



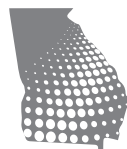
The Georgia Society of CPAs



SOUTHEASTERN ACCOUNTING SHOW

August 29-30, 2018

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 #SEAS18!



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bit.ly/GSCPAPlus



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instagram.com/GSCPA

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.

- 60 inch 4K Ultra HD Smart TV**
- Hotel stay at Battery Atlanta with a restaurant gift card**
- Bose QC35 Noise Cancelling Headphones**
- Google WiFi System**
- \$100 Gift Cards (4)**

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SOUTHEASTERN ACCOUNTING SHOW

August 29-30, 2018 | 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 six 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 28 | 1 - 4 p.m. | GSCPA LEARNING CENTER, Atlanta, Georgia

Event Code: SEASPCW | 4 hours A&A credit

Only \$75 for SEAS Attendees! (early/standard/late registration fees apply to non-attendees of SEAS)

I Really Don't Want to Get Sued!

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

Risk management is loss prevention techniques that an accountant can implement to minimize or possibly avoid a significant problem with a client or third party. Discuss where the risk is coming from, how to evaluate risk current loss prevention techniques to mitigate risk, early warning signs, and war stories from the trenches.

WEDNESDAY AUGUST 29

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

A

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

Update on the Employee Benefit Plan Letter and Procedures

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



Rebecca Lee, CPA, CGMA, licensed as a CPA in Alabama and South Carolina, is a group practice leader for Loscalzo Institute, a Kaplan company, and a principal with Brooke, Freeman & Lee, having offices in Anniston and Birmingham, Alabama. She serves as the assurance, quality control, and compliance principal with responsibilities for the audit practice.

B

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

The Beginning of the End or the End of the Beginning?

Courtney Kirschbaum, Courtney Kirschbaum International LTD, Vail, Colo.



Courtney Kirschbaum has helped thousands of people get better jobs and careers by giving them the inspiration, motivation and tactics to move up or on. She is a champion and advocate helping people realize their potential through career strategies and insider tactics to help people build careers characterized by freedom and independence. Courtney landed a sought-after position as an international project manager and was dispatched overseas, where she spent the next decade as an expatriate hiring and developing talent throughout Europe and Asia. In 2011 Courtney started her own company to share her lessons learned and champion the next generation. She speaks and leads workshops at companies and universities all over the U.S. and Canada, and delivered the closing talk at TEDx Edmonton.

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 2018 SEAS app often to access the most up-to-date information as it develops.

Available on the App Store on your Apple Devices or Google Play on your Android Mobile Devices.



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

Digitizing the Audit Profession (A&A) C1

Will Bible, CPA, Deloitte,
Parsippany, N.J.

Time to Tune Up Your Engagement Letters (A&A) C2

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

Back to the Future: Budgeting and Forecasting C3

Jay Giannantonio, MBA, CPA,
CIA, Boca Raton, Fla.

Individual Tax Update and Planning C4

Pat Garverick, CPA, MT, CFP,
Phoenix Beach, Goodyear,
Ariz.

Excel Tips and Tricks C5

Greg Creech,
Techedutainment Services,
Inc., Pine Lake, Ga.

The Puritans Didn't Play Chess: Office Politics C6

Courtney Kirschbaum,
Courtney Kirschbaum
International LTD, Vail, Colo.

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

Yellowbook Update (A&A) D1

Lynda Dennis, Ph.D.,
University of Central Florida,
Orlando, Fla.

Financial Instruments (A&A) D2

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

What Could Go Wrong? Risk Management for Financial Managers (A&A) D3

Jay Giannantonio, MBA, CPA,
CIA, Boca Raton, Fla.

Corporate Tax Update and Planning D4

Pat Garverick, CPA, MT, CFP,
Phoenix Beach, Goodyear,
Ariz.

Microsoft Office Tips and Tricks: Past, Present, and Future D5

Greg Creech,
Techedutainment Services,
Inc., Pine Lake, Ga.

Next Steps in the New Normal World: A Look at Modern HR D6

Karl Ahlrichs, Business
Learning Institute,
Towson, Md.

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

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

FASB Update (A&A) E1

Michael Cheng, Financial
Accounting Standards Board,
Norwalk, Conn.

Treasury Management: Roles, Perspective and Language (A&A) E2

Craig Jeffery, Strategic
Treasurer, Peachtree City, Ga.

Process Improvement for Financial Managers E3

Jay Giannantonio, MBA, CPA,
CIA, Boca Raton, Fla.

Department of Revenue Update E4

Arthur Auerbach, CPA, CGMA,
Atlanta, Ga.
Lynne Riley, Georgia Department of
Revenue, Atlanta, Ga.

Excel Deep Dive: Data Analysis E5

Greg Creech,
Techedutainment Services,
Inc., Pine Lake, Ga.

CGMA Update E6

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

3:20 - 5 p.m. Breakout Sessions

GASB Update (A&A) F1

Lynda Dennis, Ph.D.,
University of Central Florida,
Orlando, Fla.

Dissecting System Fraud and Electronic Fraud for Payments (A&A) F2

Craig Jeffery, Strategic
Treasurer, Peachtree City, Ga.

Choice of Entity: Taxes, Ownership and Operation F3

Colin Blalock, CGMA, PFS,
CFP, Jones and Kolb, CPAs,
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Meals and Entertainment and Fringe Benefits: What Has Changed for 2018? F4

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Anson Asbury, J.D., LL.M.,
Asbury Law Firm, Decatur, Ga.

Tech Talk with a Tech Ninja F5

Calvin Wong, CISSP, The
Georgia Society of CPAs,
Atlanta, Ga.

Applying "Lean" Thinking to Making Employees Your Competitive Advantage F6

Karl Ahlrichs, Business
Learning Institute,
Towson, Md.

THURSDAY AUGUST 30

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

G

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

Catching Those Crafty Criminals

Glenn L. Helms, Ph.D., CIA, CPA, CISA, CFF, CITP, Glenn Helms, Inc., Greensboro, N.C.



Dr. Glenn L. Helms was the Arthur Young Fellow in IT Auditing at the University of Houston and has served as Director of Certification for the International Certified Information Systems Auditor program. He has served on numerous national and international academic and professional committees. He has extensive experience in public accounting and serves as a consultant to various organizations, firms and financial institutions across the globe. Glenn is a renowned author and speaker. His recent works include several books on forensic accounting. Glenn is a multiple year recipient of the outstanding Discussion Leader Award from the AICPA. He has received similar awards from several state societies and universities.

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

H

Get More Out of Now: Economic Update

Roger Tutterow, Ph.D, Kennesaw State University, Kennesaw, Ga.



Roger Tutterow is Professor of Economics at Kennesaw State University. He also serves as Director of the Econometric Center, an applied research center housed in KSU's Coles College of Business. His analysis of the economic, business and political environments have been featured in a variety of media. In addition to his work in academia, Dr. Tutterow has served as a consultant on financial economics and statistical modeling for corporate clients ranging from Fortune 500 companies to closely held businesses. He was selected by *Georgia Trend* magazine as a "notable Georgian" and as one of "Georgia's Most Influential" by *James* magazine.

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.

GSCPA BOOTH

From renewing your membership, donating to the GSCPA-PAC or The Educational Foundation, to the prize drawing announcements at the afternoon break...the GSCPA Booth has it all!

Swing by the photo booth during breaks to capture a memory and indulge in plenty of candy to satisfy your sweet tooth!

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

2018 Update on Requirements and Best Practices for Preparation, Compilation, and Review (SSARs) Engagements (A&A) I1

Michael Glynn, CPA, CGMA, AICPA, New York, N.Y.

Stop Those Scheming Scoundrels from Stealing! (A&A) I2

Glenn L. Helms, Ph.D., CIA, CPA, CISA, CFF, CITP, Glenn Helms, Inc., Greensboro, N.C.

Cybersecurity: Safeguard Your Business I3

Juanita McDowell, InMotion Consulting, LLC, Atlanta, Ga.

Residency for State Income Tax Purposes I4

Richard Litwin, Esq., The Litwin Law Firm, PC, Atlanta, Ga.

Technology Decision Tree – Medium to Large Business Solutions I5

Thomas G. Stephens, Jr., CPA, CITP, CGM, K2 Enterprises, Woodstock, Ga.

How to Connect to More Consulting and Advisory Services I6

Denise Biehl and Ashley Freeman, ADP, Atlanta, Ga.

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

2018 Auditing Standards Update (A&A) J1

Michael Glynn, CPA, CGMA, AICPA, New York, N.Y.

Not-For-Profit Update (A&A) J2

Kimberly Bland, CPA and Randy Shrum, CPA, Smith & Howard, Atlanta, Ga.

Business Continuity Pointers J3

Cortez Jenkins, Federal Home Loan Bank of Atlanta, Atlanta, Ga.

Learning to Fly: The New Partnership Audit Rules J4

Anson Asbury, J.D., LL.M., Asbury Law Firm, Decatur, Ga.

Blockchain and Cryptocurrencies J5

Thomas G. Stephens, Jr., CPA, CITP, CGM, K2 Enterprises, Woodstock, Ga.

Georgia's Film Tax Credit J6

Steve Rothschild, The Strategic Group of Companies, Atlanta, Ga.

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

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

Peer Review: What "Extended Oversight" Means to Your A&A Practice (A&A) K1

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

The New Revenue Recognition Standard: What in the World Does This Mean for Me? (A&A) K2

Thomas Newell, Newell & Newell, PC, Columbus, Ga.

Change in Accounting Method K3

Connie Cheng, CPA, BDO Los Angeles, Calif.

Tax Cuts and Job Acts: International Tax Reform, Compliance and Planning K4

Brandi Samuel, CPA, Windham Brannon, Atlanta, Ga.

Tales of True Tech Crimes: Ripped from the Headlines K5

Thomas G. Stephens, Jr., CPA, CITP, CGM, K2 Enterprises, Woodstock, Ga.

The Power of Growth with Consolidated Service Providers K6

Tate Henshaw, Polay + Clark, Atlanta, Ga.

3:20 - 5 p.m. Breakout Sessions

Seven Proposed Changes to the Auditor's Report (A&A) L1

Ahava Goldman, CPA, AICPA, New York, N.Y.

Navigating the Maze of the New Lease Accounting Standard (A&A) L2

Sam Clark, CPA, Carr, Riggs & Ingram, LLC, Atlanta, Ga.

Section 199A Deduction L3

Benjamin Foerst, CPA, Warren Averett, Atlanta, Ga. Lisa Billing, CPA, Warren Averett, Birmingham, Ala.

The New IRS Structure L4

Colin Blalock, CGMA, PFS, CFP, Jones and Kolb, CPAs, Atlanta, Ga. Arthur Auerbach, CPA, CGMA Atlanta, Ga.

The Modern Practice: Four Software Mistakes to Avoid L5

Brandon Roth, Xero, San Francisco, Calif.

Understanding Modern HR: How You Can Advise Your Clients L6

Denise Biehl, ADP, Atlanta, Ga.

▶ WEDNESDAY AUGUST 29

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

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

A - Update on the Employee Benefit Plan Letter and Procedures

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

The Department of Labor's influence and oversight continues on Employee Benefit Plan audits with the new (proposed) audit standard. The limited scope audited, while allowed by DOL, has long been considered a significant risk to the auditor. Much of the risk can be attributed to misunderstanding by plan sponsors, fiduciaries and auditors of their respective responsibilities. Clarification has been needed and this standard will provide a better understanding of each parties' responsibility. The auditor report letter, engagement letter and representation letter will see significant changes while documentation of new specific procedures will be required to ensure that adequate evidence is accumulated to support the report.

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

B - Keynote Session

The Beginning of the End or the End of the Beginning?

Courtney Kirschbaum, Courtney Kirschbaum International LTD, Vail, Colo.

What will be the legacy of the Boomers? How and where will the next generation lead us? An exploration of Boomers leaving the workforce, Millennials taking the helm and Gen Z emerging. What will we gain and what might we lose? And is the next generation ready?

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

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

C1 - Digitizing the Audit Profession (A&A)

Will Bible, CPA, Deloitte, Parsippany, N.J.

From using drones to conduct inventory observations, to building artificial intelligence to assist auditors review reams of documents, digital transformation is reshaping how audits are conducted. This session will explore how a traditional pen and paper profession has embraced and is being transformed by emerging technologies.

C2 - Time to Tune Up Your Engagement Letters (A&A)

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

Make sure you are effectively communicating your services, limitations and client responsibilities; don't just roll your engagement letter forward. Discussion will include current best practices for various engagements; limitation of liability topics; effective billing and collections; risk management; and sample engagement considerations.

C3 - Back to the Future: Budgeting and Forecasting

Jay Giannantonio, MBA, CPA, CIA, Boca Raton, Fla.

Examine current best practices in forecasting to better prepare budgets and projections, as well as budgeting pitfalls and ways to avoid budget traps. Discuss risks that cause actual results to vary from our predictions and methods to deal with both known and unknown risks.

C4 - Individual Tax Update and Planning

Pat Garverick, CPA, MT, CFP, Phoenix Beach, Goodyear, Ariz.

Review various, newly enacted income tax provisions of the Tax Cuts & Jobs Act (TCJA) affecting individuals. Topics are to be determined depending on the most recent developments incurred up to the date of this conference.

C5 - Excel Tips and Tricks

Greg Creech, Techedutainment Services, Inc., Pine Lake, Ga.

Learn 15 keyboard shortcuts every Excel user should know. Acquire numerous tips to help boost your productivity level, learn how to use macros to assist with routine tasks, discuss using correct formatting techniques in Excel to avoid mistakes, and tips to improve your efficiency.

C6 - The Puritans Didn't Play Chess: Office Politics

Courtney Kirschbaum, Courtney Kirschbaum International LTD, Vail, Colo.

The single dedicated investment of extremely hard work for one employer is no longer the noble (or viable) path to success. Without a smart career strategy, you can work hard and get nowhere. Review a combination of marketing, entrepreneurial tactics, and practical information to manage your career for success, not just a paycheck.

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

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

D1 - Yellow Book Update (A&A)

Lynda Dennis, Ph.D, University of Central Florida, Orlando, Fla.

Discuss the proposed changes to Government Auditing Standards and updates to the status of the proposed changes and the project. In addition, review areas of the current standards where peer reviews and other inspections have found deficiencies.

D2 - Financial Instruments (A&A)

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

Changes in measurement, recognition, presentation and disclosures of financial instruments - are we at full fair value reporting? The FASB and the International Accounting Standards Board (IASB) had been working together since 2005 to improve and simplify financial instruments accounting and reporting and to converge their two standards. Explore the changes to financial instrument reporting made by three FASB standards.

D3 - What Could Go Wrong? Risk Management for Financial Managers (A&A)

Jay Giannantonio, MBA, CPA, CIA, Boca Raton, Fla.

In this turbulent world, risk management responsibility has fallen squarely on financial managers' shoulders. Audit committees and external auditors are asking questions they never asked before. Gain insight about Enterprise Risk Management (ERM) and what professional standards say every company must do.

D4 - Corporate Tax Update and Planning

Pat Garverick, CPA, MT, CFP, Phoenix Beach, Goodyear, Ariz.

Review various newly enacted income tax provisions of the Tax Cuts & Jobs Act (TCJA) affecting businesses. Topics are to be determined depending on the most recent developments incurred up to the date of the conference.

D5 - Microsoft Office Tips and Tricks: Past, Present, and Future

Greg Creech, Techedutainment Services, Inc., Pine Lake, Ga.

We will learn neat tips n tricks in Word, Excel, PowerPoint, Outlook, and overview the great electronic notebook, OneNote. We'll cover old tricks, like AutoCorrect, Format Painter and keyboard shortcuts, but with a twist and new innovative ways of using past shortcuts. We'll look at new Office 2016/365 shortcuts for Excel (Flash Fill), Outlook (Attachment List), Word, and PowerPoint. We'll look at the future of Microsoft Office with Office 2019 and Office 365.

D6 - Next Steps in the New Normal World: A Look at Modern HR

Karl Ahlrichs, Business Learning Institute, Towson, Md.

These are odd fiscal times, and "best practices" are obsolete. Stop being defensive with your core business and people practices, use human resources as a force for change and to have impact on the bottom line.

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

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

E1 - FASB Update (A&A)

Michael Cheng, Financial Accounting Standards Board, Norwalk, Conn.

Discuss an update of ongoing key projects of the FASB. In addition, the update will focus on private company standards setting and recent activities of the Private Company Council.

E2 - Treasury Management: Roles, Perspective and Language (A&A)

Craig Jeffery, Strategic Treasurer, Peachtree City, Ga.

Explore the key roles and responsibilities of the treasurer and how that can vary based upon company size and industry. Further examine the areas where the treasurer has a unique perspective, focus and point of differentiation from other finance roles. Discuss how to overcome the communication challenges brought about by equivocation.

E3 - Process Improvement for Financial Managers

Jay Giannantonio, MBA, CPA, CIA, Boca Raton, Fla.

Discover ways to make your company more profitable through process improvement. Learn how to use Big 4 consulting tools and process improvement analysis techniques to identify and implement cost saving opportunities through process reviews.

E4 - Department of Revenue Update

Arthur Auerbach, CPA, CGMA, Atlanta, Ga.

Lynne Riley, Georgia Department of Revenue, Atlanta, Ga.

Discussion will include an update on the Georgia Tax Center, agency priorities, customer service initiatives, fraud detection efforts, and a legislative update from the General Assembly's most recent Legislative session. The presentation will be followed by questions and answers.

E5 - Excel Deep Dive: Data Analysis

Greg Creech, Techedutainment Services, Inc., Pine Lake, Ga.

Covered in this deep dive will be pivot tables, using slicers, working with spark lines, creating map charts, using named ranges, and outlining a worksheet. We will work with scenario manager and other analysis features in Excel, as well as the VLOOKUP/HLOOKUP and IF, THEN, ELSE functions.

E6 - CGMA Update

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

Technological advances are disrupting our world — and rapidly changing the role of finance as we look to the future. What will this mean for our profession? Guided by insights from a new CGMA® research initiative, explore how the role, shape, competencies and mindset of finance will change in response to an evolving digital landscape. Examine reasons for disruption; explore technologies that are driving the change; discuss how the role of finance is impacted; and learn how businesses need finance to provide management with insights and support they need to execute and make right decisions.

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

3:20 - 5 p.m. Breakout Sessions

F1 - GASB Update (A&A)

Lynda Dennis, Ph.D, University of Central Florida, Orlando, Fla.

Receive an overview of recently issued and effective GASB standards and discuss current GASB projects and their potential impact on current practice.

F2 - Dissecting System Fraud and Electronic Fraud for Payments (A&A)

Craig Jeffery, Strategic Treasurer, Peachtree City, Ga.

Understand the methods of attack used by criminals to effectively steal funds, delay discovery and erase their tracks. Learn what works for preventing and detecting against these approaches.

F3 - Choice of Entity: Taxes, Ownership and Operations

Colin Blalock, CGMA, PFS, CFP, Jones and Kolb, CPAs, Atlanta, Ga.

There are significant differences operating as a sole proprietor, a partnership, regular C corporation, S corporation, LLC taxed as partnership/ corporation/S corporation. Address how to choose the type of entity and how the structure of the entity will impact taxes, ownership, and operations of the business.

F4 - Meals and Entertainment and Fringe Benefits: What Has Changed for 2018?

Arthur Auerbach, CPA, CGMA, Atlanta, Ga.

Anson Asbury, J.D., LL.M., Asbury Law Firm, Decatur, Ga.

The TCJA signed in December changed the definitions for deductible meals and entertainment. What constitutes the directly related to trade or business? Have those meals been limited or eliminated? What if the business reimburses the employee for business and entertainment expenses, how are those being taxed or deducted? What about the transportation expense and reimbursement? Discuss basics of all the changes related to IRC Section 274.

F5 - Tech Talk with a Tech Ninja

Calvin Wong, CISSP, The Georgia Society of CPAs, Atlanta, Ga.

Get the inside scoop and demonstrations of the cutting-edge gadgets and software, including Office 365 and 2019, cloud computing, and security. Explore the future outlook of evolving technology from state-of-the-art hardware to the latest in artificial intelligence.

F6 - Applying "Lean" Thinking to Making Employees Your Competitive Advantage

Karl Ahlrichs, Business Learning Institute, Towson, Md.

Lean thinking has probably been applied effectively throughout your organization – except in human resources. Yet, in the end, the survival of your company depends on its employees. Look at best practices you can implement for finding and retaining high-value employees. The instructor has a great deal of experience in the people side of business, and he will share specifics on what works and what falls short.

▶ THURSDAY AUGUST 30

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

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

G - Catching Those Crafty Criminals

Glenn L. Helms, Ph.D., CIA, CPA, CISA, CFF, CITP, Glenn Helms, Inc., Greensboro, N.C.

Address some of the major techniques utilized by forensic accountants during a fraud investigation. The application of and the nature and extent of a particular technique will vary with the type of suspected fraud. Topics addressed include interviews and interrogations, tips on how to spot a liar, surveillance, data analytics, link analysis, and public records research.

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

H - Keynote Session

Get More Out of Now: Economic Update

Roger Tutterow, Ph.D., Kennesaw State University, Kennesaw, Ga.

Discuss the current global, national and regional economies and how we navigate into 2019. Special emphasis will be placed on evidence of resurgence in the manufacturing sector, the outlook for consumer spending and the retail sector, the role of currency valuation on the balance of trade, the ongoing normalization of interest rates and monetary policy, performance of real estate markets, the recovery in the financial services sector and the implications of ongoing changes in the political and regulatory climate for the accounting industry.

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

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

I1 - 2018 Update on Requirements and Best Practices for Preparation, Compilation, and Review (SSARs) Engagements (A&A)

Michael Glynn, CPA, CGMA, AICPA, New York, N.Y.

Included in the discussion will be recently issued SSARS No. 24, Omnibus Statement on Standards for Accounting and Review Services; international reporting issues and new review requirements with respect to consideration of going concern; compilation and review of financial statements prepared in accordance with a special purpose framework; continued hot topics in preparation, compilation, and review engagements; and common peer review findings and appropriate procedures to be in compliance.

I2 - Stop Those Scheming Scoundrels from Stealing (A&A)

Glenn L. Helms, Ph.D., CIA, CPA, CISA, CFF, CITP, Glenn Helms, Inc., Greensboro, N.C.

Studies by professional accounting and fraud organizations have consistently found that the top fraudulent financial reporting schemes occur in the revenue account. Additionally, these studies revealed that misappropriation of asset schemes are most often perpetrated in the purchasing function and it's related transaction processing systems. Address these findings, provide tips for preventing and detecting these two major schemes, and review several real-world cases.

I3 - Cybersecurity: Safeguard Your Business

Juanita McDowell, InMotion Consulting, LLC, Atlanta, Ga.

Today's CPA uses many technologies in their daily business. If used without the proper safeguards in place, a business owner is putting their business in a vulnerable position. In the world of malware, viruses, social engineering, it's imperative that businesses understand the best solutions available that will ensure they decrease the likelihood of any hacks or data security issues that can take their business out of commission for a long stretch of time. Cover what critical steps must be taken to ensure your business is not susceptible to data security issues.

I4 - Residency for State Income Tax Purposes

Richard Litwin, Esq., The Litwin Law Firm, PC, Atlanta, Ga.

Discuss Georgia law on legal residency (domicile); the obligations of a legal resident on reporting and paying income tax on 100 percent of his/her income; examine the presumption of continuing legal residence and other traps that unwary taxpayers face when trying to prove that he/she has broken ties with Georgia and established legal residency in another state or country; and discuss the steps required to change legal residency to another state or country.

I5 - Technology Decision Tree: Medium to Large Business Solutions

Thomas G. Stephens, Jr., CPA, CITP, CGM, K2 Enterprises, Woodstock, Ga.

Although Microsoft and Sage still dominate mid-market accounting, Acumatica, Intacct, and others provide formidable Cloud-based solutions, while Open Systems, SYSPRO, SAP, Oracle, Epicor, Infor, and others offer a variety of intriguing options. How can we select and implement the right system? Explore a series of questions and answers to help you determine the approach that works for you.

I6 - How to Connect to More Consulting and Advisory Services

Denise Biehl and Ashley Freeman, ADP, Atlanta, Ga.

The digital revolution, changing talent demands and the rise of the augmented workforce continue to impact the way a business owner stays competitive in today's market. As the trusted advisor to your clients, you have the opportunity to take a more proactive role in helping them navigate these growing complexities by connecting to the right HR tools and technology, which in turn can help lead to generating higher revenue consulting and advisory services for your practice.

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

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

J1 - 2018 Auditing Standards Update (A&A)

Michael Glynn, CPA, CGMA, AICPA, New York, N.Y.

Discuss recently issued audit and attestation standards and guidance, exposure drafts of proposed standards, and other Auditing Standards Board projects. Discussion topics include recently issued SAS No. 132, The Auditor's Consideration of the Entity's Ability to Continue as a Going Concern; recently issued SAS No. 133, Auditor Involvement With Exempt Offering Documents; exposure drafts on proposed standards on Employee Benefit Plan/ERISA Audits and the Auditor Reporting Model.

J2 - Not-For-Profit Update (A&A)

Kimberly Bland, CPA and Randy Shrum, CPA, Smith & Howard, Atlanta, Ga.

Will the not-for-profit organization you provide services for, or board you sit on, be ready? To help you prepare, we will discuss need-to-know information about the most significant updates from the FASB, including financial reporting, revenue recognition, accounting for grants and contracts and accounting for leases.

J3 - Business Continuity Pointers

Cortez Jenkins, Federal Home Loan Bank of Atlanta, Atlanta, Ga.

Business continuity planning is an ever-changing process with many potential pitfalls if not prepared. Discuss tips that you will want to incorporate to ensure you have a successful plan in place so your business will be back in order quickly in the event of a business interruption.

J4 - Learning to Fly: The New Partnership Audit Rules

Anson Asbury, J.D., LL.M., Asbury Law Firm, Decatur, Ga.

The sun has set on TEFRA. The Bipartisan Budget Act of 2015 ("BBA") partnership audit regulations are in place and in effect. No more extensions and no more delays. These rules will govern any examination of a partnership return filed for a tax year ending in 2018. Discuss the new rules including how to count partners, what an imputed underpayment is, who the partnership representative is, and the changes that may be in order for your partnership agreement.

J5 - Blockchain and Cryptocurrencies

Thomas G. Stephens, Jr., CPA, CITP, CGM, K2 Enterprises, Woodstock, Ga.

Blockchain and cryptocurrencies such as Bitcoin and Ethereum are two of the hottest technology topics today. Yet few business professionals understand these technologies, their capabilities, risks, and potential impacts on business operations and processes, such as contract execution, recording and maintaining real estate ownership records, and supply chains. Learn more about these disruptive technologies, including potential effects on the accounting profession.

J6 - Georgia's Film Tax Credit

Steve Rothschild, The Strategic Group of Companies, Atlanta, Ga.

Are they right for you and your clients? Learn about the ins and outs of the Georgia Entertainment Tax Credit System from one of its key experts.

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

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

K1 - Peer Review: What "Extended Oversight" Means to Your A&A Practice

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

The AICPA Peer Review Program has been doing "extended" oversight of peer reviewers for three years now, and the results have had a significant impact on the number of "nonconforming" engagements being found by peer reviewers. Discuss with an experienced peer reviewer how to keep your A&A practice out of the ever-increasing non-conforming column.

K2 - The New Revenue Recognition Standard: What in the World Does This Mean for Me?

Thomas Newell, Newell & Newell, PC, Columbus, Ga.

Review the five-step process of revenue recognition with added emphasis on the affect this will have on the revenue reported under this new standard. Discuss the steps that need to be taken to ensure that the standard is implemented and take a brief look at a few industries and the new standard.

K3 - Change in Accounting Method

Connie Cheng, CPA, BDO, Los Angeles, Calif.

Discuss the latest updates in tax accounting methods, including an overview of relevant tax reform provisions, implications of the ASC 606 revenue recognition standard on Federal income tax issues, and recent procedural guidance issued by the IRS.

K4 - Tax Cuts and Job Acts: International Tax Reform, Compliance and Planning

Brandi Samuel, CPA, Windham Brannon, Atlanta, Ga.

The Tax Cuts and Jobs Act is the United States first major overhaul of its federal income tax system in more than 30 years. While we wait for additional guidance from the IRS and Congress, we will discuss the effects of tax reform on individuals, businesses, financial statements, and key industries. Compliance rules, planning opportunities, structuring changes, and even state and local tax impact, with a focus on Georgia will also be covered.

K5 - Tales of True Tech Crimes: Ripped from the Headlines

Thomas G. Stephens, Jr., CPA, CITP, CGM, K2 Enterprises, Woodstock, Ga.

Security is a top concern for CPAs every year, yet many hacks result from organizations failing to implement effective information technology controls. Learn about critical controls by using case studies from recent security incidents. This strategy helps you understand risks and appropriate responses. Find out how to reduce your risk associated with unauthorized access, theft of information, identity theft, data exfiltration, tax refund fraud, and more.

K6 - The Power of Growth with Consolidated Service Providers

Tate Henshaw, Polay + Clark, Atlanta, Ga.

Sometimes, it's best not to go it alone. Explore how accounting practice partnerships have helped build new sales channels for existing services. That's the power of combined expertise - consolidated service providers use the cloud's real-time collaboration tools, in partnership with other firms, to advance their niche expertise into turnkey solutions. These are the same solutions and efficiencies that few individual firms can accomplish profitably on their own.

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

3:20 - 5 p.m. Breakout Sessions

L1 - Seven Proposed Changes to the Auditor's Report (A&A)

Ahava Goldman, CPA, AICPA, New York, N.Y.

Learn the upcoming changes proposed by the AICPA Auditing Standards Board to the Auditor's Report for non-issuers. Apply ASB guidance regarding the changes to the format and wording of the revised Auditor's Report, including going concern paragraphs; understand the new optional paragraph regarding Key Audit Matters (KAM), and when and where to include the KAM paragraph.

L2 - Navigating the Maze of the New Lease Accounting Standard (A&A)

Sam Clark, CPA, Carr, Riggs & Ingram, LLC, Atlanta, Ga.

The new lease accounting standard is here and the implementation deadlines are fast approaching. The nuts and bolts of this new standard will be explored, as well as its impact. New requirements bring lease accounting into the 21st century, eliminating the guesswork currently involved when calculating the often-substantial lease obligations for a company. Most predictions are stating at least \$2 trillion impact on corporate balance sheets; touching everything from accounting processes to critical financial ratios.

L3 - Section 199A Deduction

Benjamin Foerst, CPA, Warren Averett, Atlanta, Ga.

Lisa Billings, CPA, Warren Averett, Birmingham, Ala.

Section 199A provides for a deduction equal to 20% of QBI from a pass-through entity or sole proprietorship. For individuals, an effective top marginal rate of 29.6% results on their QBI. As one of the more complicated code sections in the Tax Reform Bill, we will cover the ins and outs and the open items related to this section.

L4 - The New IRS Structure

Colin Blalock, CGMA, PFS, CFP, Jones and Kolb, CPAs, Atlanta, Ga.

Arthur Auerbach, CPA, CGMA, Atlanta, Ga.

There is a new game in town dealing with the Internal Revenue Service. Do you know and understand the rules of engagement? Address what is unchanged and remains the same; what has changed; how the new structure will impact tax examinations, unagreed cases, and customer or taxpayer service; and what to expect from the IRS.

L5 - The Modern Practice: Four Software Mistakes to Avoid

Brandon Roth, Xero, San Francisco, Calif.

Do you know the number one reason clients leave their accounting firm? We'll give you a hint - it has to do with technology. Take a behind-the-scenes look at an in-depth study of accounting and bookkeeping firms across the globe. Discover the four software mistakes that your firm should avoid, including the number one reason clients might leave you.

L6 - Understanding Modern HR: How You Can Advise Your Clients

Denise Biehl, ADP, Atlanta, Ga.

Today's companies strive to build world-class organizations. To reach that level requires new HR approaches to keep pace with the speed of change. Yet many HR teams are slowed by transactional, ad hoc processes instead of focusing on ways to enable employee growth and increase strategic value. Review why HR is required to evolve, if they are going to evolve, what needs to happen, and how technology can help a business transform HR.

REGISTRATION

2018 Southeastern Accounting Show | Event Code: 13085

Name	MI	Last	Member #
Company/Firm Name			
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Registration confirmation: Mail OR Email Check here if registration includes address change

PRICING INFORMATION

<input type="checkbox"/> Exhibit Hall Only Registration	Complimentary			
	With SEAS Registration	Member/Nonmember Early Registration by 8/7	Member/Nonmember Standard Registration by 8/8 - 8/25	Member/Nonmember Late Registration after 8/25
<input type="checkbox"/> Pre-Conference Workshop - Tuesday, August 28 - SEASPCW	\$75	\$149/\$199	\$169/\$219	\$199/\$249


Early Registration Fee by 8/8		Member*	Nonmember	Standard Registration Fee 8/9 - 8/26		Member*	Nonmember	Late Registration Fee after 8/26		Member*	Nonmember
<input type="checkbox"/>	Wednesday & Thursday - 13085	\$430	\$530	<input type="checkbox"/>	Wednesday & Thursday - 13085	\$490	\$590	<input type="checkbox"/>	Wednesday & Thursday - 13085	\$530	\$630
<input type="checkbox"/>	Wednesday Only - 13086	\$270	\$370	<input type="checkbox"/>	Wednesday Only - 13086	\$330	\$430	<input type="checkbox"/>	Wednesday Only - 13086	\$370	\$470
<input type="checkbox"/>	Thursday Only - 13087	\$270	\$370	<input type="checkbox"/>	Thursday Only - 13087	\$330	\$430	<input type="checkbox"/>	Thursday Only - 13087	\$370	\$470

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- Enclosed is a check for \$_____ made payable to The Georgia Society of CPAs
- Amount to charge credit card \$_____
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Name as it appears on card	Signature

ITEMS TO NOTE

 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.

Special Needs: 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.

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 29, 2018		
7 - 7:50 a.m. (Optional) Early Session		
<input type="checkbox"/>	A	Update on the Employee Benefit Plan Letter and Procedures
8:05 - 8:55 a.m. Keynote Session		
<input type="checkbox"/>	B	The Beginning of the End or the End of the Beginning?
9:15 - 10:30 a.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	C1	Digitizing the Audit Profession (A&A)
<input type="checkbox"/>	C2	Time to Tune Up Your Engagement Letters (A&A)
<input type="checkbox"/>	C3	Back to the Future: Budgeting and Forecasting
<input type="checkbox"/>	C4	Individual Tax Update and Planning
<input type="checkbox"/>	C5	Excel Tips and Tricks
<input type="checkbox"/>	C6	The Puritans Didn't Play Chess: Office Politics
10:45 a.m. - 12 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	D1	Yellow Book Update (A&A)
<input type="checkbox"/>	D2	Financial Instruments (A&A)
<input type="checkbox"/>	D3	What Could Go Wrong? Risk Management for Financial Managers (A&A)
<input type="checkbox"/>	D4	Corporate Tax Update and Planning
<input type="checkbox"/>	D5	Microsoft Office Tips and Tricks: Past, Present, and Future
<input type="checkbox"/>	D6	Next Steps in the New Normal World: A Look at Modern HR
12 - 1:10 p.m. Lunch		
<input type="checkbox"/>	Lunch (included in registration fee)	
1:10 - 2:50 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	E1	FASB Update (A&A)
<input type="checkbox"/>	E2	Treasury Management: Roles, Perspective and Language (A&A)
<input type="checkbox"/>	E3	Process Improvement for Financial Managers
<input type="checkbox"/>	E4	Department of Revenue Update
<input type="checkbox"/>	E5	Excel Deep Dive: Data Analysis
<input type="checkbox"/>	E6	CGMA Update

3:20 - 5 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	F1	GASB Update (A&A)
<input type="checkbox"/>	F2	Dissecting System Fraud and Electronic Fraud for Payments (A&A)
<input type="checkbox"/>	F3	Choice of Entity: Taxes, Ownership and Operations
<input type="checkbox"/>	F4	Meals and Entertainment and Fringe Benefits: What Has Changed for 2018?
<input type="checkbox"/>	F5	Tech Talk with a Tech Ninja
<input type="checkbox"/>	F6	Applying "Lean" Thinking to Making Employees Your Competitive Advantage

Day Two - Thursday, August 30, 2018		
7 - 7:50 a.m. (Optional) Early Session		
<input type="checkbox"/>	G	Catching Those Crafty Criminals
8:05 - 8:55 a.m. Keynote Session		
<input type="checkbox"/>	H	Get More Out of Now: Economic Update
9:15 - 10:30 a.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	I1	2018 Update on Requirements and Best Practices for Preparation, Compilation, and Review (SSARSs) Engagements (A&A)
<input type="checkbox"/>	I2	Stop Those Scheming Scoundrels from Stealing (A&A)
<input type="checkbox"/>	I3	Cybersecurity: Safeguard Your Business
<input type="checkbox"/>	I4	Residency for State Income Tax Purposes
<input type="checkbox"/>	I5	Technology Decision Tree: Medium to Large Business Solutions
<input type="checkbox"/>	I6	How to Connect to More Consulting and Advisory Services
10:45 a.m. - 12 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	J1	2018 Auditing Standards Update (A&A)
<input type="checkbox"/>	J2	Not-For-Profit Update (A&A)
<input type="checkbox"/>	J3	Business Continuity Pointers
<input type="checkbox"/>	J4	Learning to Fly: The New Partnership Audit Rule
<input type="checkbox"/>	J5	Blockchain and Cryptocurrencies
<input type="checkbox"/>	J6	Georgia's Film Tax Credit

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<input type="checkbox"/>	K2	The New Revenue Recognition Standard: What in the World Does This Mean for Me?
<input type="checkbox"/>	K3	Change in Accounting Method
<input type="checkbox"/>	K4	Tax Cuts and Job Acts: International Tax Reform, Compliance and Planning
<input type="checkbox"/>	K5	Tales of True Tech Crimes: Ripped from the Headlines
<input type="checkbox"/>	K6	The Power of Growth with Consolidated Service Providers
3:20 - 5 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	L1	Seven Proposed Changes to the Auditor's Report (A&A)
<input type="checkbox"/>	L2	Navigating the Maze of the New Lease Accounting Standard (A&A)
<input type="checkbox"/>	L3	Section 199A Deduction
<input type="checkbox"/>	L4	The New IRS Structure
<input type="checkbox"/>	L5	The Modern Practice: Four Software Mistakes to Avoid
<input type="checkbox"/>	L6	Understanding Modern HR: How You Can Advise Your Clients

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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.

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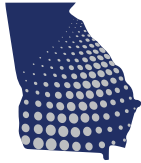
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