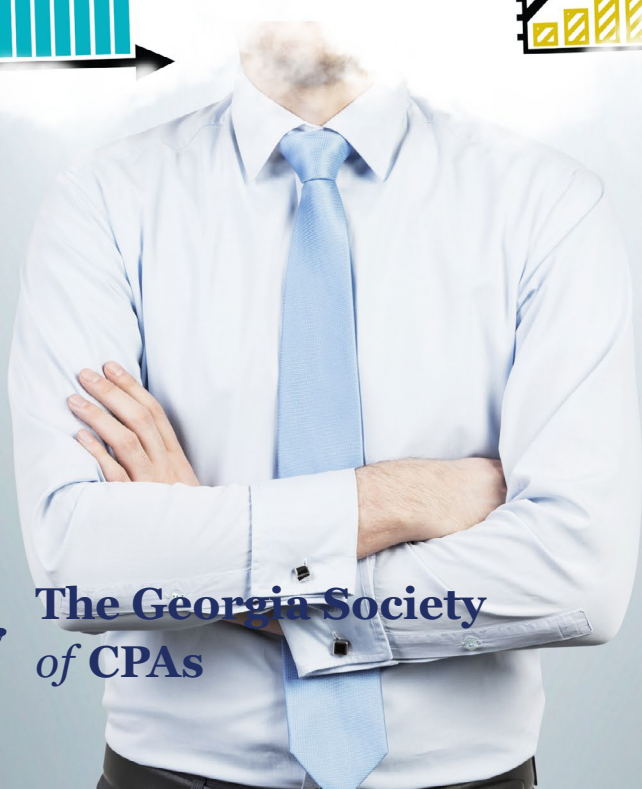


BUSINESS & INDUSTRY CONFERENCE

November 16-17, 2016

GSCPA Learning Center, Atlanta

Event Code: 13045,  LS13045



**The Georgia Society
of CPAs**

BUSINESS & INDUSTRY CONFERENCE

November 16-17, 2016 | GSCPA Learning Center, Atlanta

Event Code: **13045** (both days); **13046** (Wednesday Only);

13047 (Thursday Only)


CPE Credit: 16 hours including a possible 8 hours of A&A

CPAs in business and industry have unique skills that go beyond finance and accounting. You are helping create the financial health of your business. Arm yourself with information and tools that will allow you to think fast, respond quickly, and be aware of the many changes that lie ahead.


WHO SHOULD ATTEND: CPAs working in business and industry and CPAs with corporate clients.




LIVE STREAM ATTENDANCE

Event Code:  **LS13045** (both days);

 **LS13046** (Wednesday Only);

 **LS13047** (Thursday Only);

CPE Credit: 12.5 hours General; 3.5 hours of A&A

Live stream allows you to attend the conference from your home, office or anywhere you can access the Internet. You view the selected sessions in real time as part of the audience and have interaction with other attendees via chat areas. Sessions in the program indicated with the  symbol are available to stream.

For more information or to register, visit olc.gscpa.org or call 404-504-2985 or 800-330-8889, Opt. 3.

7 - 8 a.m.

Registration/Continental Breakfast

8 - 8:05 a.m.

Welcome and Announcements

8:05 - 8:55 a.m.

 **A - CFO Highlight**

Barbara Hampton, CPA, Georgia Transmission Corporation, Tucker, Ga.

Spend an hour with a local CFO discussing how to deal with a variety of issues including employee retention, challenges of financing, managing community and outside commitments, and public perceptions of a company.

9 - 10:15 a.m.

 **B - Discover Your Unconscious Bias: A Lesson in Diversity**

Florence Holland, Ed.D., AICPA, Durham, N.C.

The lens through which you see the world may be affecting your business decisions. Simply uncovering our biases is not enough; what to do about them as we become aware of them is critical. Uncover your unconscious biases and explore how those biases are impacting business decisions.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

 **C - Understanding the Fair Labor Standards Act, Including the New Overtime Regulations**

James E. Rollins, Jr., J.D., Schwartz Rollins, Atlanta, Ga.

The FLSA's rules and regulations for minimum wage and overtime can confuse even seasoned professionals. The Department of Labor is cracking down on organizations that are not in compliance. Receive with critical information to understand application of the FLSA, in order to avoid/limit exposure and successfully defend against any alleged violations, including discussion of the new salary regulations effective December 1, 2016, misclassification of independent contractors, and other hot topics.

11:45 a.m. - 12:30 p.m.

Lunch

12:30 - 1:45 p.m.

D1 - Cyber Threats: Scams to Get Your Customers' Data and the Legal Impact to You

Chris Ray, Optiv, Roswell, Ga.

Learn about some of the common cyber scams and the threats they pose to you and your customers' data. How will you protect yourself? What is your legal liability and reporting requirements per state privacy laws, as well as Federal regulations like Sarbanes-Oxley, HIPAA, and Payment Card Industry - Data Security Standards (PCI-DSS)? Address these issues and ways you can better protect sensitive customer and personal information.

D2 - A&A Update for Industry (Part I) (A&A)

Greg Clark, CPA, CGMA, Business Controls and Compliance Group, Gainesville, Ga.

Discuss the ongoing flurry of recent changes made through accounting literature. Accounting standard setters have been very active having issued 48 new standards since 2014. Many of these standards are now in play and require attention. Additionally, pervasive future changes are going to impact all practitioners and clients moving forward. Highlight the high profile issues that dominate the accounting landscape and where the focus of the profession has been centered.

1:45 - 2 p.m.

Break

2 - 2:50 p.m.

E1 - Business Liability Insurance

Keily Evans, CIC, CAMICO, Atlanta, Ga.

Learn more about business insurance and risk transfer solutions to minimize exposures to your organization. Topics of discussion include business owners and general liability, management liability, cyber liability, employment practices liability, and employee theft.

E2 - A&A Update for Industry (Part II) (A&A)

Greg Clark, CPA, CGMA, Business Controls and Compliance Group, Gainesville, Ga.

Continue the discussion of the ongoing flurry of recent changes made through accounting literature.

2:50 - 3 p.m.

Break

3 - 4:15 p.m.

F1 - Keys to Making Your Organization a Best Place to Work

Debbie Sessions, CPA and Christie Bell, SPHR, Porter Keadle Moore LLC, Atlanta, Ga.

Want to know what it takes to be recognized as a "Best Place to Work?" This distinction begins with a foundation of recruiting, retention, and engagement and grows with the needs of your employees over time. While there is no one-size-fits-all solution as it relates to creating a great work environment, there are key concepts that can be applied across all workplaces. Review tactics for recruiting; strategies for effective communication; ways to drive employee engagement; best practices for retention and building trust; and tips on how to remain relevant as the workplace evolves in the future.

F2 - New Accounting Rules for Leases (A&A)

G. Bliss Jones, CPA, Jones and Kolb, CPAs, Atlanta, Ga.

After 40 years, FASB has decided that operating lease liabilities must be recorded on balance sheets. But what else changed? What, if any, will be the difference in reporting lease expenses for what we previously classified as capital and operating leases? What are the other subtler nuances of the new standard? How and when will you transition from the old to the new standard? All of these questions will be answered and discussed.

7 - 8 a.m.

Continental Breakfast/Registration

8 - 8:05 a.m.

Welcome and Announcements

8:05 - 8:55 a.m.

 **G - Economic Outlook**

Paula Tkac, Federal Reserve Bank, Atlanta, Ga.

Receive a local and national outlook while discussing the risks – both positive and negative – to that view, as well as the issues of price movements and the labor market.

9 - 10:15 a.m.

 **H - Strategic Thinking that Takes Insights to Actions**

Amy Stumme, Business Learning Institute, Towson, Md.

Given the rate of change today, you must have future-minded, flexible thinking skills, the tools to rapidly adapt to new circumstances, the ability to make your ideas clear to other people in a way they can easily grasp and the personal influence to inspire others throughout your network. Learn about the i2a Strategic Thinking System, a five stage process that teaches critical and creative thinking. The system is designed to yield a thoughtful strategic plan that is realistically optimistic, leverages the strengths of the organization, is aligned with a shared vision and provides the detail that gets the work done.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

 **I - 2016 Tax Update: What to Know Based on Changes in the Law and the White House**

Chuck Hodges, J.D., LL.M., Jones Day, Atlanta, Ga.

Tax is cool every four years and this year is no exception. With a new President will come substantive statutory changes, federal and state administrative changes, or both. And of course, we cannot forget all the new cases, statutes, and rulings that have come out over the last year. Focus on these new cases, statutes, as well as the future and what changes we can expect from a new White House and how those changes will impact planning for and protecting our clients.

11:45 a.m. - 12:30 p.m.

Lunch

12:30 - 1:45 p.m.

J1 - Coaching Conversation Skills

Amy Stumme, Business Learning Institute, Towson, Md.

Learn how to design an alliance with another person or within a group; ask powerful questions and listen on all levels; explore perspectives to make conscious choices; and acknowledge others.

J2 - COSO and COBIT (A&A)

Todd D. Giddens, CPA, CGMA, Nichols, Cauley & Associates, LLC, Warner Robbins, Ga.

COSO and COBIT - these two internal control frameworks are recognized worldwide. The COSO framework addresses the internal control system and the controls over financial reporting. The COBIT framework provides a comprehensive framework to address internal controls over IT. Both can be used as tools to assess the effectiveness of internal controls in your organization. Discuss the two frameworks and the practical applications.

1:45 - 1:55 p.m.

Break

1:55 - 2:45 p.m.

K1 - Job Tax Credits

Christopher Nunn, Georgia Department of Community Affairs, Atlanta, Ga.

A job credit is a tax credit that helps fuel company expansion by rewarding job creation. In Georgia, job credits provide as much as \$4,000 in annual tax savings per job for up to five years. Learn where they are available to businesses, and how you can take advantage of these savings.

K2 - Revenue from Contracts with Customers: The Potential to Affect Every Entity's Day to Day Accounting and Business Practices (A&A)

Timothy R. Veal, CPA.CITP, CGMA, Nichols, Cauley & Associates, LLC, Dublin, Ga.

Accounting continues to evolve and change. The new standard moves from the old transaction and industry -specific revenue recognition guidance to a principle based approach for determining revenue recognition. This new standard could change the way you transact business with your customers, change your day-to-day accounting and require a much closer evaluation of all contracts.

2:45 - 3 p.m.

Break

3 - 4:15 p.m.

L1 - Tech Talk with a Tech Ninja

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

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

L2 - SEC Update (A&A)

Rick Creese, CPA, Cherry Bekaert LLP, Atlanta, Ga.

Learn about SEC hot buttons including an update on projects, pronouncements and developments from the FASB, the SEC, and the PCAOB. Explore the latest FASB developments on leases, revenue recognition and other completed and in-process projects, including details and implementation challenges, and the latest Accounting Standards Updates. Hear what's happening at the SEC, including new reporting developments and current focus areas, and learn about developments at the PCAOB, including an update on recent independence issues impacting auditors and companies.

REGISTRATION

Event Code: 13045, 13046, 13047

Name _____ MI _____ Last _____ Member # _____

Company/Firm Name _____

Address _____

City _____ State _____ Zip _____


Phone _____ Fax _____ Email _____

Registration Confirmation: Mail **OR** Email

Check here if registration includes a change of address:

PRICING INFORMATION

Course Number	Member Early Fee	Member Standard Member Late Fee	Nonmember Early Fee	Nonmember Standard Nonmember Late Fee
<input type="checkbox"/> 13045 - Both Days	\$365 by 10/26	\$425 by 11/11 \$465 after 11/11	\$465 by 10/26	\$525 by 11/11 \$565 after 11/11
<input type="checkbox"/> 13046 - Wednesday Only	\$255 by 10/26	\$315 by 11/11 \$355 after 11/11	\$355 by 10/26	\$415 by 11/11 \$455 after 11/11
<input type="checkbox"/> 13047 - Thursday Only	\$255 by 10/27	\$315 by 11/12 \$355 after 11/12	\$355 by 10/27	\$415 by 11/12 \$455 after 11/12

<input type="checkbox"/>  LS13045 - Both Days	\$365 by 10/26	\$425 by 11/11 \$465 after 11/11	\$465 by 10/26	\$525 by 11/11 \$565 after 11/11
<input type="checkbox"/>  LS13046 - Wednesday	\$255 by 10/26	\$315 by 11/11 \$355 after 11/11	\$355 by 10/26	\$415 by 11/11 \$455 after 11/11
<input type="checkbox"/>  LS13047 - Thursday	\$255 by 10/27	\$315 by 11/12 \$355 after 11/12	\$355 by 10/27	\$415 by 11/12 \$455 after 11/12

Cancellation Policy: Cancellations/Transfers made up to three weeks before the seminar or conference will not incur an administration fee. Cancellations/Transfers made during the Standard Fee time frame are subject to a \$50 administration fee. Cancellations/Transfers made within three business days are subject to a \$100 administration fee for members; \$150 for nonmembers. *Cancellations/No shows on the date of the event forfeit the entire registration fee. No refunds or transfers of course fee will be made after the date of the event.*

REGISTER TODAY!

CALL GSCPA CPE Department at 404-504-2985 or 800-330-8889, Opt. 3 to place a credit card order

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

INTERNET registration available at www.gscpa.org

MAIL your completed registration with credit card information or check made payable to The Georgia Society of CPAs to: The Georgia Society of CPAs
Six Concourse Parkway, Suite 800
Atlanta, GA 30328


Turn Form Over for Breakout Session Selections & Payment Information 

BREAKOUT SESSIONS


Choose one session per time slot

WEDNESDAY, NOVEMBER 16


12:30 - 1:45 p.m.

-  D1 - Cyber Threats: Scams to Get Your Customers' Data and the Legal Impact
- D2 - A&A Update for Industry (Part I) (A&A)

2 - 2:50 p.m.


-  E1 - Business Liability Insurance
- E2 - A&A Update for Industry (Part II) (A&A)

3 - 4:15 p.m.


- F1 - Keys to Making Your Organization a Best Place to Work
-  F2 - New Accounting Rules for Leases (A&A)

THURSDAY, NOVEMBER 17


12:30 - 1:45 p.m.

- J1 - Coaching Conversation Skills
-  J2 - COSO and COBIT (A&A)

1:55 - 2:45 p.m.

- K1 - Job Tax Credits
-  K2 - Revenue from Contracts with Customers: The Potential to Affect Every Entity's Day to Day Accounting and Business Practices (A&A)

3 - 4:15 p.m.

- L1 - Tech Talk with a Tech Ninja
-  L2 - SEC Update (A&A)

MATERIALS

Choose how you wish to receive conference materials



Download eMaterials

No printed materials provided at the conference

Printed Materials

Will receive printed materials at the conference

 **Live Stream Attendees will receive eMaterials**

PAYMENT INFORMATION

In Person Attendance *OR*  **LiveStream Attendance**

- Use Money on Account
- Check for \$_____ made payable to The Georgia Society of CPAs
- Amount to charge credit card \$_____ Personal Card *OR* Company Card
- Discover MasterCard AmEx Visa

Card Number

Expiration Date

Name as it appears on card

Signature

TASK FORCE

CHAIR:

Mark Jordan, CPA, Federal Reserve Bank of Atlanta, Atlanta, Ga.

MEMBERS:

R. Dale Cooper, CPA, MTX, Georgia Transmission Corporation, Tucker, Ga.
Carla Maples, Taylor English Duma LLP, Atlanta, Ga.

FACILITY

The Georgia Society of CPAs Learning Center

Six Concourse Parkway, Suite 800 | Atlanta, Ga. 30328
404-231-8676 | 800-330-8889

HOTEL

The Westin - Perimeter North

Seven Concourse Parkway NW, Atlanta, Ga. 30328
770-280-9860 | Website: bit.ly/WestinAtlantaGSCPA
Please mention GSCPA when making your reservation.

GSCPA does not have a room block established at any hotel

ITEMS TO NOTE

If you have a specific dietary or other need, please contact the CPE Department at least one week prior to the conference at 404-504-2985 or 800-330-8889, Opt. 3.



If you have special needs under the Americans with Disabilities Act, please attach a written description or call 404-504-2985 or 800-330-8889, Opt. 3.



The Georgia Society
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Six Concourse Parkway
Suite 800
Atlanta, GA 30328

BUSINESS & INDUSTRY CONFERENCE

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