:45 a.m. - 12 p.m. Breakout Sessions

J1	J2	J3	J4	J5	J6	J7
Employee Benefit Plan Update (A&A)	**The New Lease Standard: Preparing for Change (A&A)**	**Creativity: The Key to Increased Value**	**ASC 606: Tax Implications of the New Revenue Recognition Standards**	**Profiting with Excel's Best New Features**	**Succession Planning: Game Plan Required**	**Cybersecurity: The Broccoli of Technology**
Chris Rouse, CPA *Windham Brannon, PC*	*Sarah Lindsey, CPA* *PricewaterhouseCoopers, LLP*	*James T. Lindell, CPA, CGMA* *Thorsten Consulting Group, Inc.*	*Jeffrey D. Levy, Esq.* *Deloitte Tax LLP*	*Brian F. Tankersley, CPA.CITP, CGMA* *K2 Enterprises*	*S. Bowden "Bo" Wilkins, CLU, ChFC, CAP* *Wilkins Insurance Group*	*Chris Jenkins, CAE, CISSP, CCNA, MCSE* *South Carolina Association of CPAs*

12 - 1:10 p.m. Lunch (included in registration fee) and Exploring the Exhibit Hall

1:10 - 2:50 p.m. Breakout Sessions

K1	K2	K3	K4	K5	K6	K7
What SSAE18 Has to Say about Opinions, Conclusions or Findings (A&A)	**FASB Update (A&A)**	**The Competent Accountant: Mastering the Role of the Controller/CFO**	**SALT Hot Topics: National and Southeast**	**Tech Update 2017**	**Creating a Workforce of Champions: Recruiting and Retaining the Best**	**Everything I Know About Investing I Learned in Court**
James K. Myers, CPA, CGMA	*Russell G. Golden, CPA* *FASB*	*James T. Lindell, CPA, CGMA* *Thorsten Consulting Group, Inc.*	*Jeffrey C. Glickman, J.D., LL.M.* *HA+W/Aprio*	*Brian F. Tankersley, CPA.CITP, CGMA* *K2 Enterprises*	*Charles Baughman, PHR, SHRM-CP* *ITAC Solutions*	*Robert Port, J.D.* *Gaslowitz Frankel LLC*

3:20 - 5 p.m. Breakout Sessions

L1	L2	L3	L4	L5	L6	L7
Compilation and Review Engagements: SSARS21 and Beyond (A&A)	**Private Company Financial Reporting Town Hall (A&A)**	**Recent Developments in Business Law**	**Witnesses, Whistleblowers and Protecting the Cause**	**Cloud Computing 2017**	**Harnessing the Power of the Lost Generation**	**Business Analytics**
James K. Myers, CPA, CGMA	*Michael Cheng, CPA, FASB* *Jeff Mechanick, CPA, CGMA, MBA, FASB* *Russell G. Golden, CPA, FASB* *Candace E. Wright, CPA, CFF, Postlethwaite & Netterville* *David S. Lomax, Liberty Mutual Surety* *Harold Monk, CPA, Carr, Riggs & Ingram* *Rick Reisig, CPA, Anderson ZurMuehlen*	*Chuck Beaudrot, J.D. and Matthew R. Peurach, J.D., LL.M.* *Morris Manning & Martin, LLP*	*David Aughtry, J.D., LL.M.* *Chamberlain, Hrdlicka, White, Williams and Aughtry*	*Brian F. Tankersley, CPA.CITP, CGMA* *K2 Enterprises*	*Jonyce J. Bullock, CPA, CGMA* *Squire & Company, PC*	*Beverly Wright, Ph.D., CAP®* *Georgia Institute of Technology*

WEDNESDAY AUGUST 30

6:15 - 8 a.m. Registration & Continental Breakfast

7 - 7:50 a.m. Optional Early Session

A - Divestiture, Separation and Deconsolidation (A&A)

Timothy F. Gearty, JD, CPA, CGMA, Gearty & McIntyre, LLP, CPA, Florham Park, N.J.

Apply the accounting rules for how an entity accounts for the disposal and divesture of another entity including its classification as either a business or an asset; calculation of the gain or loss on disposal; the Financial Statement presentation; and how to prepare Carve-out Financial Statements.

8:05 - 8:55 a.m. Keynote Session

B - Keynote Session
Building a Culture of Innovation

Joey Havens, CPA, CGMA, HORNE LLP, Ridgeland, Miss.

Whether you're in public accounting or industry, innovation is the key to future success. Learn why it is so important and discover why culture is the primary fuel for innovation. Receive ideas on how we can help build a culture of innovation within our own teams. Have your phones ready to provide input as we challenge the status quo together.

8:55 - 9:15 a.m. Break/Exploring the Exhibit Hall

9:15 - 10:30 a.m. Breakout Sessions

C1 - Audit Quality (A&A)

Susan Coffey, CPA, CGMA, AICPA, New York, N.Y.

The AICPA is seeing significant quality issues with audits and other reporting engagements performed by CPAs. Learn what steps the AICPA is taking to improve quality, and the enhancements you can make in your firm.

C2 - Revenue Recognition: ASC606 and ASU Updates (A&A)

Timothy F. Gearty, JD, CPA, CGMA, Gearty & McIntyre, LLP, CPA, Florham Park, N.J.

Revenue recognition is one of the most important reporting areas faced by accountants and standard setters. Avoid the many traps related to recognizing revenue in the delivery of products and services while you become familiar with GAAP requirements of revenue recognition including multiple element arrangements. With illustrative examples and an examination of important rules and principals, acquire the background and context to accurately identify and resolve revenue recognition issues.

C3 - Ethics: 50 Shades of Gray

Peter Margaritis, CPA, CGMA, The Accidental Accountant, Westerville, Ohio

Ethics should be a black and white issue. However, if you ask most CPAs, they would say ethics is a very gray area. Why is this? Discuss real-world cases such as Wells Fargo, Theranos, and the most current cases of ethics violations.

C4 - International Tax Reform/NAFTA/ Interrelationships Between Free Trade Agreements and Tax Treaties: Why Should You Care?

Marc Schwartz, CPA, J.D., and Paul Tadros, CPA, J.D., LL.M., Schwartz International, Atlanta, Ga.

First and foremost: why BAT is a "batty" idea; you and your clients operating domestically: "no worries since no impact;" competitiveness effects - stronger dollar has greater negative impact than a weaker dollar; supply chain disruptions; and impact of corporate tax rate to 15 percent.

C5 - Today's Top Apps for the Busy Professional

Thomas "Tommy" G. Stephens, CPA, K2 Enterprises, Woodstock, Ga.

In today's mobile environment, everything centers on an app. From accessing the news to making travel plans to creating documents, today's apps impact business transactions and environments as never before. Learn how leading-edge apps can help you to access and analyze your important information.

C6 - Value Pricing: What, Why, When, and How

Joe Woodard, Woodard Events, LLC, Canton, Ga.

Learn what value pricing really means, how it is different than fixed fee pricing, and why using value pricing increases the value of your services in your clients' minds. Discuss how to develop a personalized action plan to implement value pricing for your practice.

C7 - Intellectual Property and Data Security: Strategies for Protection and Enforcement

Ronald T. Coleman, Jr., Parker, Hudson, Rainer & Dobbs LLP, Atlanta, Ga.

With increasing mobility of workers and data security risks, protection of trade secrets and information-based IP has never been more challenging or important. Review best practices for identifying and protecting proprietary business information, along with practical strategies for risk mitigation and for remedying misappropriation.

10:30 - 10:45 a.m. Break/Exploring the Exhibit Hall

10:45 a.m. - 12 p.m. Breakout Sessions

D1 - Peer Review and Beyond: Enhancements to Improve Your Firm (A&A)

Susan Coffey, CPA, CGMA, AICPA, New York, N.Y.
Jim Brackens, CPA, CGMA, AICPA, Durham, N.C.

Rapid changes in the regulatory and business environment have created unprecedented challenges for firms. Performing high quality audit engagements starts with a strong system of quality control. Learn about common quality control issues identified by the AICPA Peer Review and the steps you can take to avoid them.

D2 - Financial Instruments: ASU 2016-01 and 2016-13 (A&A)

Timothy F. Gearty, JD, CPA, CGMA, Gearty & McIntyre, LLP, CPA, Florham Park, N.J.

Recognize major changes to accounting for financial instruments under ASU 2016-13; the background that led to ASU 2016-13 and the major changes to the credit loss model available for sale debt securities, as well as debt securities held at amortized cost.

D3 - Improv is No Joke: Using Improvisation to Create Positive Results in Leadership and in Life

Peter Margaritis, CPA, CGMA, The Accidental Accountant, Westerville, Ohio

Improv is more than just laughs—it's a valuable training tool that can make anyone a more effective business professional. It's not slapstick—improvisation is a leadership tool. It's all about respect, trust, support, listening, focus, and adapting to the changing landscape by maintaining a YES! AND attitude.

D4 - Emerging Issues in Tax Practice Due Diligence

Mark Mesler, Esq., Ernst & Young, Atlanta, Ga.

Focus on emerging substantive tax issues and the appropriate levels of due diligence required to advise your clients under the regulations in Circular 230. Learn to recognize Circular 230 provisions for due diligence; identify due diligence for tax returns; determine disclosure requirement; and recognize due diligence to avoid common errors.

D5 - 21st Century Auditing (A&A)

Thomas "Tommy" G. Stephens, CPA, K2 Enterprises, Woodstock, Ga.

Just as businesses have changed how accounting is performed, so too must auditors change how they conduct audits. Technology can be an auditor's friend or foe when conducting audits. Learn how to perform audits not only more efficiently, but also to achieve better results.

D6 - Adding Content Marketing and Social Media to your Selling Toolbox

Danielle Berg, HA+W | Aprio, Atlanta, Ga.

New client acquisition is everyone's job. We must adapt traditional marketing and sales models for the digital era. Learn the new rules of "social selling" and how to add content marketing and social media to your selling toolbox to create one-to-many and one-to-one relationships with clients and prospects that build brand, generate leads and drive revenue growth. Also learn the key performance indicators needed to measure success.

D7 - Surfing the Silver Tsunami

Cindy Nelson, Esq., Nelson Elder Care Law, Woodstock, Ga.

One of the biggest mega trends today is the aging population. By 2020, the number of older adults will be greater than the number of children younger than five years of age. Discuss real life actions you can take immediately to expand your service offering to seniors. Learn how they to help seniors with the financial challenges of living longer, as well as living longer with illness, and how seniors can qualify for government benefits without going broke.

12 - 1:10 p.m. Lunch/Exploring the Exhibit Hall

1:10 - 2:50 p.m. Breakout Sessions

E1 - Special Purpose Frameworks: The Alternative to GAAP (A&A)

Jeffrey L. Sailor, CPA, Jeff Sailor Seminars, Ocala, Fla.

While GAAP is critical to large companies, the complexities can cause problems for smaller ones. Explore the variety of alternatives available to private companies along with the criteria for determining when a SPF would be appropriate.

E2 - Single Audit/Governmental A&A Update (A&A)

Rebecca M. Lee, CPA, Loscalzo Associates, Ltd., Shrewsbury, N.J.

Designed to prepare you for the latest accounting and auditing developments affecting governmental entities.

E3 - Budgeting and Forecasting Best Practices

Marc Hamilton, CPA, CGMA, CDG Engineers & Associates, Inc., Andalusia, Ala.

Receive an overview of best practice methodologies in budgeting and forecasting. Cover 33 actionable steps that are critical to successful budgeting and forecasting. These include areas such as strategy, prioritization, flexibility and accountability.

E4 - 2017 Business Tax Update

Sharon Kreider, CPA, EA, Sunnyvale, Calif.

While many of us were busy with the tax season grind, President Trump released his ideas for business tax reform; Congress worked on its plans for the "repeal and replace" of Obamacare and its employer mandate; tax legislation from prior years was implemented; and the tax courts ruled. Hear what's new for 2017 and what we can advise our business clients today about tax reform and how it impacts them, including what is a good "place holder" entity while we await the details of the proposed 15 percent tax bracket for pass through and how reasonable compensation in the pass through entity may be the new tax planning idea.

E5 - Analyzing and Presenting Financial Information to Non-Accountants

Thomas "Tommy" G. Stephens, CPA, K2 Enterprises, Woodstock, Ga.

Dashboard reporting continues to revolutionize how businesses deliver information to team members. Many new tools have created opportunities for interactive dashboards to present financial information to non-accountants in easy-to-use and easy-to-analyze environments. Learn how to put these tools to work to enhance your reporting processes.

E6 - Productivity Tips to Stand Out as a Leader

Byron K. Patrick, CPA.CITP, CGMA, CCA, MCSE, Network Alliance Inc., Reston, Va.

Covering everything from Microsoft Windows and Office to mobile devices, discuss a wide variety of practical tips and tricks you can use in your day-to-day work to increase productivity and stand out among your colleagues. Leave excited to share and train others on the new tools in your belt.

E7 - Social Security and Medicare Update

Faye Sykes, CLTC, NSSA, Social Security Benefit Planners, Atlanta, Ga.

Social Security seems poised for changes in benefits and eligibility age. Financial and tax planners can expect increased demand for strategies that dovetail Social Security with other retirement and estate-planning objectives. Receive background information on the Social Security system and the strategies clients will need in dealing with Social Security and all the other myriad of related retirement planning issues.

2:50 - 3:20 p.m. Lunch/Exploring the Exhibit Hall

3:20 - 5 p.m. Breakout Sessions

F1 - Auditing Update (A&A)

Jeffrey L. Sailor, CPA, Jeff Sailor Seminars, Ocala, Fla.

The pressure is on for auditors to achieve higher quality. Review at the most recent changes to the standards, and also look at how to improve your audit practice as we examine the new AICPA Competency Framework for Assurance Services.

F2 - GASB 77-78 and Yellow Book Update (A&A)

Rebecca M. Lee, CPA, Loscalzo Associates, Ltd., Shrewsbury, N.J.

Discussion will include Tax Abatement Disclosures, Pensions Provided through Certain Multiple-Employer Defined Benefit Pension Plans, and an update of the Government Auditing Standards.

F3 - Third-Party Risk Management: Compliance Exercise or Competitive Advantage?

Steve Arnold, CPA, CGMA, Ernst & Young LLP, Cincinnati, Ohio

Swati Patel, CPA, Ernst & Young LLP, Raleigh, N.C.

Join a discussion on why organizations need to think about third-party risk management as more than just a compliance exercise. Hear leading practices and insights on third-party risk management programs and how to grow your existing program strategy, governance framework and operating model.

F4 - 2017 Individual Tax Update

Sharon Kreider, CPA, EA, Sunnyvale, Calif.

While many of us were busy with the tax season grind, President Trump released his ideas for individual tax reform; Congress worked on its plans for the "repeal and replace" of Obamacare; tax legislation from prior years was implemented; and, the tax courts ruled. Hear what's new for our individual clients in 2017 and what we can advise clients today about tax reform and how it impacts them.

F5 - Big Data, Business Intelligence and the Data-Driven-Age

Marc Hamilton, CPA, CGMA, CDG Engineers & Associates, Inc., Andalusia, Ala.

Because of the digital explosion, business management is facing a unique technology era. Technology developments offer faster ways to access data, talent and customers while providing customers access to new products, information and services. Responding to the digital revolution will allow for informed decision making and establishment of a competitive strategic advantage and survival for many businesses.

F6 - Developing Your Global Mindset

Kim Drumgo, AICPA, Durham, N.C.

The speed at which we need to absorb and process all of the information we need to make daily leadership decisions without the interference of habit or unconscious bias is quickly diminishing. Not because we are getting older but rather because the amount of information thrown at us in any given minute is growing increasing greater and greater thanks to technology. Add the element changing demographics in the U.S. and the growth of global organizations, some may want to give up. Developing a global mindset will help you strengthen the skills to balance your knowledge of business, country and functional interest. Receive information on the skills and resources available to help professionals build the cultural dexterity they need to succeed in any setting.

F7 – Top 10 Ways to Prepare for Retirement

Cromwell S. Baun, CFA, CFP®, CIMA®, UBS Financial Services Inc., Atlanta, Ga.

Learn what you need to do now, and going forward, to prepare yourself, and your clients, for retirement.

THURSDAY

6:15 - 8 a.m. Registration and Continental Breakfast

7 - 7:50 a.m. Optional Early Session

G - Seeing Fraud Before it Happens (A&A)

Ric R. Rosario, CPA, CFE, CGMA, CAMICO Mutual Insurance Co., San Mateo, Calif.

Risk assessment planning requires both technical and creative skills. With a presenter who offers more than 25 years of CPA malpractice claims experience, discuss real-life fraud scenarios geared toward both public accountants and management. What happens when the fraud inevitably falls apart? Can it be avoided in the first place?

8:05 – 8:55 a.m. Keynote Session

H - Keynote Session
Economic Outlook

Paula Tkac, Ph.D., Federal Reserve Bank of Atlanta, Atlanta, Ga.

Take a look at the current economy and discuss the local and national outlook, as well as the risks – both positive and negative – to that view.

8:55 - 9:15 a.m. Break/Exploring the Exhibit Hall

9:15 - 10:30 a.m. Breakout Sessions

I1 - Asset Valuation and Impairment (A&A)

Michael J. Hamilton, CPA, MMC Energy, Maywood, N.J.

IAS 36 Impairment of Assets sets out the requirements to account for and report impairment of most non-financial assets. IAS 36 specifies when an entity needs to perform an impairment test, how to perform it, the recognition of any impairment losses and the related disclosures. The application of IAS 36 is wide and its requirements may be open to interpretation. Discuss the rules of the standard and how it should be interpreted.

AUGUST 31

I2 - Nonprofit Accounting Update – Financial Statements of Nonprofits (A&A)

Kimberly A. Bland, CPA and Sean C. Taylor, CPA, Smith and Howard, Atlanta, Ga.

In August 2016, the FASB issued ASU 2016-14, Presentation of Financial Statements of Not-for-Profit Entities, effective for fiscal years beginning after December 15, 2017 (calendar year 2018). The ASU provides the biggest changes in financial reporting for nonprofits since 1993. Nonprofits need to understand this ASU's impact to their financial statements and address any implementation issues now.

I3 - Healthcare Update and Other Health Programs

Arthur Auerbach, CPA, CGMA, Atlanta, Ga.

Update on the progress, or lack thereof, of the replace and repeal of Obamacare, including the MacArthur amendment. Discuss the use of health savings accounts and flexible spending accounts. There is also a budget consideration, since the largest drain on federal revenues is the health plan deduction by employers with no corresponding tax on the beneficiary. Also discuss the impact of Medicaid and Medicare programs on the economy and federal budget.

I4 - Whither the Death Tax?

Nikola R. Djuric, Esq., Eversheds Sutherland (US) LLP, Atlanta, Ga.

President Trump and the House Ways & Means Committee want to repeal the federal estate tax. A review of the last time the estate tax was repealed, the prospects for repeal this time, what form repeal might take, estate planning while we wait, the fate of proposed estate tax regulations, and life (and death) after repeal.

I5 – Tech Talk with a Tech Ninja

Calvin Wong, the Georgia Society of CPAs, Atlanta, Ga.

Each year brings advances in technology. Get the inside scoop and demonstrations of the cutting-edge gadgets and software, including Office 365 and 2016, cloud computing, smartwatches and much more. The Ninja will also discuss future plans of evolving technology from the state-of-the-art hardware to the latest in apps.

I6 - Business as Unusual: How to Achieve Agility in Disruptive Times

Ash Noah, CPA, FCMA, CGMA, AICPA, Durham, N.C.

From geopolitical shifts to regulatory changes occurring in Washington and beyond, business as unusual is now the new normal. The organizations that will thrive in these complex times are those with teams that are nimble, quick and confident to make critical decisions in today's complex and changing world. Discuss what separates agile leaders from their peers, and what controllers should be doing to prepare your organization to operate in the unusual.

I7 – Georgia Department of Revenue Update

Scott Graham, Ron Johnson and Scott Purvis, Georgia Department of Revenue, Atlanta, Ga.

Members of the DOR leadership team will provide an overview of agency operations, discuss current initiatives, and provide insights into the preparations to administer new tax policies pursuant to 2017 legislation.

8:55 - 9:15 a.m. Break/Exploring the Exhibit Hall

9:15 - 10:30 a.m. Breakout Sessions

J1 - Employee Benefit Plan Update (A&A)

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

Designed for accountants in public practice and industry that want to increase their effectiveness in auditing employee benefit plans. Review ERISA regulations and focus on an efficient compliance audit methodology for those rules.

J2 - The New Lease Standard: Preparing for Change (A&A)

Sarah Lindsey, CPA, PricewaterhouseCoopers, LLP, Atlanta, Ga.

Receive an overview to the changes to the leasing standard for lessors and lessee as well as provide insights into how companies what need to be thinking about now to prepare their adoption strategies.

J3 – Creativity: The Key to Increased Value

James T. Lindell, CPA, CGMA, Thorsten Consulting Group, Inc., Dousman, Wis.

The ability to be creative, to generate more ideas is the key to increasing personal, team and corporate value. Increase your creativity so that you can see multiple options to problems or opportunities and not be trapped by limited ideas.

J4 - ASC 606: Tax Implications of the New Revenue Recognition Standards

Jeffrey D. Levy, Esq., Deloitte Tax LLP, Atlanta, Ga.

As a result of new FASB, GAAP and IFRS revenue recognition standards, companies are required to review their revenue recognition. The effective date of 1/1/18 for most companies may cause changes for book purposes in many instances. Accordingly, companies may be required to change methods of accounting for tax purposes as well. Further discussion will center around administration guidance from the IRS in order to effectively comply with the new pronouncements for tax as well as an tax reform considerations.

J5 - Profiting with Excel's Best New Features

Brian F. Tankersley, CPA.CITP, CGMA, K2 Enterprises, Farragut, Tenn.

Excel is a staple of the business professional's toolbox, yet, all too often, new features remain undiscovered and underutilized, leading to inefficiencies and errors. Learn how to put Excel's best new features to work for you and your team to increase productivity, accuracy, and profit.

J6 - Succession Planning: Game Plan Required

S. Bowden "Bo" Wilkins, Wilkins Insurance Group, Atlanta, Ga.

Focus on a key business succession ingredient that is often missed, which is the need to have a game plan for succession put in place sooner rather than later. This plan acts as the complete guide for a successful business transition and the comprehensive process covers the wishes of the owner, combined with an element of managing the risks along the way and the funding methods to make it happen.

J7 - Cybersecurity: The Broccoli of Technology

Chris Jenkins, CISSP, South Carolina Association of CPAs, Cayce, S.C.

Cybersecurity is a topic everybody needs, but nobody wants to sit through. Join Chris Jenkins as he uses humor to explain some of the most common types of cyber threats and how to defend against them. Find new ways to build and manage passwords, dissect email scams, and turn the tables on would-be attackers. Receive the tools and information you need to stay safe and maintain a healthy on-line presence.

12 - 1:10 p.m. Lunch/Exploring the Exhibit Hall

1:10 - 2:50 p.m. Breakout Sessions

K1 - What SSAE18 has to Say about Opinions, Conclusions or Findings (A&A)

James K. Myers, CPA, CGMA, Knoxville, Tenn.

A significant reorganization of the Attestation Standards replaced most of the attestation guidance effective for engagement reports dated on or after May 1, 2017. Discuss the updated requirements and seek to clarify the types of engagements and the CPA's responsibilities.

K2 - FASB Update (A&A)

Russell G. Golden, CPA, FASB, Norwalk, Conn.

Review FASB's technical activities and the outlook for accounting standards in the United States. Special focus will be placed on the highlights of recently issued Accounting Standards Updates, as well as the status of certain technical projects.

K3 – The Competent Accountant: Mastering the Role of the Controller/CFO

James T. Lindell, CPA, CGMA, Thorsten Consulting Group, Inc., Dousman, Wis.

Understand what is necessary to lead the organization as well as the accounting/finance department. Identify tools that are available to improve leadership, business, people and technical. Apply CGMA competency framework to each participant's skill level and develop a plan of action to obtain competency in all levels.

K4 - SALT Hot Topics: National and Southeast

Jeffrey C. Glickman, J.D., LL.M., HA+W/Aprio, Atlanta, Ga.

Cover significant legislation, regulations, cases, and rulings nationally and in the southeast. Topics include major issues such as nexus (both income tax and sales/use tax), taxability of cloud computing, income tax apportionment, tax credits, and others. Also cover any federal legislation impacting state taxes.

K5 - Tech Update 2017

Brian F. Tankersley, CPA.CITP, CGMA, K2 Enterprises, Farragut, Tenn.

What has changed in technology that would benefit my organization? What does the future of technology hold? What changes in hardware and software should I incorporate into my plans? Gain insights on long-term strategic choices and short term technology tactics to maximize your ROI.

K6 - Creating a Workforce of Champions: Recruiting and Retaining the Best

Charles Baughman, PHR, SHRM-CP, ITAC Solutions, Birmingham, Ala.

Why is it that some organizations have energized, "can do," hard-working employees, while other organizations have employees who constantly complain, seem to think only of themselves, and have a "what have you done for me lately" attitude? You'll find out why and how to use the research done on the best companies and the best managers to create a workforce of true champions.

K7 - Everything I Know About Investing I Learned in Court

Robert Port, J.D., Gaslowitz Frankel LLC, Atlanta, Ga.

What are some of the attributes of successful investing? How can you identify a financial advisor who might mismanage investments, or worse, engage in fraud? Discuss the important lessons these cases teach about investing.

2:50 - 3:20 p.m. Lunch/Exploring the Exhibit Hall

3:20 - 5 p.m. Breakout Sessions

L1 – Compilation and Review Engagements: SSARS21 and Beyond (A&A)

James K. Myers, CPA, CGMA, Knoxville, Tenn.

Discuss the requirements of the SSARS standards, along with opportunities to tailor services to client needs. Make sure your engagements are in the Goldilocks Zone – not too much work that you cannot be cost-effective and not too little work that you risk peer review issues.

L2 - Private Company Financial Reporting Town Hall (A&A)

Michael Cheng, CPA, FASB, Norwalk, Conn.
Jeff Mechanick, CPA, CGMA, MBA, FASB, Norwalk, Conn.
Russell G. Golden, CPA, FASB, Norwalk, Conn.
Candace E. Wright, CPA, CFF, Postlethwaite & Netterville, Baton Rouge, La.
David S. Lomax, Liberty Mutual Surety, King of Prussia, Penn.
Harold Monk, CPA, Carr, Riggs & Ingram, Gainesville, Fla.
Rick Reisig, CPA, Anderson ZurMuehlen, Great Falls, Mont.

The Private Company Council (PCC) helps improve the process of setting accounting standards for private companies. Participants will have an opportunity to provide input about the PCC and FASB regarding areas to improve private company financial reporting.

L3 - Recent Developments in Business Law

Chuck Beaudrot, J.D. and Matthew R. Peurach, J.D., LL.M., Morris Manning & Martin, LLP, Atlanta, Ga.

Discuss a survey update of recent major developments affecting businesses including major legislative, regulatory and case law developments focusing particularly on legal developments likely to result in increased liability exposure for businesses.

L4 - Witnesses, Whistleblowers and Protecting the Cause

David Aughtry, J.D., LL.M., Chamberlain, Hrdlicka, White, Williams and Aughtry, Atlanta, Ga.

Every disgruntled employee, every unscrupulous competitor, and every terminated vendor dreams of becoming rich at the expense of your anchor client. At the same time, the IRS has grown more aggressive in insisting upon interviews and then asserting penalties. In this environment, what is the best way to prepare the witness, ferret out the whistleblower, and protect the cause? We will drill down into every aspect.

L5 - Cloud Computing 2017

Brian F. Tankersley, CPA.CITP, CGMA, K2 Enterprises, Farragut, Tenn.

Doing business online is different from using on-premises applications, and the available solutions have different features and risks. Discuss some of the more popular solutions for accounting and general productivity, review new risks associated with cloud applications, and will provide some relevant security tips for accounting professionals.

L6 - Harnessing the Power of the Lost Generation

Jonyce J. Bullock, CPA, CGMA, Squire & Company, PC, Orem, Utah

Often overlooked, Gen X is sometimes seen as "place holders" rather than a force to be reckoned with. But Gen Xers may hold the key to successfully navigating your upcoming generational changeover. Explore the role Gen Xers play by discussing who they are, what they want, and how to maximize their positive impact on the generation retiring, the generation coming into the workforce and the sometime painful (but inevitable) transition period.

L7 - Business Analytics

Beverly Wright, Ph.D., CAP®, Georgia Institute of Technology, Atlanta, Ga.

Introduction to business analytics, with emphasis on analytics life cycle, barriers throughout the process, and benefits of embracing data-inspired decision making. Learn how to employ data analytics to gain insight about business operations, problem solving and solutions for organizational issues.

REGISTRATION

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PRICING INFORMATION

		With SEAS Registration	Member/Nonmember Early Registration by 8/8	Member/Nonmember Standard Registration by 8/9 - 8/24	Member/Nonmember Late Registration after 8/24
❑	Exhibit Hall Only Registration	Complimentary			
❑	Pre-Conference Workshop - Tuesday, August 29 - 08032	$75	$149/$199	$169/$219	$199/$249

	Early Registration Fee by 8/9	Member*	Nonmember
❑	Wed. & Thursday - 13085	$430	$530
❑	Wednesday Only - 13086	$270	$370
❑	Thursday Only - 13087	$270	$370

	Standard Registration Fee 8/10 - 8/25	Member*	Nonmember
❑	Wed. & Thursday - 13085	$490	$590
❑	Wednesday Only - 13086	$330	$430
❑	Thursday Only - 13087	$330	$430

	Late Registration Fee after 8/25	Member*	Nonmember
❑	Wed. & Thursday - 13085	$530	$630
❑	Wednesday Only - 13086	$370	$470
❑	Thursday Only - 13087	$370	$470

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Cancellation Policy: Cancellations/Transfers made up to three weeks before the 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 before an event are subject to a $100 administration fee for members; $150 administration fee for nonmembers. *Cancellations/No Shows on the date of the event forfeit the entire registration fee. No refunds or transfer of fees will be made after the date of the event.*

REGISTRATION

PLEASE CHOOSE THE SESSIONS YOU PLAN TO ATTEND

Day One - Wednesday, August 30, 2017

7 - 7:50 a.m. (Optional) Early Session		
❑	**A**	Divestiture, Separation and Deconsolidation (A&A)
8:05 - 8:55 a.m. Keynote Session		
❑	**B**	Building a Culture of Innovation
9:15 - 10:30 a.m. Breakout Sessions (choose one)		
❑	**C1**	Audit Quality (A&A)
❑	**C2**	Revenue Recognition: ASC606 and ASU Updates (A&A)
❑	**C3**	Ethics: 50 Shades of Gray
❑	**C4**	International Tax Reform NAFTA/TPP
❑	**C5**	Today's Top Apps for the Busy Professional
❑	**C6**	Value Pricing: What, Why, When and How
❑	**C7**	Intellectual Property and Data Security: Strategies for Protection and Enforcement
10:45 a.m. - 12 p.m. Breakout Sessions (choose one)		
❑	**D1**	Peer Review Update (A&A)
❑	**D2**	Financial Instruments: ASU 2016-01 and 2016-13 (A&A)
❑	**D3**	Improv is No Joke: Using Improvisation to Create Positive Results in Leadership and in Life
❑	**D4**	Emerging Issues in Tax Practice Due Diligence
❑	**D5**	21st Century Auditing (A&A)
❑	**D6**	Adding Content Marketing and Social Media to Your Selling Toolbox
❑	**D7**	Surfing the Silver Tsunami
12 - 1:10 p.m. Lunch		
❑	**Lunch (included in registration fee)**	
1:10 - 2:50 p.m. Breakout Sessions (choose one)		
❑	**E1**	Special Purpose Frameworks: The Alternative to GAAP (A&A)
❑	**E2**	Single Audit/Governmental A&A Update (A&A)
❑	**E3**	Budgeting and Forecasting Best Practices
❑	**E4**	2017 Business Tax Update
❑	**E5**	Analyzing and Presenting Financial Information to Non-Accountants
❑	**E6**	Productivity Tips to Stand Out as a Leader
❑	**E7**	Social Security and Medicare Update
3:20 - 5 p.m. Breakout Sessions (choose one)		
❑	**F1**	Auditing Update (A&A)
❑	**F2**	GASB 77-78 and Yellow Book Update (A&A)
❑	**F3**	Third-Party Risk Management: Compliance Exercise or Competitive Advantage?
❑	**F4**	2017 Individual Tax Update
❑	**F5**	Big Data, Business Intelligence and the Data-Driven-Age
❑	**F6**	Developing Your Global Mindset
❑	**F7**	Top 10 Ways to Prepare for Retirement

Day Two - Thursday, August 31, 2017

7 - 7:50 a.m. (Optional) Early Session		
❑	**G**	Seeing Fraud Before it Happens (A&A)
8:05 - 8:55 a.m. Keynote Session		
❑	**H**	Economic Outlook
9:15 - 10:30 a.m. Breakout Sessions (choose one)		
❑	**I1**	Asset Valuation and Impairment (A&A)
❑	**I2**	Nonprofit Accounting Update – Financial Statements of Nonprofits (A&A)
❑	**I3**	Healthcare Update and Other Health Programs
❑	**I4**	Whither the Death Tax?
❑	**I5**	Tech Talk with a Tech Ninja
❑	**I6**	Business as Unusual: How to Achieve Agility in Disruptive Times
❑	**I7**	Georgia Department of Revenue Update
10:45 a.m. - 12 p.m. Breakout Sessions (choose one)		
❑	**J1**	Employee Benefit Plan Update (A&A)
❑	**J2**	The New Lease Standard: Preparing for Change (A&A)
❑	**J3**	Creativity: The Key to Increased Value
❑	**J4**	ASC 606: Tax Implications of the New Revenue Recognition Standards
❑	**J5**	Profiting with Excel's Best New Feature
❑	**J6**	Succession Planning: Game Plan Required
❑	**J7**	Cybersecurity: The Broccoli of Technology
12 - 1:10 p.m. Lunch		
❑	**Lunch (included in registration fee)**	
1:10 - 2:50 p.m. Breakout Sessions (choose one)		
❑	**K1**	What SSAE18 has to Say about Opinions, Conclusions or Findings (A&A)
❑	**K2**	FASB Update (A&A)
❑	**K3**	The Competent Accountant: Mastering the Role of the Controller/CFO
❑	**K4**	SALT Hot Topics: National and Southeast
❑	**K5**	Tech Update 2017
❑	**K6**	Creating a Workforce of Champions: Recruiting and Retaining the Best
❑	**K7**	Everything I Know About Investing I Learned in Court
3:20 - 5 p.m. Breakout Sessions (choose one)		
❑	**L1**	Compilation and Review Engagements: SSARS21 and Beyond (A&A)
❑	**L2**	Private Company Financial Reporting Town Hall (A&A)
❑	**L3**	Recent Developments in Business Law
❑	**L4**	Witnesses, Whistleblowers and Protecting the Cause
❑	**L5**	Cloud Computing 2017
❑	**L6**	Harnessing the Power of the Lost Generation
❑	**L7**	Business Analytics

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LUNCH

Lunch is provided both days of the conference and is served in the back of the Exhibit Hall.

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Complimentary wireless internet access is available throughout the Cobb Galleria Centre for the duration of the conference. You are welcome to bring your own devices; power outlet and charging availability is limited.

PARKING

There is ample free parking at Cobb Galleria for our group. There are several parking decks to choose from. The largest is the deck immediately across the road from the main entrance to the Centre, there is a tunnel on level two from the deck to the main entrance to allow you to cross the road safely and to stay dry in the event of rain.

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