



2009 Southeastern Accounting Show

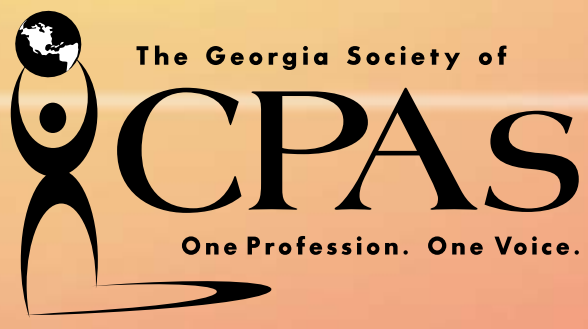
Wednesday, August 26 - Thursday, August 27

****NEW LOCATION****

Georgia International Convention Center, College Park, Ga.

16 hours CPE • (16 hours A&A possible)

Presented By:



In Partnership with:



Gold Sponsor:
(as of June 26, 2009)

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Letter From The Chair

The Southeastern Accounting Show (SEAS) has become a premier CPA event in the United States. The show is the fifth largest annual CPA event in terms of attendance, and is the country's top CPA event based on number of topics and presenters. The wide range of sessions cover broad topics such as tax, auditing, technology, leadership, FASB, GAAP and motivation and also includes detailed topics such as ethics, fraud, real estate, paperless and the economy.

CPAs will not only learn from respected businessmen such as Truett and Dan Cathy of Chick-fil-A and Edward Callaway of Callaway Gardens, they will also have the opportunity to visit with dozens of local exhibitors who provide products and services to help CPAs manage their companies and get the job done right.

The Southeastern Accounting Show provides an excellent forum for CPAs to meet, mingle and expand their professional circle of colleagues, because who you know matters. The festive atmosphere features impressive door prizes and a cocktail reception with stand-up comedy, which all combine to create a unique CPE experience unmatched in the country.

The success and growth of SEAS has provided the GSCPA with the opportunity to move the event to an even bigger and better facility – the Georgia International Convention Center (GICC), convenient to I-85, I-285, I-20, Hartsfield Jackson International Airport and a variety of shops and restaurants. This new venue provides larger rooms, more comfortable seating, better acoustics and more parking. In addition, participants will enjoy the state-of-the-art facility and excellent food served by Atlanta's own Proof of the Pudding.

The Southeastern Accounting Show is designed by CPAs for CPAs. Your continued feedback and comments are used each year to tailor the show to provide up-to-date coverage on the topics that appeal to you most. New, highly rated speakers are brought in from around the country as well as top, local speakers. The Southeastern Accounting Show offers 42 educational sessions over two days. Attendees may earn up to 16 hours of CPE credit (with a possible 16 hours A&A). If you have any questions about this year's show, please contact me or the GSCPA. We look forward to seeing you there!

J. Carlton Collins
2009 Southeastern Accounting Show Chairman



2009 Southeastern Accounting Show Sponsors

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2009 Exhibitors (as of 6/26/09)

ADP Small Business Services
AICPA Insurance Programs
Accountants One
Avalara
Bedford Cost Segregation
BlueWave Computing
Blytheco, LLC
Brown & Brown Insurance, Inc.
CCH Small Firm Services
CCH, a Wolters Kluwer business
Cambridge Professional Group
Choice Payroll Services
Corporate Business Solutions, LLC
Drake Software
E. Mochila, Inc.
Ernst & Morris Consulting Group
FileGenius
Huron Consulting Group
Internal Revenue Service
Intuit

Leapfrog Services, Inc.
National Financial Services Group
Office Tools Pro
Paychex, Inc.
Paycom
Prime Pay
Pritchard & Jerden, Inc.
RBC Bank
Resource Alliance
Roka Wealth Strategists
Robert Half International
Robertson & Gable, LLC
Sage Software (Best Software)
Sageworks
Summit Marketing
Taxworks
The Intersect Group
Thomson Reuters
Xcentric, LLC

Prize Drawings

Be sure to visit all of the exhibitors as many will be giving away exciting and valuable door prizes. In addition to the exhibitor drawings, the GSCPA will also be holding drawings. Among the prizes the GSCPA will be offering a flat panel HD TV, a Dell laptop and much more!

Day One - Wednesday, August 26

Schedule At-a-Glance

6:45 - 8 a.m. - Registration and Continental Breakfast						
8 - 9:40 a.m.	A-1 Recognizing Fraud and Creating a Hostile Environment for it to Occur (A&A) <i>Dennis Dycus, Division of Municipal Audit, Nashville, Tenn.</i>	A-2 Business Law Update: A Review of Significant Recent Cases, Regulations and Legislation Affecting Businesses and Their Owners (A&A) <i>Chuck Beaudrot, Morris, Manning & Martin, LLP, Atlanta, Ga.</i>	A-3 Economic Update <i>Mark Vitner, Wachovia Corporation, Charlotte, N.C.</i>	A-4 Leadership and Service in a Changing World <i>S. Truett Cathy and Dan Cathy, Chick-fil-A, Atlanta, Ga.</i>	A-5 QuickBooks - Tips, Tricks and Traps <i>Amy Vetter, Technology In A Box, LLC Weston, Fla.</i>	
	A-C	A-B-C	B-C	B-C-P	B-C-I	
9:40 - 10:10 a.m. - Break in the Exhibit Hall						
10:10 - 11:50 a.m.	B-1 Demystifying Fair Value Accounting (A&A) <i>Debbie Lambert, Johnson Lambert & Co. LLP, Raleigh, N.C.</i>	B-2 Identity Theft- What You and Your Business Needs to Know (A&A) <i>Dennis Dycus, Division of Municipal Audit, Nashville, Tenn.</i>	B-3 Creating Hope in Uncertain Times <i>W. Stanley Beecham, Leadership Resource Center, LLC, Roswell, Ga.</i>	B-4 Marketing the Professional Services Firm: Smart Ways to Grow Your Practice and Deliver More Value to Your Clients <i>Jeanne Rossomme, Roadmap Marketing, Washington, DC</i>	B-5 Automating the Warehouse – The State-of-the-Art in WMS Solutions <i>PJ Bain, WiSys, LLC, Flowery Branch, Ga.</i>	
	A-C	A-B	B-C-P	C	B-I	
11:50 a.m. - 1:10 p.m. - Lunch in the Exhibit Hall (included in registration fee)						
1:10 - 2:50 p.m.	C-1 The FASB Accounting Standards Codification™ - Restructuring GAAP (A&A) <i>Amy Eubanks, AICPA, Durham, NC</i>	C-2 XBRL - How to Lower Your Reporting Costs, Enhance Controls and Improve Internal Transparency (A&A) <i>Mike Willis, Pricewaterhouse Coopers, Tampa, Fla.</i>	C-3 Women in Transition <i>Glenda Hicks, Glenda Y. Hicks, CPA, Marietta, Ga.</i>	C-4 Professional Ethics – A Higher Calling <i>Rodney Chandler, Smith Adcock & Co, Athens, Ga.</i>	C-5 Security - Carlton's Top 25 Measures for Protecting Your Company, Personnel & Financial Data <i>Carlton Collins, Accounting Software Advisor, Norcross, Ga.</i>	
	A-C	A-B-C	B-C-P	B-C-P	B-C-I	
2:50 - 3:20 p.m. - Break in the Exhibit Hall (Exhibit Hall open until 5:30 p.m.)						
3:20 - 5 p.m.	D-1 FAS141R – 141 Ways to Revise a Financial Accounting Standard (A&A) <i>Mark Rutledge, Smith and Howard, Atlanta, Ga.</i>	D-2 Green Accounting (A&A) <i>Lee Peterson, Michael Beck and Wesley Hudson, Reznick Group, Atlanta, Ga.</i>	D-3 Advising the Troubled Business <i>Katie Goodman, Grisanti, Galef & Goldress Atlanta, Ga.</i>	D-4 Using Social Media to Empower Your Business <i>John Damiano, The Providence Group, Atlanta, Ga. and Desiree Scales, Bella Web Design, Inc., Marietta, Ga.</i>	D-5 The Tech Savvy CPA <i>Carlton Collins, Accounting Software Advisor, Norcross, Ga.</i>	
	A-C	A-B-C-T	C	B-C-P-I	B-C-I	
5 - 7 p.m. - Cocktail Reception - Exhibit Hall						

KEY	
A= Qualifies for A&A Credit	I= Technology Topics
B= Business & Industry Topics	P= Personal Enrichment
C= CPA Firm Issues	T= Tax Topics

Day Two - Thursday, August 27

Schedule At-a-Glance

6:45 - 8 a.m. - Registration and Continental Breakfast						
8 - 9:40 a.m.	E-1 International Financial Reporting Standards (IFRS): Assessing the Potential Impact on Your Organization-Part 1 (A&A) <i>Marian Powers, Needles & Powers, Inc., Winnetka, Ill.</i>	E-2 Changes in Financial Accounting (A&A) <i>Ron Clark, Auburn University, Auburn, Ala.</i>	E-3 How to be an Impact Player, Not Just a Number Cruncher <i>Dennis Faurote, The Faurote Group, Indianapolis, Ind.</i>	E-4 Tax Update and Review of Sunset Provisions <i>Art Auerbach, Surgent McCoy CPE, LLC Devon, Pa.</i>	E-5 How to Go Paperless: Transforming to a Digital Practice Model <i>Bryan Smith, CPA Crossings, Rochester, Mich.</i>	
	A-B-C	A-B	B-C-P	B-C-T	B-C-I	
9:40 - 10:10 a.m. - Break in the Exhibit Hall						
10:10 - 11:50 a.m.	F-1 Developing an Audit Strategy (A&A) <i>Ron Clark, Auburn University Auburn, Ala.</i>	F-2 International Financial Reporting Standards (IFRS): Assessing the Potential Impact on Your Organization - Part 2 (A&A) <i>Marian Powers, Needles & Powers, Inc., Winnetka, Ill.</i>	F-3 Time Management / Self Leadership <i>Dennis Faurote, The Faurote Group, Indianapolis, Ind.</i>	F-4 Cancellation of Debt (COD) Issues – When is it Income, How do you Report, What are the Exceptions (A&A) <i>Art Auerbach, Surgent McCoy CPE, LLC, Devon, Pa.</i>	F-5 Excel 2007- Auditing Your Spreadsheets to Insure Data Integrity <i>Bryan Smith, CPA Crossings, Rochester, Mich.</i>	F-6 “Recessionvesting” for Retirement <i>Emily Sanders, Sanders Financial Management, Inc., Norcross, Ga.</i>
	A-C	A-B-C	B-C-P	A-C-T	B-C-I	B-C-P
11:50 a.m. - 1:10 p.m. - Lunch in the Exhibit Hall (included in registration fee)						
1:10 - 2:50 p.m.	G-1 Auditing the Auditors – What is the PCAOB Up to These Days? (A&A) <i>Robert F. Dow, Arnall Golden & Gregory, Atlanta, Ga.</i>	G-2 DOL’s Latest Audit Quality Findings and Issues– What it Takes to Ensure Successful Employee Benefit Plan Audits (A&A) <i>Marcus Aron, Employee Benefits Security Administration, Washington, DC & Greg Clark, Business Compliance & Controls Group, Gainesville, Ga.</i>	G-3 Confessions of a Reformed CPA <i>Edward Callaway, Callaway Gardens, Pine Mountain, Ga.</i>	G-4 The American Recovery and Reinvestment Act of 2009 and Other Legislative Developments <i>Sid Kess, Sidney Kess, CPA, J.D., LLM, New York, NY and Carolyn Turnbull, Moore Stephens Tiller LLC, Atlanta, Ga.</i>	G-5 Microsoft Office 2007 <i>Chris Menard, Triality, Inc., Stockbridge, Ga.</i>	G-6 Improving Rental Properties and Their Profitability (Property Management) <i>Mike Nelson, Excalibur Home Management, LLC, Cumming, Ga.</i>
	A-C	A-B	B-C	C-T	B-C	C
2:50 - 3:20 p.m. - Break in the Exhibit Hall (Exhibit Hall open until 3:30 p.m.)						
3:20 - 5 p.m.	H-1 Peer Review – Is Your Firm Ready for the New Standards? (A&A) <i>Michael Brand, Johnson, Feigley, Newton & Brand, LLP, Athens, Ala.</i>	H-2 Current Financial Statement Disclosure Issues and Topics (A&A) <i>Greg Clark, Business Compliance & Controls Group, Gainesville, Ga.</i>	H-3 Creating Shareholder Value and Advising Buyers and Sellers of Privately Held Companies <i>W. James Lloyd, Pershing Yoakley & Associates, PC, Knoxville, Tenn.</i>	H-4 Checkup for Your Practice <i>Andrea Comeau-Shirley, Namaste Consulting, LLC, Mableton, Ga.</i>	H-5 Microsoft Excel’s Greatest Hits <i>Chris Menard, Triality, Inc., Stockbridge, Ga.</i>	
	A-C	A-B	B-C	C-T	B-C-I	

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Featured Speakers



Dan Cathy, president of one of the nation's largest family owned businesses, represents the next generation of leadership for the Atlanta-based quickservice chicken restaurant chain founded by his father, S. Truett Cathy. Eager to incorporate his own skills and talents into the business, Dan has taken an unconventional, yet personally and professionally rewarding approach to Chick-fil-A leadership.

Since 2001, Dan has served as the president and chief operating officer of Chick-fil-A, Inc., and he has personally challenged himself with upholding Chick-fil-A's efforts to provide genuine, heartfelt hospitality, and ensuring that customers have an exceptional dining experience when visiting a Chick-fil-A restaurant. In his quest to provide customers with "2nd Mile Service" (exceeding even the highest expectations of a typical fast-food restaurant), Dan has defined a special role for himself – humbly saying, "I work in customer service."

Rather than leading from his corporate office in Atlanta, Dan chooses to spend the majority of his time traveling to the chain's growing family of restaurants and interacting with Chick-fil-A's committed team of

restaurant operators and team members. His actions stem from a belief that working in the field provides a clearer understanding of the ever-evolving wants and needs of Chick-fil-A customers, and leading from the front line also enables him to personally convey his servant spirit across the chain.



S. Truett Cathy is founder, chairman and chief executive officer of Chick-fil-A, Inc. Mr. Cathy started the business in 1946, when he and his brother, Ben, opened an Atlanta diner known as Dwarf Grill (later renamed Dwarf House®). Over the years, that restaurant prospered and led Cathy to further the success of his business. In 1967, he opened the first Chick-fil-A restaurant in Atlanta's Greenbriar Shopping Center. Today, Chick-fil-A is the second-largest quick-service chicken restaurant chain in the United States based on annual sales.

In 2006, Mr. Cathy celebrated his 60th anniversary in the restaurant business with industry-wide recognition; a local celebration at his first restaurant, Dwarf House, in Hapeville, Georgia, and the opening of the third Truett's Grill location – a concept the chain first introduced in 1996 to recognize Mr. Cathy's then-50th anniversary in the restaurant industry. In 2007, Mr. Cathy celebrated another exciting milestone – the 40th Anniversary of the Chick-fil-A restaurant chain.

Currently, there are more than 1,340 Chick-fil-A locations in 37 states and Washington, DC. Remarkably, Mr. Cathy has led Chick-fil-A on an unparalleled record of 39 consecutive years of annual sales increases. Mr. Cathy's approach is largely driven by personal satisfaction and a sense of obligation to the community and its young people. WinShape Foundation, founded by Truett and Jeanette Cathy in 1984, grew from their desire to encourage outstanding young people.



Sidney Kess recently selected "Most Influential Practitioner" by CPA Magazine, is a nationally renowned tax expert and author/coauthor of hundreds of tax books on financial and estate planning. Having lectured to more than 720,000 practitioners on tax, financial and estate planning, he is one of the nation's best known lecturers in continuing professional education.

Mr. Kess is consulting editor of CCH Incorporated's *Financial and Estate Planning Reporter*, and consultant for the *CCH Estate Planning Guide*. Mr. Kess was chairman of the advisory board of Tax Hotline and is a member of the PPC Tax Action Panel. He has edited a column on "Tax Tips" for the *New York Law Journal* for the past 40 years. Mr. Kess edits the AICPA's *CPA Client Bulletin* and *CPA Client Tax Letter*. He is executive editor (tax) of *CPA Magazine*. He has also written hundreds of AICPA tax workshops, audio and video programs, and is the recipient of the AICPA Distinguished Lecturer Award. Mr. Kess is often quoted in *The Wall Street Journal*, *The New York Times* and other national publications.



Carolyn Turnbull is the Director of Tax for Moore Stephens Tiller, LLC in Atlanta. Carolyn has over 28 years of experience assisting companies and their owners to minimize their tax liability and maximize their profitability. Some of these industries include professional services, manufacturing, warehousing and distribution, construction, financial institutions, retailers and wholesalers, technology, automobile dealers, equipment leasing, healthcare, and real estate investments. She has extensive experience dealing with complex partnership and corporate tax issues, including special allocations, maintenance of capital accounts, basis and at-risk computations, consolidated returns, multi-state apportionment and allocation computations, state income and composite tax returns, state and federal tax credits, state and local sales, use and property tax issues, international tax issues, and mergers and acquisitions.

Carolyn is currently one of 27 members of the Internal Revenue Service Advisory Council. She was also named as one of the Top 50 IRS Representation Practitioners in the April 2008 edition of CPA Magazine and one of the Top 40 Tax Advisors to Know in a Recession in the April 2009 edition of CPA Magazine.

Day One - Wednesday, August 26, 2009

6:45 - 8 a.m.

Registration and Continental Breakfast

8 - 9:40 a.m.

A-1

Recognizing Fraud and Creating a Hostile Environment for It to Occur (A&A)

Dennis Dycus, Division of Municipal Audit, Nashville, Tenn.

In order to be recognized for what it is, fraud has to appear to be a legitimate transaction. However, no matter how much it tries, fraud gives off tell-tale indicators. In order for management and/or the auditor to detect fraud, they must learn to recognize those indicators. This session is designed to assist you in recognizing fraud and creating an environment that makes it more difficult for fraud to occur.

A-2

Business Law Update: A Review of Significant Recent Cases, Regulations and Legislation Affecting Businesses and Their Owners (A&A)

Chuck Beaudrot, Morris, Manning & Martin, LLP, Atlanta, Ga.

This session will feature a potpourri of topics of recent interest covering the gamut of employment law, creditor's rights and entity governance issues with special focus on highlighting those issues that can create or reduce liability risks for businesses and their principals.

A-3

Economic Update

Mark Vitner, Wachovia Corporation, Charlotte, NC

In this session, Mr. Vitner will discuss the causes and consequences of the turmoil in financial markets and its fallout in the real economy. He will focus on the various phases of the financial crisis and how and why the Fed responded to them. He will conclude with a discussion of risks to the outlook.

A-4

Leadership and Service in a Changing World

S. Truett Cathy and Dan Cathy, Chick-fil-A, Atlanta, Ga.

Truett Cathy will discuss the history of Chick-fil-A and share how he has humbly become an accomplished leader in his family, community and business. Truett Cathy knows the power of positive influence; his words of wisdom will be beneficial for anyone who wants to grow and inspire others. Dan Cathy joins his father in sharing their remarkable story. He will discuss how the organization applies timeless business principles in the workplace by using "second-mile" service. You will learn how their strong work ethics and faith-based values have brought tremendous success to Chick-fil-A.

A-5

QuickBooks - Tips, Tricks and Traps!

Amy Vetter, Technology In A Box, LLC, Weston, Fla.

Learn power user tips and tricks to maximize QuickBooks and better support your clients. Learn ways to utilize existing transactions and lists in QuickBooks to provide better data mining and reporting. Get a deep understanding of job cost features and how to use them to their fullest.

9:40 - 10:10 a.m.

Break in Exhibit Hall

10:10 - 11:50 a.m.

B-1

Demystifying Fair Value Accounting (A&A)

Debbie Lambert, Johnson Lambert & Co. LLP, Raleigh, N.C.

Fair value accounting requirements set forth in FASB Statements 157, 159 and 161 are challenging the accounting and auditing profession in an unprecedented manner. This session will highlight practical approaches to understanding and dealing with the challenges presented by fair value accounting standards based on lessons learned in initial implementations.

B-2

Identity Theft - What You and Your Business Needs to Know (A&A)

Dennis Dycus, Division of Municipal Audit, Nashville, Tenn.

As a practicing CPA, a CFO in the private sector, a government official or an administrator in the nonprofit sector, you have access to very large electronic databases, which contain personal information on the clients you serve. This session is designed to make the participants aware of their legal responsibility to protect the personal information of their clients, as well as their own.

B-3

Creating Hope in Uncertain Times

W. Stanley Beecham, Leadership Resource Center, LLC, Roswell, Ga.

Difficult times create unique challenges and opportunities for leaders. While most anyone can lead an organization when all is going well, only the best leaders succeed during a poor economy. This is a must attend session if you want to: learn the three biggest mistakes leaders make during difficult times; find out why your employees fail to work as a team and know the three most important decisions a leader must make in today's market.

B-4

Marketing the Professional Services Firm: Smart Ways to Grow Your Practice and Deliver More Value to Your Clients

Jeanne Rossomme, Roadmap Marketing, Washington, DC

This session is for financial professionals who care about growing client relationships, creating profitable new service lines, and developing new business. You will walk away with practical sales and marketing tactics to grow your practice while protecting your time.

- B-5 **Automating the Warehouse – The State-of-the-Art in WMS Solutions**
PJ Bain, WiSys, LLC, Flowery Branch, Ga.
 Economic, competitive and compliance pressures today require companies to leverage technology to reduce inventory while increasing throughput and visibility into their supply chain. This session will discuss current state-of-the-art WMS solutions and spotlight several case studies where automated WMS solutions improved operational performance. Several WMS solutions will be demonstrated live.
- 11:50 a.m. - 1:10 p.m. **Lunch in Exhibit Hall (included in registration fee)**
- 1:10 - 2:50 p.m.
 C-1 **The FASB Accounting Standards Codification™ - Restructuring GAAP (A&A)**
Amy Eubanks, AICPA, Durham, N.C.
 On July 1, 2009, the FASB Accounting Standards Codification™ became the authoritative source of GAAP for non-governmental entities. This session explains the purpose, meaning, and structure of the Codification to assist you in performing accounting research and referencing the new Codification.
- C-2 **XBRL - How to Lower Your Reporting Costs, Enhance Controls and Improve Internal Transparency (A&A)**
Mike Willis, PricewaterhouseCoopers, Tampa, Fla.
 “Standardization” has long been an accountant’s tool for delivery of process improvements. This session provides a hands-on view on how to leverage the next generation “standardization” to realize process efficiencies, cost/time reductions, control enhancements and information transparency. You will also learn how to easily comply with the SEC’s XBRL mandate.
- C-3 **Women in Transition**
Glenda Hicks, Glenda Y. Hicks, CPA, Marietta, Ga.
 In the midst of transition? Feeling like you’re always coming and going and never enjoying? We are always either going into something, in the middle of something or coming out of something - career, relationship, education, residence. How do YOU manage these transitions? This session will address the stages of life through women’s transitions and ways to manage the process. We will compare and contrast opportunities with challenges. Learn tools and techniques you can use to manage the affects of transition such as intensified stress, diminished self-esteem, questioned confidence, deteriorating finances and fleeting time management.
- C-4 **Professional Ethics – A Higher Calling**
Rodney Chandler, Smith Adcock & Co, Athens, Ga.
 In today’s world, with frauds and scandals grabbing headlines, ethical failings have tarnished our profession. This session will provide a fresh look at the ethical principles embodied in the AICPA Code of Professional Conduct, the enforcement processes that are in place, and will take your questions on ethics and enforcement.
- C-5 **Security - Carlton’s Top 25 Measures for Protecting Your Company, Personnel & Financial Data**
Carlton Collins, Accounting Software Advisor, Norcross, Ga.
 “Information Security” has been listed as the number one technology in the AICPA’s annual listing of top ten technologies for 6 of the past 7 years. This session tackles this important topic and covers the top security measures your company should take to protect your information, computers, property and people. Topics include encrypted e-mail, identity fraud, fake IDs, wireless security, stopping viruses and hackers, hacking tools, key generators, sniffing tools, spy gadgets, preventing pornography, password strategies, and more.
- 2:50 - 3:20 p.m. **Break in Exhibit Hall (Exhibit Hall open until 5:30 p.m.)**
- 3:20 - 5 p.m.
 D-1 **FAS141R - 141 Ways to Revise a Financial Accounting Standard (A&A)**
Mark Rutledge, Smith and Howard, Atlanta, Ga.
 Like any change, at first glance FAS141R seems less – rather than more – straightforward than 141. This session will clear up questions on 141R from a valuation perspective as it relates to acquisitions in 2009 and beyond, including: the definition of a business combination, fair value, contingent considerations, bargain purchases, goodwill measurement, acquisition date, acquisition related costs, changes to other pronouncements and international convergence.
- D-2 **Green Accounting (A&A)**
Lee Peterson, Michael Beck and Wesley Hudson, Reznick Group, Atlanta, Ga.
 The time for renewable energy is now. In today’s environment, tax and accounting drive renewable energy development in the U.S. However, the economics of financing renewable energy projects can be challenging, especially in today’s debt and financial markets. This session explains the role of experienced tax and audit accounting professionals as well as the basics of renewable energy finance from a tax and accounting perspective. The speakers will illustrate how each are essential to energy project sponsors who obtain renewable energy and energy efficiency projects financed by the monetization of tax benefits. The importance of specialized GAAP accounting treatment to the investors is also discussed.
- D-3 **Advising the Troubled Business**
Katie Goodman, Grisanti, Galef & Goldress, Atlanta, Ga.
 A timely topic – Ms. Goodman will be speaking on how to work with clients to help them survive the current economic tumult. To survive the crisis business owners must analyze and assess all aspects of their operations and implement corrections. Swift action may prevent a professional’s client from becoming a casualty of the recession.

D-4

Using Social Media to Empower Your Business

*John Damiano, Providence Group, Atlanta, Ga.
Desiree Scales, Bella Web Design, Inc., Marietta, Ga.*

Social media has the power to set you apart as an expert in your field if used wisely. Learn techniques from two social media experts who have amplified their own businesses through online marketing using Twitter, Facebook, LinkedIn, YouTube and other free online tools.

D-5

The Tech Savvy CPA

Carlton Collins, Accounting Software Advisor, Norcross, Ga.

In this session, participants will start by answering a simple questionnaire to help determine how Tech Savvy they really are. The questionnaire highlights fifty technologies that CPAs could be using to save time and be more productive. During the session, the instructor will demonstrate each of these 50 technologies and explain why CPAs should employ them in their everyday work. The topics focus on hardware devices, accessories, applications, Internet web sites, and approaches to using technology. Specific items to be discussed include computers, cellular phones, e-mail, social networking, hand-held devices, Voice over IP, Windows default settings, paying bills, thumb drives, GPS devices and much more.



Wednesday Evening Cocktail Reception

Continue networking at the cocktail reception on **Wednesday, August 26**. Join the GSCPA, fellow attendees and exhibitors in the Exhibit Hall from 5 - 7 p.m. Relax with a cocktail and appetizers and register to win one of many fantastic prizes. While networking, enjoy live entertainment, sponsored by Accountants One.

Day Two - Thursday, August 27, 2009

6:45 - 8 a.m.

Registration and Continental Breakfast

8 - 9:40 a.m.
E-1

International Financial Reporting Standards (IFRS): Assessing the Potential Impact on your Organization - Part 1 (A&A)

Marian Powers, Needles & Powers, Inc., Winnetka, Ill.

The SEC roadmap for moving US publicly traded companies to international financial reporting standards suggests 2014 and beyond for potential mandatory adoption. What can we learn from other countries and companies that have adopted IFRS? Explore ways in which US experience would differ from those currently using IFRS. Also, IASB expects to release 'IFRS for Private Entities' in the second quarter of 2009. In what ways has full IFRS been adapted for private entities?

E-2

Changes in Financial Accounting (A&A)

Ron Clark, Auburn University, Auburn, Ala.

Fair value, IFRS, and new financial statement formats are just some of the many changes to our accounting model. Whether you're a public or non-public company, how you do accounting is changing. We'll discuss the new and proposed standards and their impact on financial accounting.

E-3

How to be an Impact Player, Not Just a Number Cruncher

Dennis Faurote, The Faurote Group, Indianapolis, Ind.

Having an impact is not about where you sit, but rather what you do and how you do it. In this session, Mr. Faurote will identify key attributes of being a leader, discuss how to lead from anywhere within an organization and provide tips on how to get people to "want" to follow you.

E-4

Tax Update and Review of Sunset Provisions

Art Auerbach, Surgent McCoy CPE, LLC, Devon, Pa.

This presentation will delve into the practical planning and business issues and advice that you may provide to clients. Items to be discussed include: new tax incentives for buying a new personal auto and planning choices; the first time home buyer credit and the interplay between 2008 and 2009 credits; estimated taxes and planning of cash flows and tax payments; planning with the new net operation loss carry back rules and a review of Sunset Provisions.

- E-5 **How to Go Paperless: Transforming to a Digital Practice Model**
Bryan Smith, CPA Crossings, Rochester, Mich.
 This course provides public accounting practitioners with access to invaluable knowledge and experience on how to take their firms paperless with minimal risk and maximum impact. The key topics that will be covered include: The top 10 things firms do to make a successful transition to “paperless;” best practices for taking your tax practice paperless with scanning solutions; document management and workflow automation tools; best practices for taking your audit practice paperless with electronic workpaper software; how to select the right scanner(s) for your firm; client portals – why you want to make this a part of your long range strategy; security best practices– protecting the privacy of your client data in a digital world and a step-by-step guide for developing and implementing a paperless strategy that is appropriate for your firm’s goals, budget and culture.
- 9:40 - 10:10 a.m. **Break in Exhibit Hall**
- 10:10 - 11:50 a.m.
 F-1 **Developing an Audit Strategy (A&A)**
Ron Clark, Auburn University, Auburn, Ala.
 Without fanfare, the AICPA introduced the Audit Risk Model in the 1980’s. Now it is the standard to judge audit effectiveness. This session discusses the new standards in auditing and how they relate to developing an audit strategy, especially for small to medium sized non-public entities.
- F-2 **International Financial Reporting Standards (IFRS): Assessing the Potential Impact on your Organization - Part 2 (A&A)**
Marian Powers, Needles & Powers, Inc., Winnetka, Ill.
 What are the key implementation issues for IFRS for both public and private entities? Finally, some of the most significant differences between the conceptual framework under US GAAP and IFRS will be highlighted. Also, some key technical differences between US GAAP and IFRS will be illustrated, including; revaluation, impairment, research and development, inventory, intangibles, recycling/comprehensive income, debt versus equity classification, consolidations and more. *(Part 1 is not a prerequisite to attend Part 2)*
- F-3 **Time Management / Self-Leadership**
Dennis Faurote, The Faurote Group, Indianapolis, Ind.
 Picture a life that’s more organized, balanced and productive, and a work environment that is more proactive than reactive. Truly effective individuals not only understand the relationship between personal and professional life but live accordingly. This session is designed for the entire business of living, not just the demands from 8 a.m. to 5 p.m.
- F-4 **Cancellation of Debt (COD) Issues - When is it Income and How do you Report, What are the Exceptions? (A&A)**
Art Auerbach, Surgent McCoy CPE, LLC, Devon, Pa.
 This presentation will cover any business provisions as well as the impact on financial statement preparation. Topics included will be: New rules regarding discharge of indebtedness, both personal and business implications; tax provisions that are expiring; losses and the impact of Madoff and other Ponzi schemes; and a review of home buyers credit & incentives for vehicle purchase.
- F-5 **Excel 2007 - Auditing Your Spreadsheets to Insure Data Integrity**
Bryan Smith, CPA Crossings, Rochester, Mich.
 This course will teach you how to use all of the tools and features of Excel 2007 to audit your spreadsheets and protect the integrity of your formulas and data values. Learn how to validate the accuracy of your spreadsheet calculations and protect the integrity of your spreadsheets. Content presented in this course includes: understanding the vulnerabilities of spreadsheet data and formulas; review and demonstration of all of the formula auditing tools; using annotations to document your spreadsheet design; protecting your spreadsheet data and formulas for maximum integrity and using range names for improved spreadsheet design and control.
- F-6 **“Recessionvesting” for Retirement**
Emily Sanders, Sanders Financial Management, Inc., Norcross, Ga.
 In a world where the best way to predict the future is to look at what experts said could never happen, it is critical to understand how the investing landscape has changed and what strategies remain timeless. Conventional wisdom of several generations held that buy-and-hold was the surest path to a secure retirement. Now that most Americans have a visceral understanding of the word “underwater,” what role will buy-and-trade have in long-term investing strategies? What programs are the government using to support the economy, how will they affect us as individuals and how will they affect our investments and retirement timetable? Inflationary and deflationary forces are knocking markets back and forth with a speed like never before. What investment themes work under those conditions and how can an understanding of future macro themes lead to successful “Recessionvesting.”
- 11:50 a.m. - 1:10 p.m. **Lunch in Exhibit Hall (included in registration fee)**
- 1:10 - 2:50 p.m.
 G-1 **Auditing the Auditors – What is the PCAOB Up to These Days? (A&A)**
Robert F. Dow, Arnall Golden & Gregory, Atlanta, Ga.
 In this session Mr. Dow will discuss the latest developments at the PCAOB, including recently adopted standards, the proposed standards on audit risk, enforcement, and inspections. Also covered will be speculation on what the PCAOB will look like under a new chairman.

- G-2 DOL's Latest Audit Quality Findings and Issues – What it Takes to Ensure Successful Employee Benefit Plan Audits (A&A)**
Marcus Aron, Employee Benefits Security Administration, Washington, DC
Greg Clark, Business Compliance & Controls Group, Gainesville, Ga.
 The Department of Labor administers a multi-tiered inspection program designed to evaluate the quality of employee benefit plan audits. In this session, attendees will: learn about the findings of the Department's inspection programs; discover what makes employee benefit audits unique; identify tools necessary to ensure quality audit work and understand what it takes to have audit work that is "best in class."
- G-3 Confessions of a Reformed CPA**
Edward Callaway, Callaway Gardens, Pine Mountain, Ga.
 In this session, Mr. Callaway will discuss observations from the client side of accounting relationships. He will relate his extensive business, real estate and philanthropic experience including serving on the Audit Committee of a company implementing Sarbanes Oxley to public accounting.
- G-4 The American Recovery and Reinvestment Act of 2009 and Other Legislative Developments**
Sid Kess, Sidney Kess, CPA, J.D., LLM, New York, N.Y.
Carolyn Turnbull, Moore Stephens Tiller LLC, Atlanta, Ga.
 In this lively session Mr. Kess and Ms. Turnbull will discuss individual and business tax provisions from the American Recovery and Reinvestment Act of 2009. Other recent legislative developments will also be highlighted.
- G-5 Microsoft Office 2007**
Chris Menard, Triality, Inc., Stockbridge, Ga.
 In this session, we will work with PowerPoint 2007, Outlook 2007, and Word 2007. In PowerPoint, we will learn how to insert videos and sound files, rehearse timing, and publish PowerPoint to the web. In Word, we will generate a table of contents, an index, and work with SmartArt. In Outlook, we will publish our calendar to the web and work with task and contacts.
- G-6 Improving Rental Properties and Their Profitability (Property Management)**
Mike Nelson, Excalibur, Cumming, Ga.
 This course will show landlords and property managers techniques to increase their income, decrease expenses, and improve appreciation for residential rental properties. Using a cash flow analysis equation, Mr. Nelson will show how effective management can improve the monthly cash flow of the rental house and increase its appreciation. We will look at different tax considerations and see how they might influence the owner's decisions regarding how the property is managed.
- 2:50 - 3:20 p.m. **Break in the Exhibit Hall (Exhibit Hall open until 3:30 p.m.)**
- 3:20 - 5 p.m.
H-1 Peer Review – Is Your Firm Ready for the New Standards? (A&A)
Michael Brand, Johnson, Feigley, Newton & Brand, LLP, Athens, Ala.
 Whether you are a peer reviewer who needs an update on the new standards or your firm needs to find out how to prepare for your next review, this session should be of great benefit! We will look at the new reporting model, new definitions included in the new standards and some of the common matters and findings that peer reviews uncover. In addition, we will also provide an overview of the new Quality Control Standards.
- H-2 Current Financial Statement Disclosure Issues and Topics (A&A)**
Greg Clark, Business Compliance & Controls Group
 This session will explain and illustrate disclosure requirements, clear up misconceptions on practice problems such as lease accounting and correct disclosure most frequently cited by peer reviewers. Other pertinent and relevant topics will also be discussed.
- H-3 Creating Shareholder Value and Advising Buyers and Sellers of Privately Held Companies**
W. James Lloyd, Pershing Yoakley & Associates, PC, Knoxville, Tenn.
 This session will provide participants with a general understanding of what drives a company's value and effective methodologies for improving shareholder value on a long-term sustainable basis, as well as a discussion regarding advising buyers and sellers of privately held businesses.
- H-4 Checkup for Your Practice**
Andrea Comeau-Shirley, Namaste Consulting, LLC, Mableton, Ga.
 A lively, diverse and sometimes humorous discussion about Quality Assurance and Risk Management for the CPAs practicing in public accounting, with information on tax ethics and tax penalties and their impact on your services, communications and client acceptance practices.
- H-5 Microsoft Excel's Greatest Hits**
Chris Menard, Triality, Inc., Stockbridge, Ga.
 In this Excel 2007 session, we will learn how to use MS Excel's PivotTables, work with the 10 greatest keyboard shortcuts, use Array functions, work with charts and graphs, use conditional formatting, create data validations based on other data validation, and remove duplicates.

2009 Southeastern Accounting Show

CPE Credit and Course Material

The Southeastern Accounting Show offers 42 educational sessions over two days. Attendees may earn up to 16 hours of CPE credit (with a possible 16 hours A&A).

Course material will be on the GSCPA web site, www.gscpa.org/Content/22165.aspx, as it becomes available from the presenters. Materials will remain on the web site 90 days after the Show. You will also be mailed a CD with all the session materials after the show concludes.

Speaker biographies and photos will be on the web site along with the program schedule. Where available, the GSCPA will provide a link to the speakers' company web sites.

Hotel Information

The Westin Atlanta Airport

4736 Best Road
College Park, GA 30337

Rate: \$119

Cut-off date: 8/4/09

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0906301083&key=1AF9F1-888-627-7211>

Please mention the Georgia Society of CPAs when making your reservation.

A complimentary shuttle will be available to take attendees from the hotel to GICC.

New Location - Georgia International Convention Center

Join the Georgia Society of CPAs at the Georgia International Convention Center (GICC), the exciting new home for the 2009 Southeastern Accounting Show. Convenient to I-85, I-285, I-20, Hartsfield Jackson International Airport and a variety of shops and restaurants, this new location will meet the needs of every attendee for the GSCPA's largest event of the year. Visit www.gicc.com for directions and details on the facility. A printable map of restaurants within walking distance or a short drive from the Westin and GICC is available on the GSCPA web site: <http://www.gscpa.org/Content/Files/Pdfs/SEASRestaurantMap.pdf>.

Wireless Access

Wireless Internet access will be available in the Cyber Café as well as in the Exhibit Hall. The Cyber Café, sponsored by BlueWave Computing, enables you to log on to the Internet remotely using the wireless technology built into your notebook computer or your PDA. You are welcome to bring your own laptop; there are a limited amount of computers available in the Cyber Café.



Wednesday Evening Cocktail Reception

Continue networking at the cocktail reception on **Wednesday, August 26**. Join the GSCPA, fellow attendees and exhibitors in the Exhibit Hall from 5 - 7 p.m. Relax with a cocktail and appetizers and register to win one of many fantastic prizes. While networking, enjoy live entertainment, sponsored by Accountants One.

2009 Southeastern Accounting Show Registration Form

4 Ways to Register for GSCPA CPE Programs



INTERNET registration available at
www.gscpa.org/Content/22165.aspx



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

Please Check: GSCPA

MSCPA

Check here if your registration includes a change of address.

ASCPA

SCACPA

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 ANY GSCPA Section receive \$20 off the early registration fee if received by 8/5/09.

Yes, I would like to join a Section for no additional charge and receive \$20 off the early registration fee (available only to current paid GSCPA members in good standing). **Please circle which Section you wish to join:** Assurance Services; CPAs in Industry; Estate and Financial Planning; Forensic & Valuation Services; Healthcare; Information Technology; Management of an Accounting Practice (MAP); Real Estate, Taxation or Young CPA.

Early Registration Fee by 8/5:

		*Member	Non-Member
<input type="checkbox"/>	#13085 - Both Days	\$349	\$449
<input type="checkbox"/>	#13086 - Wednesday Only	\$239	\$339
<input type="checkbox"/>	#13087 - Thursday Only	\$239	\$339

Standard Fee 8/6 - 8/21 :

		*Member	Non-Member
<input type="checkbox"/>	#13085 - Both Days	\$419	\$519
<input type="checkbox"/>	#13086 - Wednesday Only	\$309	\$409
<input type="checkbox"/>	#13087 - Thursday Only	\$309	\$409

Late Fee After 8/21:

		*Member	Non-Member
<input type="checkbox"/>	#13085 - Both Days	\$449	\$549
<input type="checkbox"/>	#13086 - Wednesday Only	\$339	\$439
<input type="checkbox"/>	#13087 - Thursday Only	\$339	\$439

Pricing for Exhibits Only (does not include lunch)

<input type="checkbox"/>	#13088 - Exhibits Only	\$25	\$25
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* Member Fee available to GSCPA, ASCPA, MSCPA and SCACPA members

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

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

Cancellation Policy: Cancellations/transfers made up to 3 weeks before a seminar or conference will not incur an administration fee. Cancellations/Transfers made during the Standard Fee time frame are subject to a \$50 administration fee. Cancellations/Transfers made within three business days 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.*



Choose Breakout Sessions...Turn Form Over



4 Please Indicate Your Session Choices Below

Day One Wednesday, August 26, 2009			Day Two Thursday, August 27, 2009		
8 - 9:40 a.m. Concurrent Sessions			8 - 9:40 a.m. Concurrent Sessions		
<input type="checkbox"/>	A1	Recognizing Fraud and Creating a Hostile Environment for It to Occur (A&A)	<input type="checkbox"/>	E1	International Financial Reporting Standards (IFRS): Assessing the Potential Impact on Your Organization- Part 1 (A&A)
<input type="checkbox"/>	A2	Business Law Update (A&A)	<input type="checkbox"/>	E2	Changes in Financial Accounting (A&A)
<input type="checkbox"/>	A3	Economic Update	<input type="checkbox"/>	E3	How to be an Impact Player, Not Just a Number Cruncher
<input type="checkbox"/>	A4	Leadership and Service in a Changing World	<input type="checkbox"/>	E4	Tax Update and Review of Sunset Provisions
<input type="checkbox"/>	A5	QuickBooks - Tips, Tricks and Traps	<input type="checkbox"/>	E5	How to Go Paperless: Transforming to a Digital Practice Model
10:10 - 11:50 a.m. Concurrent Sessions			10:10 - 11:50 a.m. Concurrent Sessions		
<input type="checkbox"/>	B1	Demystifying Fair Value Accounting (A&A)	<input type="checkbox"/>	F1	Developing an Audit Strategy (A&A)
<input type="checkbox"/>	B2	Identity Theft - What You and Your Business Needs to Know (A&A)	<input type="checkbox"/>	F2	International Financial Reporting Standards (IFRS): Assessing the Potential Impact on Your Organization- Part 2 (A&A)
<input type="checkbox"/>	B3	Creating Hope in Uncertain Times	<input type="checkbox"/>	F3	Time Management / Self Leadership
<input type="checkbox"/>	B4	Marketing the Professional Services Firm: Smart Ways to Grow Your Practice and Deliver More Value to Your Clients	<input type="checkbox"/>	F4	Cancellation of Debt (COD) Issues – When is it Income, How do you Report, What are the Exceptions (A&A)
<input type="checkbox"/>	B5	Automating the Warehouse – The State-of-the-Art in WMS Solutions	<input type="checkbox"/>	F5	Excel 2007- Auditing Your Spreadsheets to Insure Data Integrity
<input type="checkbox"/>			<input type="checkbox"/>	F6	“Recessionvesting” for Retirement
1:10 - 2:50 p.m. Concurrent Sessions			1:10 - 2:50 p.m. Concurrent Sessions		
<input type="checkbox"/>	C1	The FASB Accounting Standards Codification™- Restructuring GAAP (A&A)	<input type="checkbox"/>	G1	Auditing the Auditors – What is the PCAOB Up to These Days? (A&A)
<input type="checkbox"/>	C2	XBRL - How to Lower Your Reporting Costs, Enhance Controls and Improve Internal Transparency (A&A)	<input type="checkbox"/>	G2	DOL's Latest Audit Quality Findings and Issues - What it Takes to Ensure Successful Employee Benefit Plan Audits (A&A)
<input type="checkbox"/>	C3	Women in Transition	<input type="checkbox"/>	G3	Confessions of a Reformed CPA
<input type="checkbox"/>	C4	Professional Ethics – A Higher Calling	<input type="checkbox"/>	G4	The American Recovery and Reinvestment Act of 2009 and Other Legislative Developments
<input type="checkbox"/>	C5	Security - Carlton's Top 25 Measures for Protecting Your Company, Personnel & Financial Data	<input type="checkbox"/>	G5	Microsoft Office 2007
<input type="checkbox"/>			<input type="checkbox"/>	G6	Improving Rental Properties and their Profitability (Property Management)
3:20 - 5 p.m. Concurrent Sessions			3:20 - 5 p.m. Concurrent Sessions		
<input type="checkbox"/>	D1	FAS141R – 141 Ways to Revise a Financial Accounting Standard (A&A)	<input type="checkbox"/>	H1	Peer Review – Is Your Firm Ready for the New Standards? (A&A)
<input type="checkbox"/>	D2	Green Accounting (A&A)	<input type="checkbox"/>	H2	The Key to Financial Statements (A&A)
<input type="checkbox"/>	D3	Advising the Troubled Business	<input type="checkbox"/>	H3	Creating Shareholder Value and Advising Buyers and Sellers of Privately Held Companies
<input type="checkbox"/>	D4	Using Social Media to Empower Your Business	<input type="checkbox"/>	H4	Checkup for Your Practice
<input type="checkbox"/>	D5	The Tech Savvy CPA	<input type="checkbox"/>	H5	Microsoft Excel's Greatest Hits

5 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 Discover

Personal Card OR Company Card

Card Number _____

Exp. Date (required) _____

Name as it appears on card _____

Signature _____

TOTAL: \$ _____

***Member Discount:** ASCPA, MSCPA and SCACPA members cannot receive the member discount online. These forms must be faxed, mailed, or called in.

2009 Southeastern Accounting Show Task Force Members

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Steven R. Wakefield, Vice Chair

Legacy Business Partners, Alpharetta, Ga.

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Gregory M. Clark

Business Compliance & Controls Group, Gainesville, Ga.

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R. D. "Dale" Cooper III

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Carol F. Lindberg

Carol F. Lindberg, CPA MBA, Atlanta, Ga.

A. Wayne Nix

A. Wayne Nix, CPA, PC, Bogart, Ga.

Jeanette D. Peppers

Jeannette Peppers, CPA, Doraville, Ga.

Virginia V. Persons

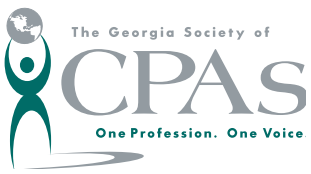
Smith Barney, Atlanta, Ga.

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Vibha Singla, CPA, PC, Forest Park, Ga.

Thomas J. Van Hazebroeck

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