

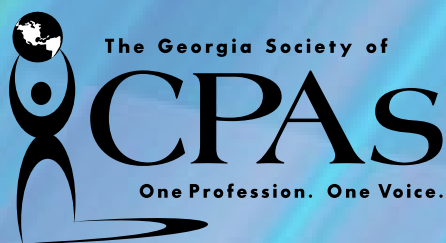
2008 Southeastern Accounting Show

Wednesday, August 27 -
Thursday, August 28

Cobb Galleria Centre, Atlanta, Ga.

16 hours CPE
(16 hours A&A possible)

Presented By:



In Partnership with:



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(as of June 27, 2008)

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2008 Southeastern Accounting Show

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Exhibitor List (as of 6/27/08)

Accountants One
ACSYS Inc.
AICPA Insurance Programs - Aon Insurance Services
ATX
Bedford Capital Consulting
BlueWave Computing
Blytheco, LLC (formerly Macdonald Consulting Group)
Breckenridge Professional Brokers, Inc.
Bureau of National Affairs Inc.
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Choice Payroll Services
Commercial Finance Group
Commercial Property Consultants - GA
CommonWealth Financial Group, LLC
CompuPay
Corporate Business Solutions
CPA2BIZ
Document Conversion Solutions
Drake Software
E-chx, Inc.
eFile Cabinet
Fidelity Charitable Services
Financial MicroSystems, Inc.
Georgia Society of CPAs
Herbert H. Landy Insurance Agency
I.B.I.S. Inc.
Intuit
IRS
Leapfrog Services, Inc.

Mercer University - Atlanta
Microsoft Corporation
Murphy Business and Financial Corporation
National Financial Services Group
Office Tools Pro
One Georgia Bank
Papertrack Software, Inc.
Paychex, Inc.
Paycom
Prime Pay of Georgia
Pritchard and Jerden
RBC Bank
Real Estate Exchange Services, Inc.
Robertson and Gable, LLC
ROKA Wealth Strategists
Sage Software
Software Link, Inc.
Strategies Group
TaxWise
TaxWorks
Tegra Financial Partners
The Henssler Financial Group
The Intersect Group
The PrivateBank
The Staff Financial Group
The Syllogist Group
Thomson Reuters, formerly Thomson Tax and Accounting
Thomson Tax and Accounting
Total Estate Solutions
Virtual Management Technologies, Inc.
WaMu
Xcentric, LLC

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. The GSCPA will be offering a Dell Laptop, an iTouch – 16 GB, a \$250 gas card, a Macbook, a Canon Powershot digital camera and a Chateau Elan get away for two.

Featured Speakers



Ian Dingwall assumed the position of the Employee Benefits Security Administration's (EBSA) first chief accountant on July 1, 1988. He serves as EBSA's primary adviser on accounting and auditing issues stemming from EBSA's responsibilities under the Employee Retirement Security Act (ERISA) and the Federal Employee Retirement Security Act (FERSA). Mr. Dingwall was instrumental in developing and implementing the agency's fiduciary audit plan for carrying out its responsibilities for the multi-billion dollar Federal Thrift Savings Plan. In 1984 Mr. Dingwall held the position of treasurer for Jack Kent, Inc. in Middleburg, Virginia. Previously, Mr. Dingwall was a supervisory auditor in the Special Litigation Division of the Office of the Solicitor, where he provided expert advice on accounting and auditing matters involving litigation of employee benefit plan cases. Mr. Dingwall, a graduate of the University of Maryland, is a certified public accountant in Maryland and a member of the American Institute of Certified Public Accountants and the Greater Washington Area Institute of CPAs.



Bill Jelen is the host of MrExcel.com and the author of 24 books on Microsoft Excel including *Special Edition Using Excel 2007*, *Pivot Table Data Crunching*, *VBA & Macros for Microsoft Excel*, *Excel for Marketing Managers* and *Guerilla Data Analysis Using Microsoft Excel*. He has made over 60 guest appearances on TV's *Call for Help with Leo Laporte* and was voted guest of the year on the *Computer America* radio show. His daily video podcast *Learn Excel from MrExcel* is a top 50 tech video podcast on iTunes. Bill will entertain you while showing you the powerful tricks in Excel. Before founding MrExcel.com in 1998, Jelen spent twelve years "in the trenches" as a financial analyst for the accounting, finance, marketing and operations departments of a publicly held company. Since then, his company automates Excel reports for hundreds of clients around the world. The web site answers over 30,000 questions a year, for free, for readers all over the world.



Wes Moss "bootstrapped" his first ventures when he was in his teens, turning his businesses into award-winning, prosperous enterprises. A graduate in economics from the University of North Carolina at Chapel Hill, Moss built a substantial investment practice and went on to become a vice president at one of the world's largest investment firms after just five years. He is also a Certified Financial Planner™ and along with his partners manages more than \$250 million in investments for high-net-worth individuals, entrepreneurs and corporations. The author of *Starting from Scratch* and *Make More, Worry Less*, Wes also acts as an instructor on global asset allocation and investments at Emory University's Center for Lifelong Learning.



Rick Richardson is president of Richardson Media & Technologies LLC, a multi-media and strategic technology consulting company. Prior to forming his current company, he had a 28-year career in technology with Ernst & Young, the last twelve years of which he served as National Director of Technology. Rick has been named to the "Technology 100" – the annual honors list of the 100 key achievers in technology in America and honored by the American Institute of CPAs with two lifetime achievement awards for his contributions to the profession in the field of technology. He has been named as one of the "Top 100 Influential People in Accounting" by *Accounting Today* magazine. He is a sought after speaker around the world, providing his annual forecast of future technology trends to thousands of business executives, professionals, community leaders, educators and students.



Marcia Steele is an expert in achieving strategic outcomes. She helps organizations gain a competitive edge through strategic thinking, leadership, and winning from the inside out. As one of Marcia's clients recently said, "in a sea of look-alike consultants, you are a refreshing and unique find, and one we will keep for a very long time." Marcia's wealth of experience comes from working with the "best of the best" – starting on Wall Street, moving to Xerox, Coca Cola, spending ten years with American Software and nine years with General Electric. For more information, visit www.MarciaSteele.com.

Day One - Wednesday, August 27

Schedule At-a-Glance

6:45 - 8 a.m. - Registration and Continental Breakfast

8 - 9:40 a.m.	A-1 Fair Value Accounting – SFAS 157 and Beyond (A&A) <i>Teresa D. Thamer, Brenau University, Gainesville, Ga.</i>	A-2 Accounting for Long-Lived Assets: Understanding FASB 144 and Other Pronouncements (A&A) <i>Robert J. Taylor IV, Taylor Consulting Group, Inc., Atlanta, Ga.</i>	A-3 Masterful Technical Meetings <i>Richard Smith, Leadership Strategies, Atlanta, Ga.</i>	A-4 Federal Tax Update <i>Bob Jennings, Jennings Seminars, Clarksville, Ind.</i>	A-5 Moving to Office 2007 <i>Bill Jelen, MrExcel, Uniontown, Ohio</i>	
	A-B-C	A-B-C	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.	B-1 Auditing Update (A&A) <i>Eugene Ristaino, Isdamer & Co., LLC, Bala Cynwyd, Penn.</i>	B-2 Meeting the Changing Demands on Corporate Accounting - Strategic Initiatives for Controllers and CFOs (A&A) <i>Jerry Esselstein, Jerry L. Esselstein Company, LLC, Columbus, Ohio</i>	B-3 Little Changes that Pay Big Dividends <i>Marcia Steele, Strategic Realities, Inc., Atlanta, Ga.</i>	B-4 New 403(b) Regulations- How Will They Impact Your Organization (A&A) <i>Bliss Jones, Jones and Kolb, CPAs Atlanta, Ga.</i>	B-5 Gadgets, Gizmos and Web Sites <i>Bob Jennings, Jennings Seminars, Clarksville, Ind.</i>	B-6 Electronic Banking <i>Roy Johnson, Regions Bank, Atlanta, Ga.</i>
	A-B-C	A-B	B-C-P	A-C-T	B-C-I	B-C-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 Understanding and Surviving FIN 48 (A&A) <i>Jim Martin, Martin & Orr, LLC, Atlanta, Ga.</i>	C-2 Accounting Update (A&A) <i>Eugene Ristaino, Isdamer & Co., LLC, Bala Cynwyd, Penn.</i>	C-3 Meeting your CPA Professional Standards in Today's Business Environment <i>Jerry Esselstein, Jerry L. Esselstein Company, LLC, Columbus, Ohio</i>	C-4 The Revised 990: Get Ready <i>Marc Azar, Smith & Howard, Atlanta, Ga.</i>	C-5 Excel for Auditors (A&A) <i>Bill Jelen, MrExcel, Uniontown, Ohio</i>	C-6 OCBOA-Little GAAP - Options for Non-Issuers (A&A) <i>Jim Myers, Roderfer Moss & Co., PLLC, Knoxville, Tenn.</i>
	A-C-T	A-B	B-C-P	C-T	A-I-C	A-B-C

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 Maximizing Technology in Financial Analysis (A&A) <i>Alex Vuchnich, Sageworks, Raleigh, NC</i>	D-2 Independence and Non-Attest Services (Wrapped with SAS 112) (A&A) <i>Jim Martin, Martin & Orr, LLC, Atlanta, Ga.</i>	D-3 There Is No Place Like Work: Seven Leadership Insights for Creating a Workplace to Call Home <i>Sheila Margolis, Workplace Culture Institute, Atlanta, Ga.</i>	D-4 IRS Hot Topics <i>Colin Blalock, Jones and Kolb, CPAs, Atlanta, Ga. Jeffrey Kess, Gornell & Davis, LLP</i>	D-5 Technology Futures - 2008 <i>Dana R. (Rick) Richardson, Richardson Media & Technologies, LLC, Canton, Conn.</i>	
	A-B-I	A-B-C	B-C-P	C-T	B-C-I	

5 - 7 p.m. - Cocktail Reception - Renaissance Waverly - Garden Court

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 28

Schedule At-a-Glance

6:45 - 8 a.m. - Registration and Continental Breakfast

8 - 9:40 a.m.	E-1 Forensic Accounting - An Introduction (A&A) <i>David Sawyer, Sawyer & Company, LLC, Dawsonville, Ga.</i>	E-2 Recent Accounting & Auditing Cases (A&A) <i>Dennis Gerschick, Gerschick Business & Investment Council, LLC, Kennesaw, Ga.</i>	E-3 White Collar Crime Jeopardy® <i>Fred Shapiro, The Pros and The Cons, Powell, Ohio</i>	E-4 Leverage the Internet for Your Sales and Marketing <i>Mike Foster, The Foster Institute, Napa, Calif.</i>	E-5 Top 10 QuickBooks Tips, Tricks and Workarounds for the Accounting Professional <i>Joe Woodard, Creative Financial Software, Canton, Ga.</i>	
	A-B-C	A-B-C	B-C-P	B-C-I	B-C-I	

9:40 - 10:10 a.m. - Break in the Exhibit Hall

10:10 - 11:50 a.m.	F-1 ERISA Update (A&A) <i>Ian Dingwall, EBSA, Washington, DC</i> <i>Chris Rouse, Windham Brannon, PC, Atlanta, Ga.</i>	F-2 Forensic Accounting - Advanced Topics (A&A) <i>David Sawyer, Sawyer & Company, LLC, Dawsonville, Ga.</i>	F-3 Generations at Work and Why We Collide – The Clash of the Traditionalists, Boomers, “X’ers” and Nexters <i>Donna Hickey, Donna Hickey Presents . . ., Chicago, Ill.</i>	F-4 Netweaving <i>Bob Littell, Littell Consulting Services, Atlanta, Ga.</i>	F-5 New IT Security Threats and Disaster Recovery Techniques You Need to Know <i>Mike Foster, The Foster Institute, Napa, Calif.</i>	F-6 Getting , Keeping (and sometimes letting go of) Clients <i>Lori Evers, Evers & Fox, PC, Atlanta, Ga.</i>
	A-C	A-B-C	B-C-P	P	B-C-I	C

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 Peer Review and Quality Assurance (A&A) <i>Jim Brackens, AICPA, Durham, NC</i>	G-2 Corporate Governance 2008: More of the Same Plus Some (A&A) <i>Greg Clark, Business Compliance & Controls Group, Atlanta, Ga.</i>	G-3 Coaching – Creating Partnerships for a Competitive Edge <i>Donna Hickey, Donna Hickey Presents . . ., Chicago, Ill.</i>	G-4 Global Investing: Invest Like the Pros <i>Wes Moss, UBS, Atlanta, Ga.</i>	G-5 Google – It’s Not Just A Search Engine <i>Will Fleenor, K2 Enterprises, Hammond, La.</i>	G-6 Anatomy of a White Collar Crime® <i>Fred Shapiro, The Pros and The Cons, Powell, Ohio</i>
	A-C	A-B	B-C-P	P	B-C-I	B-C-P

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 Applying the New Risk Assessment Standards the Second Time Around (A&A) <i>Chris Rouse, Windham Brannon, PC, Atlanta, Ga.</i> <i>William A. Godshall, Frazier & Deeter LLC, Atlanta, Ga.</i>	H-2 SAS 112 and 114: New Reporting For a New Day (A&A) <i>Greg Clark, Business Compliance & Controls Group, Atlanta, Ga</i>	H-3 Cutting Costs Without Cutting People: Surviving the Storm and Finding Rainbows! (A&A) <i>Colin Blalock, Jones and Kolb, CPAs, Atlanta, Ga.</i>	H-4 The Importance of Personal Branding for Professionals <i>Wes Moss, UBS, Atlanta, Ga.</i>	H-5 Excel 2007-Best Features for Accountants <i>Will Fleenor, K2 Enterprises, Hammond, La.</i>	
	A-B-C	A-B-C	A-B-C-P	C-P	B-C-I	

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 One - Wednesday, August 27, 2008

6:45 - 8 a.m.

Registration and Continental Breakfast

8 - 9:40 a.m.

A-1

Fair Value Accounting – SFAS 157 and Beyond (A&A)

Terrie Thamer, Brenau University, Gainesville, Ga.

SFAS 157 was adopted among great controversy. While there are many reasons for the FASB's new focus on the fair value measurement of assets and liabilities, SFAS 157 provides overarching guidance on the application of fair value accounting as required by current pronouncements. This session will provide a brief rationale as to why the FASB is now focusing on FVA, the specific definitions and requirements under SFAS 157 as well as those standards to which FVA is required. In addition, currently proposed FSPs and thoughts toward the future are introduced.

A-2

Accounting for Long-Lived Assets: Understanding FASB 144 and Other Pronouncements (A&A)

Robert J. Taylor IV, Taylor Consulting Group, Inc., Atlanta, Ga.

A-3

Masterful Technical Meetings

Richard Smith, Leadership Strategies, Atlanta, Ga.

For many, meetings are viewed as a dreaded evil to be avoided at all costs; for little gets accomplished, much of the discussion is unfocused and unproductive; a lot of time is wasted. And yet, for some managers 50-75 percent of their work day is spent in technical meetings. This workshop is designed to significantly raise the bar on meeting quality by providing a complete framework and specific techniques for addressing the key barriers to successful technical meetings.

A-4

Federal Tax Update

Bob Jennings, Jennings Seminars, Clarksville, Ind.

We take all of the biggest changes from 1040s to 1065s to 1120s to 1120Ss that have taken place up to the week before the seminar and discuss them from a practitioner's point of view. New tax bills? We have you covered. Major court cases? Yes, we have that too. Preparer tips and traps? You know we will cover that. Humor and high energy? It wouldn't be Bob Jennings without it!

A-5

Moving to Office 2007

Bill Jelen, MrExcel, Uniontown, Ohio

Beyond the new Ribbon interface, Office 2007 offers many fantastic new features in Excel, Word, and PowerPoint. See the best new features, such as remove duplicates, better Pivot Tables, intelligent tables, filtering, data visualizations (Excel), quick access toolbar in Word 2007 and SmartArt in PowerPoint 2007.

9:40 - 10:10 a.m.

Break in Exhibit Hall

10:10 - 11:50 a.m.

B-1

Auditing Update (A&A)

Eugene Ristaino, Isdaner & Co., LLC, Bala Cynwyd, Penn.

B-2

Meeting the Changing Demands on Corporate Accounting - Strategic Initiatives for Controllers and CFOs (A&A)

Jerry Esselstein, Jerry L. Esselstein Company, LLC, Columbus, Ohio

Expectations on controllers and CFOs are changing. The skills and abilities for one no longer ensures success in the other. Increasing accounting and reporting demands should not reduce your position to compliance and limit your career potential. The solution is in how you approach and structure the controllership position.

B-3

Little Changes that Pay Big Dividends

Marcia Steele, Strategic Realities, Inc. Atlanta Ga.

Marcia will show how you too can do that with a RADAR Thinking Mindset. Come to this results-focused session and learn: small changes that will position you to win BIG; strategies on how to communicate vision and goals to inspire each associate to engage more, understand more, and contribute more to the organization's bottom line; and techniques for turning disengaged employees into dedicated team players and committed leaders with the passion and will to win.

B-4

New 403(b) Regulations - How Will They Impact Your Organization (A&A)

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

New regulations were issued in 2007 that require sponsors to take action by 12/31/08 or risk all amounts in the plan being considered taxable income to participants as of 1/1/09. In addition, certain plans will require audits for years beginning after 12/31/08. This session will review these new regulations, provide practical advice on the many issues that arise there from and discuss other recently issued deferred compensation regulations under Sections 457 and 409A that relate to nonprofit executive compensation.

- B-5** **Gadgets, Gizmos and Web Sites**
Bob Jennings, Jennings Seminars, Clarksville, Ind.
 Wow what a session! We will discuss and illustrate live the latest productivity tools and cutting edge technology tricks actually in use as discussed in Bob's latest *Journal of Accountancy* articles and as actually used in his office. Many of the gadgets will be used and on display, and we will provide you with enough free software tips to make this your must attend session!
- B-6** **Electronic Banking**
Roy Johnson, Regions Bank, Atlanta, Ga.
 The topic will include information on electronic banking products, their use, their benefits, risks associated with using electronic banking products and risk mitigation strategies.
- 11:50 a.m. - 1:10 p.m. **Lunch in Exhibit Hall (included in registration fee)**
- 1:10 - 2:50 p.m.
C-1 **Understanding and Surviving FIN 48 (A&A)**
Jim Martin, Martin & Orr, LLC, Atlanta, Ga.
 There is a reason that FIN 48 (Uncertainty in Income Taxes) has been deferred twice by the FASB: CPAs are just coming to the realization of the broad-reaching nature and tremendous (and potentially treacherous) impact its application can have on a client's financial statements and reputation and, conceivably, on the CPA's professional liability. This session goes into intricate detail in interpreting and applying this pronouncement to the REAL WORLD in such a way that all levels can understand. This course is a must for auditors as well as CFOs and accounting managers. Level of experience: Basic to advanced (open to all)
- C-2** **Accounting Update (A&A)**
Eugene Ristaino, Isdamer & Co., LLC, Bala Cynwyd, Penn.
- C-3** **Meeting Your CPA Professional Standards in Today's Business Environment**
Jerry Esselstein, Jerry L. Esselstein Company, LLC, Columbus, Ohio
 This course provides a thought provoking look into leadership, management and peer influences -- ever changing cultural expectations that impact how we define "right and wrong." Application reminders and expectations for adherence to CPA Professional Standards and Code of Conduct.
- C-4** **The Revised 990: Get Ready**
Marc Azar, Smith & Howard, Atlanta, Ga.
 With its first major overhaul since 1979, the Form 990 now has 10 core pages, 16 schedules and a focus on transparency and compliance. It will dramatically change the way the IRS, donors, and media view tax-exempt organizations. This session will prepare you now for the 2009 filing season.
- C-5** **Excel for Auditors (A&A)**
Bill Jelen, MrExcel, Uniontown, Ohio
 Learn tricks for Excel useful in performing audits. Learn several ways to find duplicates or a unique list of values. Create stratifications, look for outliers, and pull random samples. Create charts that don't look like they are native to Excel. You will walk through more detailed case studies where you will need to combine several Excel techniques in order to create a solution.
- C-6** **OCBOA and "Little GAAP" - Options for Non-Issuers (A&A)**
Jim Myers, Rodefer Moss & Co., PLLC, Knoxville, Tenn.
 Join us for a discussion of other comprehensive bases of accounting (OCBOA), alternative reporting options, disclosure requirements, and measurement issues. We will also consider cash basis modifications that have substantial support and why. The session will include how the concept of "little GAAP" for non-issuers is generating interest within the profession and how the profession is responding to the needs of non-issuers.
- 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 **Maximizing Technology in Financial Analysis (A&A)**
Alex Vuchnich, Sageworks, Raleigh, NC
 This session will discuss the regulatory requirements for analytical review and financial analysis techniques. It will also cover technological advances that enhance analytical review efficiency and effectiveness. Lastly, discover an emerging technology for generating private company industry comparisons.
- D-2** **Independence and Non-Attest Services (Wrapped with SAS 112) (A&A)**
Jim Martin, Martin & Orr, LLC, Atlanta, Ga.
 Most practitioners provide an array of non-attest services for their audit, review and compilation clients. In the past four years, the performance of these non-attest services has come under intense scrutiny in areas of independence and overall client competence. In fact, Ethics Interpretation 101-3 and SAS 112 combine to produce wide swings in application and understanding by practitioners. This session seeks to answer most of the common questions regarding the application of these two standards in the real world and puts some common myths to bed. Level of experience: Basic to advanced (open to all)

- D-3 **There Is No Place Like Work: Seven Leadership Insights for Creating a Workplace to Call Home**
Shelia Margolis, Workplace Culture Institute, Atlanta, Ga.
 Smart leaders know the power of workplace culture. They unite employees around a small, compelling set of principles that drive business success. Discover how to define your Core Culture and align workplace practices to improve performance. Manage this valuable asset so that culture becomes a force that drives your business.
- D-4 **IRS Hot Topics**
Colin Blalock, Jones and Kolb, CPAs, Atlanta, Ga. and Jeffrey Kess, Gomel & Davis, LLP, Atlanta, Ga.

- D-5 **Technology Futures – 2008**
Dana R. (Rick) Richardson, Richardson Media & Technologies, LLC, Canton, Conn.
 Rick began providing CPAs with his technology futures forecast 27 years ago. He will deliver his vision of both the short and long-term future for technology, including technologies important to the accounting professional. Topics will include a review of prior-year predictions; what major-market companies are doing and how their actions will affect all of us; current trends in hardware, software, security and communications and emerging technologies that will bring those trends into reality. He will also bring some of the latest technologies to share with participants.

- 5 - 7 p.m. **Cocktail Reception**
Renaissance Waverly - Garden Court



Day Two - Thursday, August 28, 2008

- 6:45 - 8 a.m. **Registration and Continental Breakfast**
- 8 - 9:40 a.m.
 E-1 **Forensic Accounting – An Introduction (A&A)**
David Sawyer, Sawyer & Company, LLC, Dawsonville, Ga.
 Sawyer connects the dots between the processes found in ALL businesses to the fraud exposures that may exist when breakdowns of internal controls occur and provides preventive measures for each. Covered topics will include: fraud and white collar crime - definitions and viewpoints; forensic science, in general (and forensic accounting, in specific); statistics from recent surveys; profiling fraud and the white collar criminal; linkage of standard business processes to fraud schemes; categories and descriptions of occupational fraud; and red flags, internal controls and basic countermeasures.
- E-2 **Recent Accounting & Auditing Cases (A&A)**
Dennis Gerschick, Gerschick Business & Investment Counsel, LLC, Kennesaw, Ga.
 This session will focus on recent court cases that involve accounting and auditing issues. Many cases will be reviewed including a landmark U.S. Supreme Court decision. The focus will be on the implications of the decision and the lessons that can be learned from each case.
- E-3 **White-Collar Crime Jeopardy©**
Fred Shapiro, The Pros and The Cons, Powell, Ohio
 Fred Shapiro committed the largest mortgage, real estate and title insurance fraud in the history of the city of Philadelphia and conveys his story of crime and deception in a popular game show format. He describes the how the why and the rush of committing this crime; reviews the documents which he utilized to help perpetrate this fraud; and discusses how he subsequently worked undercover for the United States Attorney and the FBI. Also discussed are the catastrophic personal and professional consequences of committing a crime; an engaging and interactive discussion of corporate and individual values; and insight to how to stay off that slippery slope.
- E-4 **Leverage the Internet for Your Sales and Marketing**
Mike Foster, The Foster Institute, Napa, Calif.
 Fast paced exciting workshop in plain English about how to leverage the Internet for your sales and marketing. New ways to drive traffic to your site, build high credibility, and convert prospects into clients. You will gain valuable insights and strategies to reduce expenses and increase profits.
- E-5 **Top 10 QuickBooks Tips, Tricks and Workarounds for the Accounting Professional**
Joe Woodard, Creative Financial Software, Canton, Ga.
 This in depth technical session covers 10 ways small businesses can maximize their use of QuickBooks, an incredibly flexible and robust application – especially if you compare the product to others within the same price range. There are some reports, tracking criteria and data fields that are not currently available in QuickBooks but are nonetheless a critical need for certain QuickBooks users. This session addresses 10 of the most common of these areas – providing tips, tricks and workarounds to significantly expand the reach of QuickBooks for you and your clients. This session includes a very detailed technical manual.
- 9:40 - 10:10 a.m. **Break in Exhibit Hall**

10:10 - 11:50 a.m.
F-1

ERISA Update (A&A)

Employee Benefit Plan Regulatory Update and DOL Inspection Findings, Observations and Best Practices

Ian Dingwall, Employee Benefits Security Administration, U.S. Department of Labor, Washington, D.C.

A review of major changes and regulatory initiatives in the employee benefit plan arena, including Mr. Dingwall's perspective on recent accounting and auditing pronouncements and enforcement initiatives, and an overview of the EBSA Audit Inspection Program results and suggestions for an auditor's response.

Employee Benefit Plan Audit and Accounting Update, and Suggestions for Improving the Quality of Your Employee Benefit Plan Audits

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

An overview of implementing SAS 103 – 114 on employee benefit plan audits and suggestions for dealing with accounting for guaranteed investment contracts and fair value accounting, together with some practical guidance from Mr. Rouse on meeting DOL expectations for audit quality.

F-2

Forensic Accounting – Advanced Topics (A&A)

David Sawyer, Sawyer & Company, LLC, Dawsonville, Ga.

Taking you inside 'the black box,' Sawyer draws from his experience as a fraud investigator and litigation advisor to give perspective to auditors, CFOs, controllers and corporate accountants, by helping them understand typical events to expect within the life cycle of civil litigation or criminal prosecution. Covered topics will include: civil litigation versus criminal prosecution; legislation and professional standards; profiling fraud and the white collar criminal; investigation methodology; interviewing techniques; forensic data analysis and detection and roles of the expert witness.

F-3

Generations at Work and Why We Collide – The Clash of the Traditionalists, Boomers, “X’ers” and Nexters

Donna Hickey, Donna Hickey Presents . . ., Chicago, Ill.

This cleverly written program delivered with Donna Hickey's renowned entertaining flair provides rich content and insight to the four generations in today's workforce. Donna explains, "Communication is key when we are trying to motivate for top performance. We now have four vastly diverse generations that must cooperate and communicate with each other in a common work environment. Further complicating this, are the typical workplace roles. Managers, co-workers and subordinates belonging to each of these generations have very different ways of expressing themselves verbally, on paper and even non-verbally with their unique body languages."

F-4

NetWeaving

Bob Littell, Littell Consulting Services, Atlanta, Ga.

NetWeaving has proven to be a much more effective and comfortable form of networking and new business development for CPAs, especially for those who dislike more traditional and often superficial networking. Whether you are inside one of the major CPA firms or a sole practitioner, you will find that NetWeaving always outperforms networking.

F-5

New IT Security Threats and Disaster Recovery Techniques You Need to Know

Mike Foster, The Foster Institute, Napa, Calif.

CPAs are responsible for protecting private information. For little or no money, hackers can follow video instructions on the Internet to break through most security and access your files. These dangers could cost you millions. Mike Foster explains what CPAs need to know to be safe.

F-6

Getting , Keeping (and sometimes letting go of) Clients

Lori Evers, Evers & Fox, PC, Atlanta, Ga.

As we face an uncertain economy, client selection and retention becomes a more important issue. Deciding what clients and work to take on, how to keep those clients and occasionally how to let them go will all be discussed. We will also touch on billing and collection policies, with a little marketing thrown in for good measure.

11:50 a.m. - 1:10 p.m.

Lunch in Exhibit Hall (included in registration fee)

1:10 - 2:50 p.m.

G-1

Peer Review and Quality Assurance (A&A)

Jim Brackens, AICPA, Durham, NC

This session will focus on recent developments in peer review as well as firm quality control. This session will be geared towards individuals responsible for their firm's system of quality control, individuals in firms subject to peer review, individuals who perform peer reviews and those interested in becoming reviewers.

G-2

Corporate Governance 2008: More of the Same Plus Some (A&A)

Greg Clark, Business Compliance & Controls Group, Atlanta, Ga.

As management expectations and requirements grow, and the scrutiny of corporate activities increases, the review of governance activities has never been more important. A common theme of corporate governance is to ensure the accountability of certain individuals in an organization through mechanisms that try to reduce or eliminate the potential for issues and instances of non-compliance and ethics. In this session we will review the concept of corporate governance in the post SOX world and how management accountability and current regulations demand continued oversight.

- G-3 Coaching – Creating Partnerships for a Competitive Edge**
Donna Hickey, Donna Hickey Presents . . ., Chicago, Ill.
 Leaders today face many challenges when it comes to guiding and influencing the performance of their team members. Technology, competition and the desire of employees to be meaningfully involved in their work are powerful forces shaping the leader’s destiny and future role. Leaders need to inspire employees with contagious enthusiasm in order to deliver quality services and products. This session is about the coaching process and the skills, behaviors, courage and values leaders need in order to evoke employee commitment and motivation. This is a “how-to” session with a lot of specifics on what to say and how to handle different coaching situations.
- G-4 Global Investing: Invest Like the Pros**
Wes Moss, UBS, Atlanta, Ga.
 Throughout history, there has been a vast difference in performance between the average investor and the professional investors. Who are these professional investors and what are they doing that you are probably not?
- G-5 Google – It’s Not Just A Search Engine**
Will Fleenor, K2 Enterprises, Hammond, La.
 Google is the world’s most widely used search engine, with over 380 million global users per month executing over two billion searches per month. If you are using Google only for web searches, you are missing out on a number of time-saving features designed to increase your productivity. In this fun and fast-paced session, learn how to take advantage of features offered by Google, including Desktop, Earth, Gmail, Froogle, Talk, and Toolbar. Do not miss this opportunity to become more efficient in your searches and more productive in the workplace.
- G-6 Anatomy of a White-Collar Crime©**
Fred Shapiro, The Pros and The Cons, Powell, Ohio
 Fred explains the inner most details of committing the largest mortgage, real estate and title insurance fraud in the history of Philadelphia. From his fateful decision to his dangerous undercover money laundering operations on behalf of the U.S. Attorney, Shapiro describes his decision making process and the numerous crossroads he faced. He also discusses the factors that influenced his final decisions, giving the audience insight into the mind and personality of a white-collar criminal. Attendees will understand the real causes behind white-collar crime; learn about the rush and the faulty decision making process that motivates white-collar criminals; create a personality profile of a white-collar criminal; and receive the tools necessary to keep employees off that slippery slope.
- 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 Applying the New Risk Assessment Standards the Second Time Around (A&A)
Chris Rouse, Windham Brannon, PC, Atlanta, Ga. and William A. Godshall, Frazier & Deeter LLC, Atlanta, Ga.
 Lessons learned so far in applying the audit risk assessment standards effectively, and realizing the opportunities they provide for audit efficiencies.
- H-2 SAS 112 and 114: New Reporting For a New Day (A&A)**
Greg Clark, Business Compliance & Controls Group, Atlanta, Ga.
 As auditors adjust to new revised internal control and governance reporting standards more information must be communicated during and at the conclusion of each audit engagement. In this timely and informative session we will examine the specific reporting requirements auditors now face when reporting internal control deficiencies noted during the audit process. We will also review the governance reporting standards mandated by SAS 1114 and what auditors must do to comply. The responsibility for communicating internal control deficiencies and audit findings has been ratcheted up. The key is effective explanation and communication.
- H-3 Cutting Costs Without Cutting People: Surviving the Storm and Finding Rainbows (A&A)**
Colin Blalock, Jones and Kolb, CPAs, Atlanta, Ga.
 When the economy slows down an organization may terminate employees to reduce overhead costs. This exacerbates the problem and starts a vicious cycle of loss of business, loss of profit, more cuts and a spiral into financial disaster. This presentation addresses an alternative paradigm - cutting costs without losing the most value asset an organization has—its people. This is a practical approach to increase profits and keep employees.
- H-4 The Importance of Personal Branding for Professionals**
Wes Moss, UBS, Atlanta, Ga.
 Personal branding is about positioning and the law of attraction. Learn how to position yourself as an expert and attract the clients you want.
- H-5 Excel 2007-Best Features for Accountants**
Will Fleenor, K2 Enterprises, Hammond, La.
 Excel 2007 dramatically changes the way users create and work with spreadsheets. New features such as the Ribbon interface, improved graphics capabilities, new mathematical functions, greatly increased worksheet dimensions and XML-based data files offer significant opportunities for increased productivity – but only for those who are prepared to take advantage of these opportunities. This course is designed to prepare users for the most significant upgrade to Microsoft’s standard-setting Excel spreadsheet application in over a decade.

2008 Southeastern Accounting Show

CPE Credit and Course Material

The Southeastern Accounting Show offers 44 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, as it becomes available from the presenters. You will also receive a CD with all the session materials. Session materials received after the deadline for the CD will be available on the GSCPA web site for 90 days after the Show.

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 GSCPA has reserved a block of rooms at the Renaissance Waverly Hotel at the special rate of \$159 if reserved by July 29, 2008. Contact the hotel directly and mention you are with the Georgia Society of CPAs to receive this rate.

Renaissance Waverly Hotel
2450 Galleria Parkway
Atlanta, GA 30339
770-953-4500

For detailed directions to Cobb Galleria Center and the Renaissance Waverly Hotel see <http://www.cobb Galleria.com/maps.html>.



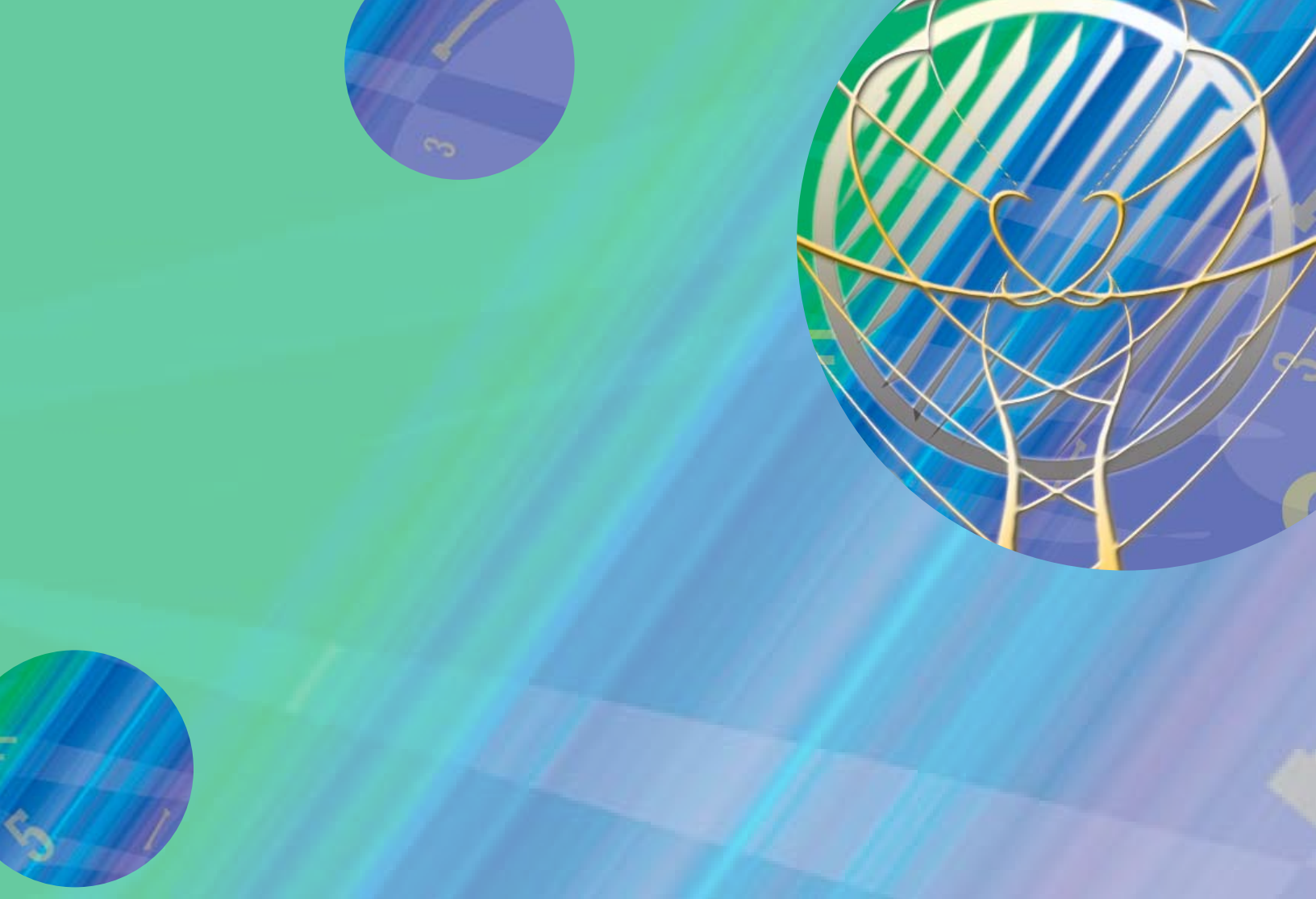
Key Features of the Show

- 44 High Quality CPE Sessions
- Sessions begin at 8 a.m.
- Download materials for ALL sessions up to 90 days after the event
- Trade Show with more than 70 vendors
- Networking Opportunities
- Lunch included in registration fee
- Check-in, exhibit hall and continental breakfast begin at 6:45 a.m.
- CD with materials and speaker bios included in registration fee



Wireless Access

Wireless Internet access will be available in the Cyber Café. You will be connected again this year with wireless computer access in the Exhibit Hall. The Cyber Café enables you to log on to the Internet remotely using the wireless technology built into your notebook computer or your PDA. Please bring your own laptop; there are a limited amount of computers available in the Cyber Café.



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