

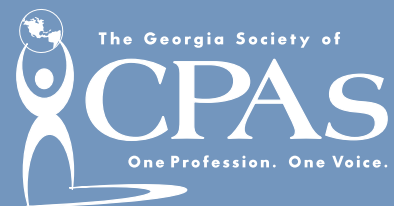


**Taking You to New Heights**

# 2007 Spring Decision Makers Conference

Sponsored by the CPAs in Industry Section

Tuesday, April 24 - Wednesday, April 25  
Cobb Galleria Centre • Atlanta, Ga.  
17 hours of CPE (6 hours A&A possible)



## PROGRAM SCHEDULE - Tuesday, April 24, 2007

7 - 8 a.m. Continental Breakfast/Registration

8 - 8:05 a.m. Welcome

8:05 - 8:55 a.m. **Economic Update**

*Roger Tutterow, Mercer University, Atlanta, Ga.*

This session will provide a timely overview of the current national and regional economic environment. Topics include patterns of economic growth, the role of energy prices in consumer price inflation, the outlook for monetary and fiscal policy and recent trends in the values of real and financial assets. The implications of the macroeconomy and financial economics for CPA practices will also be considered.

9 - 9:50 a.m. **Union Organizing Today - An Overview on Law & Techniques**

*Clifford H. Nelson, Jr., Constangy, Brooks & Smith, LLC, Atlanta, Ga.*

This program provides a basic understanding of current trends and techniques utilized in union organized campaigns aimed at all types of employers. In addition, it covers the general laws covering these campaigns. Participants will gain a better understanding of issues affecting their clients.

9:50 - 10:05 a.m. **Break**

10:05 - 11:45 a.m. **Microsoft Vista – All the Bells & Whistles**

*Chris Menard, Triality, Stockbridge, Ga.*

See what's new in Microsoft's latest operating system. In this 100 minute session, get an overview of the improvements, learn how to use encryption software, password manager, remotely connect to another computer for free, and share files immediately.

11:45 a.m.-1:05 p.m. **Lunch**

**The 7 Lifestyle Habits of Incredibly Healthy People**

*Dr. Rick Kirschner, Health Plus Wellness Center, Marietta, Ga.*

Would you like more energy, less sick days, and to enjoy your job more? Let Dr. Joe teach you the 7 Lifestyle Habits of Incredibly Healthy People and start getting more energy and enjoying your life.

1:10 - 2:50 p.m. **MS Office 2007 – New look, New Features (A&A)**

*Chris Menard, Triality, Stockbridge, Ga.*

Office 2007 has not been upgraded: It has been completely overhauled. With a new interface, Office 2007 uses ribbons instead of toolbars. In this 100 minute session, you can see Excel's new features, learn how to analyze data, create charts, and learn where your favorite features went. We will look at what's new in Word, Outlook, and PowerPoint. The majority of the the presentation will focus on MS Excel 2007.

**OR**

**Tax Update**

*Pat Kelley, Patrick D. Kelley, CPA, Athens, Ga.*

In this session Mr. Kelley will provide a review of recent legislation, regulations, rulings and case law affecting business operations.

**OR**

**Building and Growing a Successful Consulting Practice - Pro's, Con's, Myths and Realities**

*David J. Shavzin, Realize Results, Inc., Roswell, Ga.*

Considering opening your own consulting practice? Need a change? Looking for something more rewarding? Understand the pros and cons, how to be successful and if it is right for you. Ask questions about your specific situation. Learn the key steps and issues so that you can make an informed choice.

2:50 – 3:05 p.m.

Break

3:05 - 3:55 p.m.

**Fair Value Accounting (A&A)**

*June Howard, ING Americas, Atlanta, Ga.*

Discuss the developments to date surrounding fair value accounting including the new accounting standard, Fair Value Measurement, exposure draft, The Fair Value Option for Financial Assets and Financial Liabilities, and recently issued invitation to comment, Valuation Guidance for Financial Reporting. We will also discuss future projects and any convergence efforts underway.

**OR**

**Interviewing from the Inside Out and the Outside In**

*Gayle Geary, Atlanta Career Transition, Atlanta, Ga.*

4 - 4:55 p.m.

**NetWeaving - Growing Your Practice By Helping Others**

*Bob Littell, Littell Consulting Services, Atlanta, Ga.*

Regardless of your area of specialty, your degree of success over time will be in direct proportion to your ability to build and maintain meaningful relationships with others. This applies within your own firm as well as externally with current and prospective clients. NetWeaving is a Golden Rule and 'pay it forward' form of networking. It has been proven over time that by helping others - both by serving as a connector, as well as by positioning yourself as a 'no-strings-attached' resource - you will build meaningful relationships, and you will learn that 'what goes around, does come back around' really does work.

**OR**

**Fraud Awareness, Prevention & Detection: A Practical Perspective (A&A)**

*David Sawyer, Sawyer Company, Atlanta, Ga.*

This session will include a linkage of typical business processes to the related risk for occupational fraud schemes. Mr. Sawyer will also highlight the most recent statistics from the ACFE Fraud Survey, as well as proactive tools such as elements of internal controls and profiling the white collar criminal.

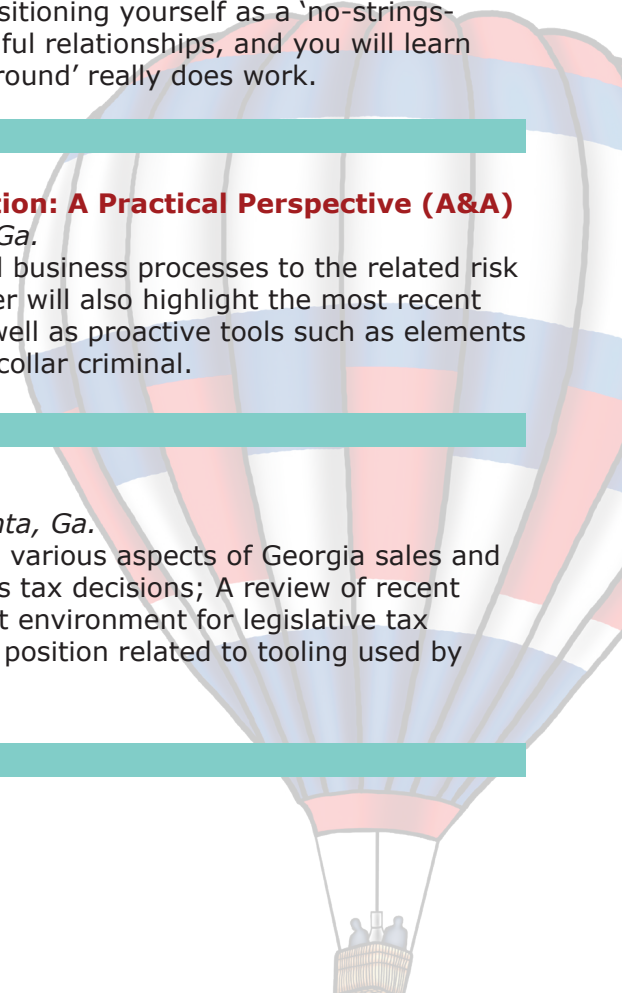
**OR**

**Sales Tax/Internet**

*John Gross, PricewaterhouseCoopers, Atlanta, Ga.*

This session will provide updates related to various aspects of Georgia sales and use tax, including: A review of recent sales tax decisions; A review of recent proposed sales tax regulations; The current environment for legislative tax reform; and a discussion on Georgia's new position related to tooling used by contract manufacturers.

**OR**





**The CPAs Brief Guide to Time Management - An Apple A Day**

*Milton Gay, New Directions, Marietta, Ga.*

No time for a full day of time management training? This 50-minute session will introduce you to the APPLE approach. This approach will present five basic principles for building a real world system to help you make maximum use of your time. Then you can decide which habits you want to start, stop or keep.

## PROGRAM SCHEDULE - Wednesday, April 25, 2007

**7 - 8 a.m.**

**Continental Breakfast/Registration**

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

**Welcome**

**8:05 - 9:45 a.m.**

**Developing Leaders in Your Organization - It Takes One to Create One**

*Jennifer Wilson, Convergence Coaching, Bellevue, Neb.*

Creating a culture of ownership and accountability can be a challenge. Developing your own leadership skills will enable you to enroll team members and firm leaders in your ideas and empower those around you to become leaders no matter what position they hold. Attend this session to: evaluate your current leadership environment and strategies; gain methods for enrolling others in your vision; understand the value of motivation, mentoring, and team building; discuss different accountability strategies; develop an action plan for strengthening your ability to lead. Leave this session armed with the knowledge you need to be a powerful and effective leader and to develop successful leaders in your organization

**9:50 - 10:05 a.m.**

Break

**10:05 - 11:45 a.m.**

**The Art of Communication: How to Bring Out the Best in People**

*Dr. Rick Kirschner, Ashland, Ore.*

Are you frustrated with broken promises? Fed up with negativity? Tired of pompous fools who don't have a clue? Let Dr. Rick take the pain out of dealing with problem people by revealing the attitudinal and behavioral strategies that make solving people problems possible.

**11:45 a.m.-12:40 p.m.**

Lunch - **Outstanding Member in Industry Award**

**12:45 - 2:25 p.m.**

**Accounting Standards Update (A&A)**

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

In this session, Mr. Rouse will provide a practitioner's review of recent pronouncements from FASB, EITF, FASB Staff and other accounting standards setters. He will also take a closer look at those pronouncements having broad application, particularly FIN 48 on Uncertain Tax Positions and whatever is currently "hot" on variable interest entities. The current exposure drafts will also be looked at to gain insight on what you'll likely have to deal with before year-end.

**OR**

## **Managing Generational Differences in Your Practice**

*Jennifer Wilson, Convergence Coaching, Bellevue, Neb.*

Generation X and Y team members are different from the Silent Generation and Baby Boomers. Because there are different generational motivators, we'll explore the core distinctions between the four generations and identify methods for maximizing each of your team members' success.

**2:25 – 2:45 p.m.** Break

## **2:45 - 3:35 p.m. The Magic of Credit Scoring**

*Don Clement Jr., Credit Plus, Salisbury, Md.*

This session will provide an understanding of the secrets and myths behind the credit scoring industry. You will learn how small changes in your credit file, can cost or save you thousands of dollars.

**OR**

## **Top 10 Pitfalls to Pitiful Meetings**

*Kimberly Douglas, FireFly Facilitation, Atlanta, Ga.*

Are you tired of attending, or even leading, ineffective meetings? Are unproductive meetings wasting everyone's valuable time? Join this session to learn how to overcome the most difficult and common challenges. Kimberly Douglas of FireFly Facilitation, a popular repeat presenter to our CPA gatherings, will ensure maximum ROI on your participation.

## **3:40 – 4:30 p.m. Corporate Governance (A&A)**

*Rand Meyer, KPMG LLP, Atlanta, Ga.*

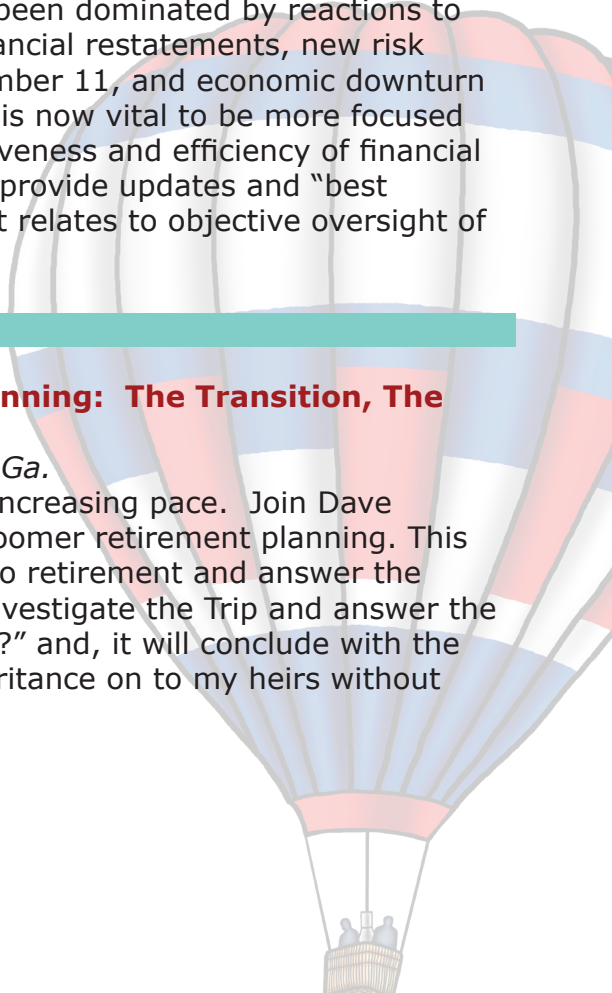
The issue of corporate governance has been dominated by reactions to major historical events: high-profile financial restatements, new risk perceptions due to the events of September 11, and economic downturn and its impact on financial reporting. It is now vital to be more focused than ever on enhancing both the effectiveness and efficiency of financial reporting in business. This session will provide updates and "best practices" on corporate governance as it relates to objective oversight of the financial reporting process.

**OR**

## **Three T's of Boomer Retirement Planning: The Transition, The Trip and the Transfer**

*David Polstra, Brightworth®, Norcross, Ga.*

Baby Boomers are retiring today at an increasing pace. Join Dave Polstra as he looks at the three T's of boomer retirement planning. This presentation will look at the Transition to retirement and answer the question, "Will I have enough?" It will investigate the Trip and answer the question, "Will it continue to be enough?" and, it will conclude with the Transfer issues, "How do I pass an inheritance on to my heirs without ruining their lives?"



## **2007 Exhibitors**

(as of 2/12/07)

**Murphy Business  
and Financial Corporation  
Solomon Edwards Group, LLC  
Spherion**

### **What is the CPAs in Industry Section?**

**The CPAs in Industry Section, founded in 2002, serves the needs of the Society's largest single membership group, and is dedicated to improving the skills and broadening the expertise of accountants who practice or work in industry.**

**The Section provides numerous opportunities for networking and learning, including the Spring Decision Makers and Fall Decision Makers conferences, Business Briefings series, and other events held throughout the year.**

**Members have access to a web site with news, a Section directory, links to online tools and resources, and opportunities to communicate electronically. The Section actively monitors new developments that impact CPAs in industry and formulates programming and procedures to properly address them. For more information about Sections contact Don Cook, sections manager, at 404-504-2935 or [dcook@gscpa.org](mailto:dcook@gscpa.org).**

**GSCPA members in good standing can join a section at no charge on the registration form or online at <http://www.gscpa.org> under the Member Connections tab.**

# REGISTRATION 4 Ways to Register for GSCPA CPE Programs



**INTERNET** registration available at <http://www.gscpa.org>



**MAIL** your completed registration form with credit card information or a check made payable to the Georgia Society of CPAs to: **GSCPA, Atlanta Financial Center, North Tower, Suite 400 3353 Peachtree Road, Atlanta, Ga. 30326-1414**



**FAX** a completed registration form with credit card information to the GSCPA at 404-237-1291



**CALL** the GSCPA Customer Service at 404-231-8676, Opt. 3 or 800-330-8889, Opt. 3 to place a credit card order.

## 1 Personal Information

Registration confirmation:  Mail OR  Email  
 Check here if your registration includes a change of address.

Name	MI	Last	Member #
Company/Firm Name			
Address			
City	State	Zip	
Phone	Fax	Email	

## 2 Pricing Information

- Check here if you are a current section member. Current members of the CPAs in Industry Section receive \$20 off the early registration fee if received before the deadline.
- Check here if you would like to become a member of the CPAs in Industry Section (open to GSCPA members in good standing) and receive \$20 off the early registration fee (section membership is free.)

**Early Registration Fee by 4/3:**  
 Applicable when registration is received by the GSCPA prior to the cut-off date.

<input type="checkbox"/>	#13005 - Both Days	\$309
<input type="checkbox"/>	#13006 - Tuesday Only	\$199
<input type="checkbox"/>	#13007 - Wednesday Only	\$199

**CPAs in Industry Section Member Fee by 4/3:**

<input type="checkbox"/>	#13005 - Both Days	\$289
<input type="checkbox"/>	#13006 - Tuesday Only	\$179
<input type="checkbox"/>	#13007 - Wednesday Only	\$179

**Standard Registration Fee after 4/3:**

<input type="checkbox"/>	#13005 - Both Days	\$339
<input type="checkbox"/>	#13006 - Tuesday Only	\$229
<input type="checkbox"/>	#13007 - Wednesday Only	\$229

## 3 Payment Information - Full payment must accompany registration form

- Use Money on Account Amount: \$ \_\_\_\_\_
- Enclosed is a check for \$ \_\_\_\_\_ made payable to GSCPA.
- Amount to charge credit card \$ \_\_\_\_\_
  - Mastercard  AMEX  VISA
  - Personal Card OR  Company Card

Card Number \_\_\_\_\_ Exp Date (required) \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

**TOTAL: \$** \_\_\_\_\_

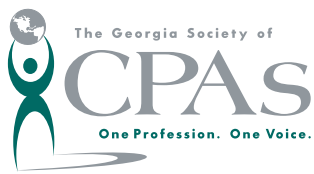
## 4 Items to Note

If you have special needs under the Americans With Disabilities Act, please attach a written description or call 404-231-8676, Opt. 3, or 800-330-8889, Opt. 3.

**Special Requests:** If you have a specific dietary or other need, please contact the CPE Department at least one week prior to the conference at 404-231-8676, Opt. 3 or 800-330-8889, Opt. 3.

**Cancellation Policy:** Cancellations/Transfers made up to 3 business days before a class are subject to a \$20 administration fee; Cancellations/Transfers made within 3 business days are subject to a \$50 administration fee; No refunds or transfers of course fee will be made after the date of the course; No-shows forfeit entire registration fee.

**Early Registration Fee:** Applicable when registration is received by the GSCPA prior to the early registration date.



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