

The Georgia Society of CPAs



SOUTHEASTERN ACCOUNTING SHOW

August 27-28, 2015

Cobb Galleria Centre

Atlanta, Georgia



**The Georgia Society
of CPAs**

Co-sponsored with the Alabama Society of CPAs

EXHIBIT HALL

Over 50 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 Thursday and 6:15 a.m. to 3:30 p.m. on Friday. Complimentary access to the Exhibit Hall is available from 9 a.m. to 3 p.m. both days of the show for non-attendees.

BIG PRIZES

You could win any of the following GSCPA-sponsored prizes just by attending the 2015 Southeastern Accounting Show. Prizes will be given during the afternoon break each day.

SEAS Movie Prize Pack

- ViewSonic Projector
- Portable Outdoor Movie Screen
- Portable PA Speakers
- Treats to Enjoy in Front of the Big Screen

50" LED HDTV

- Fitbit Surge
- iPad Mini
- Dell Venue 8 Tablet
- Plus many more exhibitor giveaways!

SEAS APP



Easily navigate the exhibit hall with a map of exhibitor booths, find contact

information for your favorite expert speaker or conveniently scroll through the day's schedule all on your mobile device.

Check the 2015 SEAS app often to access the most up-to-date information as it develops.

Available on Your Apple or Android Mobile Devices

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 #SEAS15!

 [FACEBOOK.COM/GSCPA](https://www.facebook.com/GSCPA)  [TWITTER.COM/GSCPA](https://twitter.com/GSCPA)  [LINKEDIN.COM/COMPANY/THE-GEORGIA-SOCIETY-OF-CPAS](https://www.linkedin.com/company/the-georgia-society-of-cpas)

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SOUTHEASTERN ACCOUNTING SHOW

August 27-28, 2015 | Cobb Galleria Centre | Atlanta, Georgia

Earn up to 18 hours of CPE credit, including a possible 16 hours of A&A credit

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

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

PRE-CONFERENCE WORKSHOP

Wednesday, August 26 | 1 - 4:30 p.m. | GSCPA Learning Center, Atlanta, Georgia

Event Code: 08032 | 4 hours A&A credit

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

PCW - Risk, Cost and Cash Management for Controllers and Financial Managers (A&A)

John Cox, J.D., Ph.D., The ROME Group, Inc., Mansfield, Texas

When an organization fails, it is usually due to several factors that can include a lack of understanding of costs, poor asset allocation, systems that support the status quo, failure to identify risk, and tunnel vision by management. This seminar demonstrates the use of practices and techniques specifically designed to assist CPAs and other financial professionals in adding value to their company through improved decision-making, cost management, understanding business cycles, managing continuous improvements, cash management, and risk management.

THURSDAY AUGUST 27

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

A

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

Understanding the New Revenue Recognition Standard: Evolution and Changes are on the Way (A&A)

Gregory M. Clark, CPA, CGMA, Business Controls and Compliance Group



Gregory M. Clark, CPA, CGMA is a principal with the Business Compliance & Controls Group (BCCG) an accounting consulting firm specializing in technical accounting and auditing, employee benefit plan audits and compliance, internal controls auditing, consulting and assessments, and accounting training and consulting. Greg speaks with experience on the topics of employee benefit plans, technical accounting and auditing, operational auditing and internal controls, risk assessment and evaluation, and data retention management.

B

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

The History and Future of Entertainment Tax Credits

Ric Reitz, Georgia Entertainment Credits, LLC



Ric Reitz is a partner at Georgia Entertainment Credits, LLC where he supports and brokers film tax credits in the state of Georgia. Mr. Reitz is also an actor, writer, composer, director and producer who has been active in show business for more than 35 years specializing in stage, television, film, symphonic and corporate work. He is the president and CEO of Ric Reitz Writes, Inc., a 30-time international award winning film/TV, corporate, commercial and music writing company.



Don't throw away that old TV, PC component, cell phone or camera. Donate them to Reworx,TM a division of the Tommy Nobis Center, Inc.

This initiative helps divert electronic equipment from landfills, gives donors a tax deduction and assists the Center in providing jobs for people with disabilities.

Day 1 - Thursday, August 27

ReworxTM booth

Small electronics only

Day 2 - Friday, August 28

6:30 - 8:30 a.m.

Cobb Galleria Centre, Rotunda Entrance

Large and small electronics

***For a complete list of items accepted,
please visit SEAS.gscpa.org***

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

Best Practices for Audit Quality

C1

SEC Update

Marcus Aron
Employee Benefit Security
Administration

Mary Anne Busse, Esq.
Great Disclosure, LLC

C2

A Lawrence Welk Economy

Stephen Colavito
Oppenheimer & Co., Inc.

C3

State Tax Economic Development Incentives

Peter Staphopolous, Esq.
Bennett Thrasher, PC

C4

Outlook: The Killer App in Microsoft Office

Lawrence "Mac" McClelland,
MBA, J.D.
K2 Enterprises

C5

Next Step: How to Train Workers to Manage and Managers to Lead

Courtney Kirshbaum
Business Learning Institute

C6

Business Law Update

Jim McCarten, J.D., LL.M.
Burr & Forman

C7

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

Special Purpose Frameworks: New Rules for the Future

D1

FASB Update Not-for-Profit Entities

Gregory M. Clark, CPA, CGMA
Business Controls and
Compliance Group

Jeffrey D. Mechanick, CPA,
CGMA, MBA
Financial Accounting
Standards Board

D2

Investor Relations

Mary Anne Busse, Esq.
Great Disclosure, LLC

D3

Estate Tax Update

Terri Lawson, CPA, CDFA
Frazier & Deeter LLC

D4

Excel Guru's Toolbox

Lawrence "Mac" McClelland,
MBA, J.D.
K2 Enterprises

D5

Executive Presence

Courtney Kirshbaum
Business Learning Institute

D6

Four Ways to Get Your Accounting and Finance Talent Future Ready

Barry Payne
AICPA

D7

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

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

SAARS 21 - Statements on Standards for Accounting and Review Services: Clarification and Recodification

E1

PCC/FASB Update for Private Companies

Gregory M. Clark, CPA, CGMA
Business Controls and
Compliance Group

Jeffrey D. Mechanick, CPA,
CGMA, MBA
Financial Accounting
Standards Board

E2

Critical Skills for Budgeting Success

John Cox, J.D., PhD.
The ROME Group, Inc.

E3

The IRS Office of Appeals: They Can Work For You

Vivian Hoard, Esq.
Taylor English Duma LLP

E4

Self-Service Business Intelligence with Power BI

Lawrence "Mac" McClelland,
MBA, J.D.
K2 Enterprises

E5

Time and Energy Habits of High Performers

Courtney Kirshbaum
Business Learning Institute

E6

Inside the Banker's Mind: What Bankers Look for When Deciding Whether to Lend

Bill McDermott
McDermott Financial
Solutions

E7

3:20 - 5 p.m. Breakout Sessions

GASB Update

F1

Treasury Management: Understanding and Addressing Key Challenges for the Profession in 2015 and Beyond

Ken Schermann, CPA
Governmental Accounting
Standards Board

Craig Jeffrey, AAP, CCM, FLMI
Strategic Treasurer LLC

F2

Annual Update for Controllers

John Cox, J.D., PhD.
The ROME Group, Inc.

F3

Department of Revenue Update

Lynne Riley & Pete Donnelly
Georgia Department of
Revenue

F4

Cybersecurity: The Dos and Don'ts of Vendor Risk Management

James Christiansen
Accuvant

F5

Innovate Like Microsoft®, Google® and Apple®: The Three Secrets of 21st Century Innovation

George Horrigan, CPA/CVA,
CDP, PFS, CFP®, CGMA
Fountainhead Consulting
Group, Inc.

F6

Retiring On Your Timetable: Smart Retirement Planning Strategies for You and Your Clients

Lisa Brown, CFP®, CIMA®
Brightworth

F7

FRIDAY AUGUST 28

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

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

Understanding How We Communicate Subconsciously (A&A)

Dennis Dycus, CPA, CFE, CGFM



Dennis Dycus, CPA, CFE, CGFM is a CPE trainer, consultant and public speaker. Mr. Dycus retired after 39 years with the Office of the Comptroller of the Treasury of the State of Tennessee as the director of the Division of Municipal Audit. His responsibilities included the oversight of the financial audits of all local governments, as well as conducting investigations related to fraud, waste, and abuse in local governments. Mr. Dycus currently develops and presents continuing education programs for state CPA societies/associations, local governments, and private sector firms.

H

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

The Sid Kess Approach: Sixty Years of Best in Tax, Education, Careers and Life

Sidney Kess, CPA, J.D., LL.M., of Counsel to Kostelanetz & Fink, LLP



Sidney Kess, CPA, J.D., LL.M., is counsel to Kostelanetz & Fink, LLP in New York City. Mr. Kess is a prominent tax expert and has written hundreds of books on financial and estate planning. Having lectured to more than 725,000 practitioners on tax, financial, and estate planning, Mr. Kess is one of the nation's most experienced lecturers on continuing professional education.

The AICPA established the Sidney Kess Award for Excellence in Continuing Education, to recognize individual CPAs who have made significant and outstanding contributions in tax and financial planning and whose public service exemplifies the CPA profession's finest values and ethics.

▶ **NEW** IN 2015

RECHARGE STATION

sponsored by



New this year, visit the Graves Technology booth 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.

Graves Technology staff is on hand to answer all your technology related questions, such as WiFi connectivity issues or how to navigate the SEAS app!

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

Common Financial Statement Errors and Disclosures

Marc Lichtman, CPA
UHY LLP

I1

Identity Theft

Dennis Dycus, CPA, CFE,
CGFM

I2

Profit Improvement: 10 Tips for a Better Bottom Line

Don Minges, MBA
Executive Education

I3

Hot Topics in IRS Enforcement

Bryan Skarlatos, Esq.
Kostelanetz & Fink, LLP

I4

Tech Talk with a Tech Ninja

Calvin J. Wong
The Georgia Society of CPAs

I5

Discover Your Unconscious Bias: A Lesson in Diversity

Florence Holland, EdD
AICPA

I6

10 Keys to Successful Firm Management

Michael Giardina
Office Tools Professional

I7

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

Measuring Audit Risk

Dennis Dycus, CPA, CFE,
CGFM

J1

How to Detect Fraud Fast: Four Everyday Steps for Accounting, Finance and Audit Professionals

John J. Hall, CPA

J2

Staff Retention: Why Your Best People Leave and How to Prevent it Next Time

Don Minges, MBA
Executive Education

J3

Affordable Care Act: Reporting, IRS Forms, Taxes & Penalties for 2015 and Beyond...

Mark Patrick, CPA
Nichols Patrick CPE, Inc.

J4

Cyber Risk: Increasing Oversight Requires Focus

Renee Guttman
Accuvant

J5

Your Growth and Opportunities: The Next Two Years

Gene Marks, CPA
The Marks Group, PC

J6

Life After DOMA: How it Affects Your Business and Your Clients

Jeff Cleghorn, Esq.
Kitchens New, Cleghorn LLC
Dana Shaffner, CPA, J.D.
Shaffner Law Office, PC

J7

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

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

Accounting & Auditing Update for Public Accounting

Chris Rouse, CPA
Windham Brannon, PC

K1

How to Prevent Fraud: A Six-Step Framework for Every Organization

John J. Hall, CPA

K2

Business Consulting for CPAs

James Lindell, CPA, CGMA, MBA
Thorston Consulting Group, Inc.

K3

Business Federal Tax Update: Essential News for Tax Practitioners

Mark Patrick, CPA
Nichols Patrick CPE, Inc.

K4

Harness the Power of the Cloud: Client Advisory Services

Gregory LaFollette, CPA.CITP,
CGMA

K5

Marketing for CPAs: Why is it Essential and How to Implement a Strategic Marketing Plan for Your Firm

Jamie Thomas
The LBA Group

K6

Ethics: Why Good People Make Bad Decisions

Diann Cattani
A Closer Look

K7

3:20 - 5 p.m. Breakout Sessions

Peer Review Update: Going Beyond Getting Ready

Chris Rouse, CPA
Windham Brannon, PC

L1

Accounting & Auditing Update for Industry

Kelly Thrift and Daron Tarlton
Dixon Hughes Goodman LLP

L2

Coaching Skills for CPAs, Controllers and Financial Managers

James Lindell, CPA, CGMA, MBA
Thorston Consulting Group, Inc.

L3

Individual Federal Tax Update: Essential News for Tax Practitioners

Mark Patrick, CPA
Nichols Patrick CPE, Inc.

L4

Leveraging QuickBooks and QB-Integrated Automation Technologies to Streamline Client Accounting Services

Joe Woodard
Woodard Consulting

L5

Do You Know Your Ethical Lens?

Perry Tomlinson, University of North Georgia

L6

Social Security Update

Desmond Thornton
Social Security Administration

L7

▶ THURSDAY AUGUST 27

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

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

A - Understanding the New Revenue Recognition Standard: Evolution and Changes are on the Way (A&A)

Gregory M. Clark, CPA, CGMA

Business Controls and Compliance Group, Gainesville, Ga.

New Revenue Recognition guidance (FASB ASU 2014-09) was finally issued. Address the key provisions of the new standard and how it may impact current practices in your company. Break down the new guidance in five essential steps to develop a solid understanding of changes that will come your way as a result of the issuance.

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

B - The History and Future of Entertainment Tax Credits

Ric Reitz, Georgia Entertainment Credits, LLC, 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 architects.

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

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

C1 - Best Practices for Audit Quality (A&A)

Marcus Aron, Employee Benefit Security Administration, Washington, D.C.

An internal or supplier audit is most successful when an auditor is able to complete these five activities: schedule, plan, manage, report and verify. Quality management systems also can help with implementing the steps and ensuring audit management is executed as a closed loop cycle. Learn how to apply these auditing best practices to attain impressive business results.

C2 - SEC Update (A&A)

Mary Anne Busse, Esq., Great Disclosure, LLC, Royal Oak, Mich.

Current hot issues and trends in SEC reporting will be discussed, including dealing effectively with SEC staff, non-U.S. GAAP financial measures, and MD&A.

C3 - A Lawrence Welk Economy

Stephen Colavito, Oppenheimer & Co., Inc., Atlanta, Ga.

Lawrence Welk was famous for his original bubble machine, which he used at the opening of his show. However, for consumers and investors, bubbles can be dangerous. Voices of concern grow as central bankers use tools against financial instability, but could they be creating a more destabilizing economic problem? Discuss this issue, as well as the five characteristics that generally exist during asset bubbles. If the bubble pops, what assets could get hurt the most? If we are not in a bubble, how is the economy really doing?

C4 - State Tax Economic Development Incentives

Peter Staphopolous, Esq., Bennett Thrasher, PC, Atlanta, Ga.

Review tax credits and other economic development incentives offered by GA, NC and SC to incentivize various business activities. Discussion will include transferable state tax credits and the benefits and risks associated with purchasing such tax credits.

C5 - Outlook: The Killer App in Microsoft Office

Lawrence "Mac" McClelland, MBA, J.D.

K2 Enterprises, Carriere, Miss.

Microsoft Outlook is the most utilized email application in the world today, but for many users, dealing with Outlook is the most frustrating part of their day. Learn how to better organize and manage your communications and contacts; reduce email interruptions; triage the inbox rapidly; find related messages quickly and easily; organize the inbox with folders, categories, and rules; and use drag-and-drop to create new tasks and appointments.

C6 - Next Step: How to Train Workers to Manage and Managers to Lead

Courtney Kirshbaum

Business Learning Institute, Baltimore, Md.

The shift in skill set between a good worker and a good manager and leader is subtle but significant and staff can spend years on the precipice of this transition, many stalling out, never successfully making it to the next

level—they lack the confidence to step up or the know-how to make that subtle but powerful paradigm shift that puts them at the next level. Give your team the confidence and skills to step into effective leadership and to confidently take more responsibility and rise together.

C7 - Business Law Update

Jim McCarten, J.D., LL.M, Burr & Forman, Atlanta, Ga.

Federal and state laws impacting businesses are constantly changing. Cover a selection of changes impacting CPAs, their practices and their clients. Included will be a review of changes in the laws of our Southeastern states impacting entity formation, nonprofit entities, estate planning and other business topics. We'll also cover important cases decided by the federal and state courts impacting your business and the businesses of your clients including recent Supreme Court decisions, SEC administrative decisions and employment-related rules.

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

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

D1 - Special Purpose Frameworks (SPF): New Rules for the Future (A&A)

Gregory M. Clark, CPA, CGMA

Business Controls and Compliance Group, Gainesville, Ga.

AU-C 800 - Special Considerations - Audits of Financial Statements Prepared in Accordance with Special Purpose Frameworks addresses special considerations in the application of the extant AU sections to an audit of financial statements prepared in accordance with a special purpose framework. Discussion will cover a review of the current standards and requirements, detail of the new SPF frameworks, changes to previous standards, choosing the right framework for the client, and the external auditor's role in SPF and what procedures are required.

D2 - FASB Update Not-for-Profit Entities (A&A)

Jeffrey D. Mechanick, CPA, CGMA, MBA

Financial Accounting Standards Board, Norwalk, Conn.

Discuss developments in GAAP that are of interest to not-for-profit entities (NFPs). We'll focus on the FASB's major proposal to refresh the NFP financial statement model, currently out for public comment. We'll also discuss some recent ASUs and other ongoing FASB projects that are relevant to NFPs.

D3 - Investor Relations

Mary Anne Busse, Esq., *Great Disclosure, LLC, Royal Oak, Mich.*
Review recent developments and trends in communicating the quality of a company's earnings to the investing market place including earnings releases, quarterly calls, and investor road shows.

D4 - Estate Tax Update

Terri Lawson, CPA, CDFA, *Frazier & Deeter LLC, Atlanta, Ga.*
Even though the laws have not changed, there are still new developments in estate tax. Focus on what is new in estate tax, both from a compliance standpoint as well as planning, as well as new developments from the IRS and various states.

D5 - Excel Guru's Toolbox

Lawrence "Mac" McClelland, MBA, J.D.
K2 Enterprises, Carriere, Miss.
Beyond PivotTables, Excel has many powerful commands and functions. There are features to improve reporting — the Camera, Custom Views, Slicers, and string arithmetic; to perform thorough worksheet and workbook auditing — formula evaluation, formula auditing, error checking, and Inquire; and to perform powerful data analysis - the statistical analysis tools, array formulas, and advanced functions. Add to that list Fuzzy Lookup and the Excel Data Model for data combination and manipulation, as well as the impact of Excel keyboard shortcuts on user productivity.

D6 - Executive Presence

Courtney Kirshbaum
Business Learning Institute, Baltimore, Md.
The ability to project gravitas – confidence, poise under pressure – and decisiveness are among the key elements comprising executive presence. Despite possessing the experience, knowledge and skills, many linger on the precipice of leadership, unable to bring these components together in convincing leadership persona. This enlightening, transformative session increases participant self-awareness, confidence and prepares you to “own it” as you never have before.

D7 - Four Ways to Get Your Accounting and Finance Talent Future Ready

Barry Payne, AICPA, *Durham, N.C.*
As the accounting and finance function transitions to the role of strategic business partner, the competencies and skills we need are shifting — from a singular focus on technical skills and the production of good accounting information to a much broader mix of skills that includes the application of financial disciplines in the management of a business. Join an in-depth discussion on developing the accounting and finance team of the future covering key skills and competencies in demand and resources to implement that will save time, money and retain talent.

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

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

E1 - SSARS 21 - Statements on Standards for Accounting and Review Services: Clarification and Recodification (A&A)

Gregory M. Clark, CPA, CGMA
Business Controls and Compliance Group, Gainesville, Ga.
SSARS 21 includes significant revisions that affect the standards for accountants in public practice who prepare financial statements for their clients and is effective for reviews, compilations, and engagements to prepare financial statements for periods ending on or after December 15, 2015, but early implementation is permitted. Learn how to easily navigate and apply the new standards while understanding practice issues and opportunities provided under it.

E2 - PCC/FASB Update for Private Companies (A&A)

Jeffrey D. Mechanick, CPA, CGMA, MBA
Financial Accounting Standards Board, Norwalk, Conn.
Discuss developments in GAAP stemming from the work of the Private Company Council (PCC), and related FASB GAAP simplification efforts. Focus on alternatives that are now available for goodwill, certain intangibles, common control leases/ VIEs, and certain interest rate swaps, as well as on the current efforts of the PCC. We'll also cover some recent ASUs and ongoing projects that are part of the FASB's Simplification Initiative and Disclosure Framework efforts to “rightsize” GAAP, and on which the PCC has been advising the FASB.

E3 - Critical Skills for Budgeting Success

John Cox, J.D., Ph.D., *The ROME Group, Inc., Mansfield, Texas*
The business environment has changed significantly over the last 15 years. We are asked to do more with less and do it faster with better outcomes. In this session, learn important budgeting skills to increase efficiency and accuracy throughout the budgeting process.

E4 - The IRS Office of Appeals: They Can Work for You

Vivian Hoard, Esq., *Taylor English Duma, LLP, Atlanta, Ga.*
The mission of IRS Appeals is to resolve tax controversies in an impartial manner that is fair to both parties. Practitioners and clients may think it will be too expensive, it won't do any good or they are just unsure of how the process works. Allay all those fears, demystify the workings of appeals, and receive tips on how to make the appeals process work for you and your clients.

E5 - Self-Service Business Intelligence with Power BI

Lawrence "Mac" McClelland, MBA, J.D.
K2 Enterprises, Carriere, Miss.
Power BI is the key component in Microsoft's strategy for driving self-service business intelligence capabilities to the desktop. It leverages existing technologies (Excel 2013, SharePoint, OLEDB/ODBC, and SQL Server/Analysis Services) to provide a combination of enhanced analytics, data discovery, data transformation and management, collaboration, information publication, and content management. This session demonstrates the use of the four analysis components along with collaboration and publication using SharePoint.

E6 - Time and Energy Habits of High Performers

Courtney Kirshbaum
Business Learning Institute, Baltimore, Md.
Accelerate your advancement by learning how to manage your energy, not just your time; organize your day, week, month; plan and prioritize to maximize your productivity; and audit where your time is currently invested. Review the types of time and how to allocate them; what you do and create a delegation chart; how to destruct your distractions; running a meeting more effectively with five time tactics and discuss examples of people/organizations who use time well and how you can use their tactics.

E7 - Inside the Banker's Mind: What Bankers Look for When Deciding Whether to Lend

Bill McDermott, McDermott Financial Solutions, Norcross, Ga.
After spending more than 30 years as a banker working with business owners and six years as a business owner himself, Bill bridges the gap between the minds of bankers and business owners. He speaks both languages. Learn how to talk to a banker and grow your business.

2:50 - 3:20 p.m. Break, Exhibit Hall, Prize Drawings

3:20 - 5 p.m. Breakout Sessions

F1 - GASB Update (A&A)

Ken Schermann, Governmental Accounting Standards Board, Norwalk, Conn.

Receive an overview of recently issued and soon-to-be effective GASB pronouncements including Fair Value, OPEB, and Tax Abatements. Take a look at the projects the Board is currently deliberating, including Fiduciary Responsibilities and Accounting for Leases.

F2 - Treasury Management: Understanding and Addressing the Key Challenges for the Profession in 2015 and Beyond (A&A)

Craig A. Jeffery, AAP, CCM, FLMI, Strategic Treasurer LLC, Peachtree City, Ga.

Treasury looks very different depending upon the industry and the size/complexity of the organization. Being responsible for ensuring visibility into and protection of the firm's assets and exposures is a challenge. Explore these issues in the treasury context of different industries and different sized organizations, as well as cover approaches to address some of the issues in a calibrated manner that reflects the different requirements and characteristics of individual organizations.

F3 - Annual Update for Controllers

John Cox, J.D., Ph.D., The ROME Group, Inc., Mansfield, Texas
Gain a better understanding of the current issues and latest trends impacting our business environment. Strengthen your abilities as a controller and help your management team understand current economic issues through the latest trends in accounting, finance, human resources, treasury management, and business systems. Discuss leading-edge topics in a session that is packed with useful tips and practical guidance that you can apply immediately.

F4 - Department of Revenue Update

*Lynne Riley and Pete Donnelly
Georgia Department of Revenue, Atlanta, Ga.*

The Commissioner will provide an overview of how the Department is doing and topics will include agency priorities, customer service initiatives, fraud detection efforts, internal procedural changes, and recent legislative changes.

F5 - Cybersecurity: The Dos and Don'ts of Vendor Risk Management

James Christiansen, Accuvant, Orange County, Calif.

More than half of all security breaches originate from a third-party breach. Discuss a proven, scalable five-step process that any organization can use to effectively manage vendor risk. Attendees will hear case study examples and learn what does and doesn't work in the real world.

F6 - Innovate Like Google®, Microsoft®, and Apple®: The Three Secrets of 21st Century Innovation

George Horrigan, CPA/PFS, CDP, CVA, CGMA, CFP®, Fountainhead Consulting Group, Inc., Alpharetta, Ga.

Thought leaders say we have moved from the Information Age to the Innovation Age and that companies that innovate faster than their competition will be the winners in the future. Examine the three key ingredients necessary for meaningful innovation and how to get your personnel engaged and excited about innovation. We will cover the five types of innovation and how to get your staff thinking like an entrepreneur and fully engaged in your company. The concepts of 360° innovation, innovation infrastructure and a master innovation "tool set" will be introduced.

F7 - Retiring on Your Own Timetable: Smart Retirement Planning Strategies for You and Your Clients

Lisa Brown, CFP®, CIMA®, Brightworth, Atlanta, Ga.

Whether you or your client is a seasoned professional, entrepreneur or successful Gen Y techie, there are solid retirement planning strategies that work across a variety of personal situations. We'll explore strategies to help clients confidently cross the finish line into retirement. If you or your client are "behind the eight ball" today when it comes to planning for retirement, it's not too late! We'll show you how to prioritize the most important steps to take at any age to achieve financial independence, and retire well.

▶ FRIDAY

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

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

G - Understanding How We Communicate Subconsciously (A&A)

Dennis Dycus, CPA, CFE, CGFM, Franklin, Tenn.

We often come away from a conversation not knowing why we choose to either believe or not believe what we have been told. Too often, we make a decision based on our gut feeling (subconscious observations), which is a bad mistake. Turn those subconscious observations to conscious observations enabling the interview to know why they choose to believe someone or not.

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

H - Keynote - The Sid Kess Approach: Sixty Years of Best in Tax, Education, Careers and Life

Sidney Kess, CPA, J.D., LL.M., of Counsel to Kostelanetz & Fink, LLP, New York, NY

There are distinct methods that all CPAs can apply to their practices and to their lives. Discuss Sid's five core approaches and details how to pursue these methods:
1. Put people first, 2. Build and maintain core knowledge and expertise, 3. Be imaginative and act on your ideas, 4. Maximize your potential and 5. Find and connect with people. No matter where you are in your career, The Sid Kess Approach will inspire you to be a better practitioner and more generous person.

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

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

I1 - Common Financial Statement Errors and Disclosures (A&A)

Marc Lichtman, CPA, UHY LLP, Farmington Hills, Mich.

As an auditor you have to assess management's financial statement presentation and disclosure. Some of the most frequently seen errors relate to long-term debt, related-party disclosures, accompanying information, goodwill and references to accountants' reports. Look at the five problem areas and how to avoid errors when preparing financial statements.

I2 - Identity Theft (A&A)

Dennis Dycus, CPA, CFE, CGFM, Franklin, Tenn.

Practitioners often take for granted the amount of their client's personal information they have in their files. After all, they use it on a routine basis in providing different types of services for their clients from financial audits, tax planning, estate planning, wealth management, etc. This session describes how personal identities are stolen, how to protect such information and what to do if such information is stolen.

I3 - Profit Improvement: 10 Tips for a Better Bottom Line

Don Minges, MBA, Executive Education, Chelsea, Mich.

When a company experiences poor financial performance, the financial person is often the first to go. Whether times are good or bad, asking the tough questions and making sure the organization is efficient and stays efficient are part of the financial manager's job. Proactive efforts by financial managers can prevent the need for a company to "catch up." This session provides 10 techniques for improving your company's bottom line.

I4 - Hot Topics in IRS Enforcement

Bryan C. Skarlatos, Esq., Kostelanez & Fink, LLP, New York, N.Y.

Enforcement of the tax law and collection of taxes is at the heart of our tax system. In today's ever-changing business, political and technological environment, the IRS must constantly develop new priorities and strategies to ensure that all taxpayers report and pay the appropriate amount of tax. Receive an update on where the IRS is focusing its enforcement resources and what can cause the IRS to audit or even penalize your clients.

I5 - Tech Talk with a Tech Ninja

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

Each year brings advances in technology. Get the inside scoop and demonstrations of the cutting-edge gadgets, including Apple Watch and 3D Printers. The Ninja will also discuss future plans of evolving technology from the state-of-the-art hardware to the latest in software and apps.

I6 - Discover Your Unconscious Bias: A Lesson in Diversity

Florence Holland, EdD, AICPA, Durham, N.C.

The lens through which you see the world may be affecting your business decisions. This means 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. Gender, race, generations, culture, LGBT, veterans and differently-abled will all be discussed.

I7 - 10 Keys to Successful Firm Management

Michael Giardina, Office Tools Professional, Palmdale, Calif

To work more productively requires finding the right technology and best practices that meet the needs of the firm and its clients. With the right combination, increased profits, less stress and fewer hours worked lead to a greater work-life balance. Join us as we explore the 10 keys to a more productive and profitable firm.

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

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

J1 - Measuring Audit Risks (A&A)

Dennis Dycus, CPA, CFE, CGFM, Franklin, Tenn.

Auditors are always concerned about the risk that audited financial statements are materially misstated. This session is designed to assist the auditor in identifying, evaluating, and measuring audit risk as well as the documentation of such as required by generally accepted auditing standards.

J2 - How to Detect Fraud Fast: Four Everyday Steps for Accounting, Finance and Audit Professionals (A&A)

John J. Hall, CPA, Denver, Colo.

With fraud risks everywhere in business, prevention is the goal. Finding wrongdoing right away gives us a fighting chance to minimize losses, plug weaknesses, and better manage the message. Learn how to think like a thief, pay attention to "The Anti-Fraud Moment" and take four steps every day to increase the probability of fraud and other hidden issues.

J3 - Staff Retention: Why Your Best People Leave and How to Prevent it Next Time

Don Minges, MBA, Executive Education, Chelsea, Mich.

Does it seem like you spend far too much time recruiting? Do your people leave just as they become productive? If you think your turnover is because millennials are different from earlier generations, you probably are not looking at the real source of your problem. Learn changes you should make now.

J4 - Affordable Care Act: Reporting, IRS Forms, Taxes and Penalties for 2015 and Beyond

Mark Patrick, CPA, Nichols Patrick CPE, Inc., Hubbard, Ohio

Get the latest information on the impact of the ACA through a check-up with a section-by-section review of all the changes in the act. Examine the timeline of changes and explanations of what they mean for individuals, employers, tax advisors, tax preparers, personnel managers and financial executives.

J5 - Cyber-risk: Increasing Oversight Requires Focus

Renee Guttmann, Accuvant, Atlanta, Ga.

Cyber-risk has risen on board and audit committee agendas. CISO's need to have a clear strategy to protect the crown jewels. Hear Renee Guttmann, vice president, information risk, Office of the CISO at Accuvant, discuss how to prepare for crucial conversations with boards and auditors.

J6 - Your Growth Opportunities: The Next Two Years - The Latest Political, Economic, and Technological Trends that Will Dominate Your Business Through 2017

Gene Marks, CPA, The Marks Group, PC, Bala Cnwyd, Penn.

As your company grows, the issue won't be about just keeping your costs under control. It will be about watching what's going on in Washington, taking advantage of new opportunities, being smart about your investments, and capitalizing on the latest trends in technology, cash flow and how to find and motivate the very best people.

J7 - Life After DOMA: How it Affects Your Business and Your Clients

Jeff Cleghorn, Esq., Kitchens New, Cleghorn LLC, Atlanta, Ga.

Dana Shaffner, CPA, JD, Shaffner Law Office, PC, Atlanta, Ga.

Receive an update on the Defense of Marriage Act and an overview of what to expect going forward, as well as the need for businesses to address the community. Also discussed are tax issues involved with the repeal of DOMA and the coming of marriage equality.

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

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

K1 - A&A Update for Public Accounting (A&A)

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

FASB, GASB, PCC, IFRS, FRF for SMEs - What does it all mean? Focus on how auditors, reviewers and compilers will put everything they've learned at SEAS to work for their clients, as well as an update on the new audit standards and where the AICPA is headed in bringing about improvements in audit quality, and what it means for you.

K2 - How to Prevent Fraud: A Six-Step Framework for Every Organization (A&A)

John J. Hall, CPA, Denver, Colo.

Explore the six core components of an anti-fraud campaign; how to conduct and document a comprehensive fraud risk assessment; the fraud loss scorecard; how to draft and issue the required policy on fraud responsibilities; how to plug the gaping hole of fraud prevention; and best practices for managing the special challenges of third-party relationships.

K3 - Business Consulting for CPAs

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

Does your firm have interest in expanding its services beyond traditional CPA offerings? Do you have staff with the expertise to compete against non-CPA firms? Welcome to a session that will lead you through the maze of creating a successful consulting business practice for your CPA firm. Gain understanding regarding where consulting business opportunities exist, what are the firm's professional responsibilities and most importantly how to recognize the needs of the client.

K4 - Business Federal Tax Update: Essential News for Tax Practitioners

Mark Patrick, CPA, Nichols Patrick CPE, Inc., Hubbard, Ohio

Don't miss this comprehensive review of business federal tax developments, focusing on items likely to be significant to CPAs serving businesses, such as IRS initiatives, changes and phase-ins of new tax law, reviews new Treasury regulations, and discussion of court decisions that affect "average" taxpayers, with emphasis on "real world" application.

K5 - Harness the Power of the Cloud: Client Advisory Services

Gregory LaFollette, CPA.CITP, CGMA, Sioux Falls, S.D.

Review the white paper by Dr. Geoffrey Moore, best-selling author, noted speaker and business strategist. This paper is based on original and current research conducted by Dr. Moore and will provide attendees with not only a solid understanding of the rapidly changing landscape of client services, but also actionable tools, including specially designed apps "to assist them in determining their own firms' status and specific strategies for taking advantage of the evolution currently impacting our profession."

K6 - Marketing for CPAs: Why It Is Essential and How to Implement a Strategic Marketing Plan

Jamie Thomas, The LBA Group, Jacksonville, Fla.

Learn why marketing is essential for today's CPA firm to not only survive, but to thrive. You will receive tools needed to go back to your firm with an easy-to-implement strategic marketing plan - one that will engage the entire firm and take your marketplace by storm.

K7 - Ethics: Why Good People Make Bad Decisions

Diann Cattani, A Closer Look, Atlanta, Ga.

All too frequently honest people are confronted with moral and ethical dilemmas they're not prepared for. How did Ms. Cattani's life turn into a nightmare leaving a wake of destruction and a lifetime of unanticipated consequences for her and her family? Join a candid discussion based on real life experience of gray lines, a bad culture and the consequences of good people who make bad decisions.

**2:50 - 3:20 p.m. Break, Exhibit Hall, Prize Drawings
Exhibit Hall Closes at 3:30 p.m.**

3:20 - 5 p.m. Breakout Sessions

L1 - Peer Review Update: Going Beyond Getting Ready (A&A)

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

AICPA leadership is feeling the heat from a variety of regulators of the profession, and the Institute is taking actions through the peer review program to protect the public interest. Auditors, reviewers and compilers need to understand what is expected of them and how they can meet those expectations. This session isn't just about getting a pass on your peer review, it's about meeting the expectations of the users of our audits, reviews and compilations, and thereby improving service to your clients.

L2 - A&A Update for Industry: Key Accounting, Auditing and Reporting Issues Impacting Organizations in 2015 and Beyond (A&A)

Kelly Thrift, CPA, MBA and Daron Tarlton, CPA, MBA, Dixon Hughes Goodman LLP, Atlanta, Ga.

Discuss current accounting, auditing and reporting issues affecting industry this year, including recently issued accounting standard updates and key projects that are expected to affect your audits and financial statements. Focus on current accounting and reporting developments for industry, bringing points of view from varying reporting baselines.

L3 - Coaching Skills for CPAs, Controllers, and Financial Managers

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

Focus on creating the coaching skills that are required to raise the performance of your employees including the use of coaching model/strategies; successful communication techniques; root cause analysis; performance gap analysis; and personality impact on coaching models.

L4 - Individual Federal Tax Update: Essential News for Tax Practitioners

Mark Patrick, CPA, Nichols Patrick CPE, Inc., Hubbard, Ohio

Join us for a comprehensive review of federal tax developments with analysis focusing on items of interest to CPAs serving individuals such as new tax laws, new Treasury regulations, revenue procedures and revenue rulings, court decisions that affect "average" taxpayers, and IRS initiatives. He also provides practice aids, checklists and more.

L5 - Leveraging QuickBooks and QB-Integrated Automation Technologies to Streamline Client Accounting Services

Joe Woodard, Woodard Consulting, Canton, Ga.

QuickBooks Online and its ever-growing community of integrated applications is changing the way small businesses operate and the way accounting professionals manage their clients' financial information. Develop a strategy to reduce data entry when performing client accounting services; explore the QuickBooks consulting opportunity and provide new billable services to guide your small business clients; and anticipate the changes taking place as a result of disruptive technologies.

L6 - Do You Know Your Ethical Lens?

Perry Tomlinson, University of North Georgia, Dahlonega, Ga.

Explore an exciting new approach to understanding your ethical perspective, the ethical perspectives of others, and the gifts, blind spots or temptations of different ethical lenses. You will be led through a decision-making model, overlaying each ethical lens, which leads to a more ethical decision.

L7 - Social Security Update

Desmond Thornton, Social Security Administration, Atlanta, Ga.

Odds are high that you are one of the 155 million people working and paying Social Security taxes. Odds are low that you know EXACTLY how Social Security benefits impact your financial future and that of your clients. Learn the ins and outs of Social Security from an agency insider.

REGISTRATION

2015 Southeastern Accounting Show | Event Code: 13085

Name MI Last Member #

Company/Firm Name

Address City State Zip

Phone Fax Email

Please check: GSCPA ASCPA **Registration confirmation:** Mail OR Email Check here if registration includes address change

PRICING INFORMATION

	With SEAS Registration	Early Registration Member/Nonmember	Standard Registration Member/Nonmember	Late Registration Member/Nonmember
<input type="checkbox"/> Pre-Conference Workshop - Wednesday, August 26 - 08032	\$75	\$149/\$199	\$169/\$219	\$199/\$249

Early Registration Fee by 8/6

	Member*	Nonmember
<input type="checkbox"/> Thursday & Friday - 13085	\$365	\$465
<input type="checkbox"/> Thursday Only - 13086	\$255	\$355
<input type="checkbox"/> Friday Only - 13087	\$255	\$355

Standard Registration Fee 8/7 - 8/24

	Member*	Nonmember
<input type="checkbox"/> Thursday & Friday - 13085	\$425	\$525
<input type="checkbox"/> Thursday Only - 13086	\$315	\$415
<input type="checkbox"/> Friday Only - 13087	\$315	\$415

Late Registration Fee after 8/24

	Member*	Nonmember
<input type="checkbox"/> Thursday & Friday - 13085	\$465	\$565
<input type="checkbox"/> Thursday Only - 13086	\$355	\$455
<input type="checkbox"/> Friday Only - 13087	\$355	\$455

*Member Fee is available to GSCPA and ASCPA members. ASCPA members cannot receive the member discount online. These registrations must be faxed, mailed or called in.

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Use Money on Account: \$ _____

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Amount to charge credit card \$ _____

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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.*

PLEASE CHOOSE THE SESSIONS YOU PLAN TO ATTEND

Day One - Thursday, August 27, 2015		
7 - 7:50 a.m. (Optional) Early Session		
<input type="checkbox"/>	A	Understanding the New Revenue Recognition Standard: Evolution and Changes are on the Way (A&A)
8:05 - 8:55 a.m. Keynote Session		
<input type="checkbox"/>	B	The History and Future of Entertainment Tax Credits
9:15 - 10:30 a.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	C1	Best Practices for Audit Quality (A&A)
<input type="checkbox"/>	C2	SEC Update (A&A)
<input type="checkbox"/>	C3	A Lawrence Welk Economy
<input type="checkbox"/>	C4	State Tax Economic Development Incentives
<input type="checkbox"/>	C5	Outlook: The Killer App in Microsoft Office
<input type="checkbox"/>	C6	Next Step: How to Train Workers to Manage and Managers to Lead
<input type="checkbox"/>	C7	Business Law Update
10:45 a.m. - 12 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	D1	Special Purpose Frameworks: New Rules for the Future (A&A)
<input type="checkbox"/>	D2	FASB Update Not-for-Profit Entities (A&A)
<input type="checkbox"/>	D3	Investor Relations
<input type="checkbox"/>	D4	Estate Tax Update
<input type="checkbox"/>	D5	Excel Guru's Toolbox
<input type="checkbox"/>	D6	Executive Presence
<input type="checkbox"/>	D7	Four Ways to Get Your Accounting and Finance Talent Future Ready
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	SSARS 21: Statements on Standards for Accounting and Review Services: Clarification and Recodification (A&A)
<input type="checkbox"/>	E2	PCC/FASB Update for Private Companies (A&A)
<input type="checkbox"/>	E3	Critical Skills for Budgeting Success
<input type="checkbox"/>	E4	The IRS Office of Appeals: They Can Work for You

<input type="checkbox"/>	E5	Self-Service Business Intelligence with Power BI
<input type="checkbox"/>	E6	Time and Energy Habits of High Performers
<input type="checkbox"/>	E7	Inside the Banker's Mind: What Bankers Look for When Deciding Whether to Lend
3:20 - 5 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	F1	GASB Update (A&A)
<input type="checkbox"/>	F2	Treasury Management: Understanding and Addressing Key Challenges (A&A)
<input type="checkbox"/>	F3	Annual Update for Controllers
<input type="checkbox"/>	F4	Department of Revenue Update
<input type="checkbox"/>	F5	Cybersecurity: The Dos and Don'ts of Vendor Risk Management
<input type="checkbox"/>	F6	Innovate Like Google, Microsoft, and Apple: The Three Secrets of 21st Century Innovation
<input type="checkbox"/>	F7	Retiring On Your Timetable: Smart Retirement Planning Strategies for You and Your Clients

Day Two - Friday, August 28, 2015		
7 - 7:50 a.m. (Optional) Early Session		
<input type="checkbox"/>	G	Understanding How We Communicate Subconsciously
8:05 - 8:55 a.m. Keynote Session		
<input type="checkbox"/>	H	The Sid Kess Approach: Sixty Years of Best in Tax, Education, Careers and Life
9:15 - 10:30 a.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	I1	Common Financial Statement Errors and Disclosures (A&A)
<input type="checkbox"/>	I2	Identity Theft (A&A)
<input type="checkbox"/>	I3	Profit Improvement: 10 Tips
<input type="checkbox"/>	I4	Hot Topics in IRS Enforcement
<input type="checkbox"/>	I5	Tech Talk with a Tech Ninja
<input type="checkbox"/>	I6	Discover Your Unconscious Bias: Lesson in Diversity
<input type="checkbox"/>	I7	10 Keys to Successful Firm Management
10:45 a.m. - 12 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	J1	Measuring Audit Risks (A&A)
<input type="checkbox"/>	J2	How to Detect Fraud Fast: Four Everyday Steps for Accounting, Finance and Audit Professionals (A&A)

<input type="checkbox"/>	J3	Staff Retention: Why Your Best People Leave
<input type="checkbox"/>	J4	Affordable Care Act: Reporting, IRS Forms, Taxes and Penalties for 2015 and Beyond
<input type="checkbox"/>	J5	Cyber Risk: Increasing Oversight Requires Focus
<input type="checkbox"/>	J6	Your Growth Opportunities: The Next Two Years
<input type="checkbox"/>	J7	Life After DOMA: How it Affects Your Business and Your Clients
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"/>	K1	Accounting and Auditing Update for Public Accounting (A&A)
<input type="checkbox"/>	K2	How to Prevent Fraud: A Six-Step Framework for Every Organization (A&A)
<input type="checkbox"/>	K3	Business Consulting for CPAs
<input type="checkbox"/>	K4	Business Federal Tax Update: Essential News for Tax Practitioners
<input type="checkbox"/>	K5	Harness the Power of the Cloud: Client Advisory Services
<input type="checkbox"/>	K6	Marketing for CPAs: Why It Is Essential and How to Implement a Strategic Marketing Plan
<input type="checkbox"/>	K7	Ethics: Why Good People Make Bad Decisions
3:20 - 5 p.m. Breakout Sessions (choose one)		
<input type="checkbox"/>	L1	Peer Review Update: Going Beyond Getting Ready (A&A)
<input type="checkbox"/>	L2	A&A Update for Industry: Key Accounting, Auditing and Reporting Issues Impacting Organizations in 2015 and Beyond (A&A)
<input type="checkbox"/>	L3	Coaching Skills for CPAs, Controllers and Finance Managers
<input type="checkbox"/>	L4	Individual Federal Tax Update Essential News for Tax Practitioners
<input type="checkbox"/>	L5	Leveraging QuickBooks and QB-Integrated automation Technologies to Streamline Client Accounting Services
<input type="checkbox"/>	L6	Do You Know Your Ethical Lens?
<input type="checkbox"/>	L7	Social Security Update

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Registrants of the 2015 Southeastern Accounting Show will receive an email when electronic course materials (eMaterials) are available to download.

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Attendance of the Southeastern Accounting Show constitutes an agreement by the attendee to GSCPA's use of the registrant's image or voice in photos and videos.

LUNCH

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

WIRELESS INTERNET

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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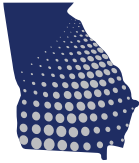
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