TENNESSEE ACCOUNTING & BUSINESS EXPO

Tennessee's Elite Educational Event

TSCPA
TENNESSEE SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

monday-tuesday • august 30-31

cool springs marriott • nashville, tenn.

schedule at a glance

monday • august 30 • sessions

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

8 - 9:40 a.m. Concurrent Sessions:

1. FASB Update
2. Individual Retirement Accounts (IRAs) - Contributions & Conversions (to Roth IRAs)
3. Was It Fraud or Just Poor Audit Quality?
4. Communicating in 2010 - Communicate More Effectively Using the Latest Technologies
5. Sharpening the Saw - Why Successful Companies are Learning Organizations

10:10 - 11:50 a.m. Concurrent Sessions:

6. IFRS - Not If, But When
7. Individual Retirement Accounts (IRAs) – Distribution & Penalties
8. Fraud Brainstorming and Interviewing Techniques for Auditors and Accountants
9. Excel Case Studies - Three In-depth Examples Using Excel
10. Pricing for Profitability: Why Cost Still Matters

11:50 a.m. - 1:10 p.m. Lunch/Exhibit Viewing

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

11. Understanding Going Concern
12. Medicare Overview & Other Tax Favored Health Care Plans (FSAs, HRAs & MRPs)
13. A Performance Audit Case Study: Could There Possibly be Fraud in Construction?
14. Financial Reporting Checklist - Fifteen Measures to Superior Reporting
15. The Coming IFRS Conversion: A Wave of Change to U.S. GAAP

3:20 - 5 p.m. Concurrent Sessions:

16. Let's Get Personal - Preparing and Reporting on Personal Financial Statements
17. Health Savings Accounts
18. When You Absolutely, Positively Need to Know What It Cost
19. Carlton's Top 25 Security Measures
20. Lean Accounting: Doing More With Less

tuesday • august 31 • sessions

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

8 - 9:40 a.m. Concurrent Sessions:

21. SSARS Update
22. Federal Tax Update - Individuals
23. Forensic Auditing
24. Inventory Management & Supply Chain Automation
25. When Worlds Collide: Integrating Financial and Cultural Due Diligence in Mergers, Acquisitions and Alliance

10:10 - 11:50 a.m. Concurrent Sessions:

26. Independence - What It Means and When It's Required
27. General Business Provisions
28. Just Do It (The Right Thing)! Professional Ethics for Accountants and Auditors (I)
29. Excel - Carlton's Favorite 50 Tips & Tricks
30. Strategic Sourcing: Leveraging the Power of Your Strategic Suppliers

11:50 a.m. - 1:10 p.m. Lunch/Exhibit Viewing

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31. FASB Accounting Standards Codification - Do You Know How to Find the Answers Now?
32. Federal Tax Update - S Corporations
33. Just Do It (The Right Thing)! Professional Ethics for Accountants and Auditors (II)
34. The 50 Best Websites for CPAs
35. Creating Competitive Advantage: Developing a Roadmap for Sustainable Performance

3:20 - 5 p.m. Concurrent Sessions:

36. IFRS for Small Businesses
37. Federal Tax Update - Partnerships & LLCs
38. Using Computer Assisted Audit Techniques to Detect Fraud
39. Gadgets & Gizmos That Make Your Life Easier
40. Change Management: Making Improvement Happen

session descriptions • monday, august 30 • 8 - 9:40 a.m.

a&a	**1. FASB Update** ***J. Russell Madray,*** *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*	What has the FASB been up to lately? What kind of new guidance can we expect in the future? Find out about the new pronouncements on fair value, business combinations and others.
tax	**2. Individual Retirement Accounts (IRAs) - Contributions & Conversions (to Roth IRAs)** ***J. Patrick Garverick,*** *Garverick Province, LLC, Goodyear, Ariz.*	This session will cover: • contribution limits to Traditional, Roth, SEP and SIMPLE IRAs • deductible phase-out limits for Traditional IRA contributions for taxpayers that are active participants in qualified retirement plans • Roth IRA contribution phase-out limits • compare IRA versus Roth IRA distributions • conversions to Roth IRAs in 2010 and later **This session qualifies for CLE credit.*
gov't/fraud	**3. Was It Fraud or Just Poor Audit Quality?** ***David L. Cotton,*** *CPA, Cotton & Company, LLP, Alexandria, Va.*	This session describes a state agency's quality review of a not-for-profit organization's A-133 audit. The case study describes the organization audited, its federally- and state-funded programs and the CPA firm retained to do the audit. Various anomalies in the financial statements alerted state officials to potential problems and a detailed quality review followed. Find out how the entity turned hundreds of thousands of dollars in bank overdrafts into hundreds of thousands of dollars of cash on its balance sheet. Explore other "creative" ways to deal with fixed assets, accounts receivable and related-party transactions. Were the auditors just sloppy, ignorant and negligent? Or were they active participants in producing fraudulent financial statements? You be the judge.
tech	**4. Communicating in 2010 - Communicate More Effectively Using the Latest Technologies** ***J. Carlton Collins,*** *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*	Every leader in the world will tell you that the ability to communicate is the foundation of success, and today's technology can help you communicate better than ever. In this session you will see some new technologies in action, including devices, websites and software applications. Are you keeping up? Do your communication efforts promote you as a leader or laggard? Are there more things you could do to better communicate with your customers, prospects, employees, executive team and board of directors? This session is dedicated to reviewing and demonstrating some of the many new communication tools and solutions in technology that are available today. Attend this session and learn how to communicate better with your employees, customer and who knows – maybe even your spouse.
management	**5. Sharpening the Saw - Why Successful Companies are Learning Organizations** ***John L. Daly,*** *CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.*	In many organizations, the accountant's annual 40 CPE hours represents the most learning for any group of team members. This may mean that the whole company is falling behind its competitors. Today, the greatest compliment that you can pay a company is to say it is a "learning organization." Come hear nationally recognized speaker John L. Daly talk about how to make continuous learning affordable and why your company must be a learning organization.

a&a

6. IFRS - Not If, But When

J. Russell Madray, *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*

In 2008, the SEC released its roadmap for the transition by public companies to the use of International Financial Reporting Standards (IFRS). The proposal puts forth milestones that, if met, could lead to the required use of IFRS by U.S. issuers beginning in 2014. What are IFRS? What about non-public companies? Find out what you need to do to be prepared.

tax

7. Individual Retirement Accounts (IRAs) - Distribution & Penalties

J. Patrick Garverick, *Garverick Province, LLC, Goodyear, Ariz.*

This session will cover:

- rollover rules to/from different types of retirement accounts
- the different options of receiving IRA distributions before age 59½ and avoiding the 10 percent early distribution penalty (including substantially equal periodic payments)
- calculating the required minimum distribution (RMD) to avoid the 50 percent penalty after the IRA account owner turns age 70 ½ or dies
- the different tax ramifications of spouse and non-spouse beneficiaries and how this affects the RMD calculation after the account owner's death

**This session qualifies for CLE credit.*

gov't/fraud

8. Fraud Brainstorming and Interviewing Techniques for Auditors and Accountants

David L. Cotton, *CPA, Cotton & Company, LLP, Alexandria, Va.*

Two of the most important requirements under SAS 99 (the fraud auditing standard) are engagement team brainstorming and expanded inquiries of auditee personnel. The skill with which these important requirements are carried out can mean the difference between discovering material fraud and … a lawsuit.

This session will address the following: why brainstorming is important, rules for effective brainstorming, the brainstorming documentation dilemma, successful interviewing: what to do and what not to do and integrating brainstorming results with interviewing (and vice versa).

These requirements definitely demand that auditors develop new skills and change the way they conduct audits. This session will use case studies and role-playing exercises to provide hands-on insight into these important skill sets.

tech

9. Excel Case Studies – Three In-depth Examples Using Excel

J. Carlton Collins, *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*

This session is designed to teach you Excel using real-to-life case studies and scenarios that are common to the CPA function. Your instructor will begin each case study by describing the business situation that calls for an Excel workbook solution, and then tackle these case studies slowly and methodically using a step-by-step process that you can easily understand. The case studies to be covered include the following: loan amortization manipulation; budget consolidation; and data linking, analysis and reporting. Mark this session as a "must-attend" CPE event.

management

10. Pricing for Profitability: Why Cost Still Matters

John L. Daly, *CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.*

Three things can happen in pricing, and two of them are bad. When sales and accounting personnel fail to work as partners, the company risks becoming the "dumb" competitor in its industry. Accountants involved in pricing can help the company understand the difference between "dog" and "gravy" opportunities with knowledge that translates directly into an improved bottom line. You will leave this session understanding why the company with the best cost information wins!

session descriptions • monday, august 30 • 1:10 - 2:50 p.m.

a&a

11. Understanding Going Concern
J. Russell Madray, *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*

Although the issue of "going concern" is both an accounting issue and an audit issue, the only authoritative guidance related to going concern is found in the audit literature and in guidance related to compilations and reviews. Given the importance of the issue in U.S. GAAP, accountants often find it unsettling that the issue is not addressed within the authoritative accounting literature. Learn how to apply the existing guidance related to going concern and understand how that guidance is likely to change in the future.

tax

12. Medicare Overview & Other Tax Favored Health Care Plans (FSAs, HRAs & MRPs)
J. Patrick Garverick, *Garverick Province, LLC, Goodyear, Ariz.*

This session will cover:

- the basics of Medicare Part A (Hospital Insurance), Medicare Part B (Medical Insurance), Medicare Part C (Medicare Advantage Insurance) and Medicare Part D (prescription drug benefits) as well as the importance of Medigap insurance policies
- compare and contrast the tax favored medical reimbursement plan (MRP), health reimbursement arrangement (HRA) and §125 health flexible spending arrangement (FSA)
- discuss the medical expenses deductible on Schedule A and reimbursable from the various tax favored health care plans
- newly enacted federal tax legislation that affects these areas

**This session qualifies for CLE credit.*

gov't/fraud

13. A Performance Audit Case Study: Could There Possibly be Fraud in Construction?
David L. Cotton, *CPA, Cotton & Company, LLP, Alexandria, Va.*

The Port of Seattle operates the Seattle seaport's cruise and shipping terminals and Seattle-Tacoma International Airport. The Port spends about $750 million per year on construction. This session will discuss a recently-released performance audit issued by the Washington State Auditor's Office. The audit found significant indicators of fraud, waste and abuse and resulted in the opening of a criminal investigation by the United States Attorney for the Western District of Washington. The presentation will examine the audit's major findings and discuss the scope limitations with which the auditors had to contend. Fraud has not yet been proven, but the indicia were many, controls were remarkably lax and the Port's tone at the top and culture of concealment appeared to be the ideal environment for fraud to occur.

tech

14. Financial Reporting Checklist – Fifteen Measures to Superior Reporting
J. Carlton Collins, *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*

The whole point of an accounting system is financial reporting. In this session you will learn about 15 important measures you can take to make your reports more readable, more informative, and more beneficial to your organization. Topics include tools and applications that can help you produce just the right reports, methods for auto-publishing your reports, strategies for password protecting your reports and financial statement design tips that just make good sense. Improve your reporting efforts by attending this important session.

management

15. The Coming IFRS Conversion: A Wave of Change to U.S. GAAP
John L. Daly, *CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.*

Unless you are in the twilight of your career, International Financial Reporting Standards (IFRS) WILL affect you. While there is no firm timetable yet, U.S. GAAP is almost certainly going away. This session will discuss some of the key differences between IFRS and U.S. GAAP, the likely timetable for conversion and how IFRS will affect you!

session descriptions • monday, august 30 • 3:20 - 5 p.m.

a&a

16. Let's Get Personal - Preparing and Reporting on Personal Financial Statements
J. Russell Madray, *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*

Personal financial statements are prepared for individuals either to formally organize and plan their financial affairs in general or for specific purposes, such as obtaining credit, income tax planning, retirement planning, gift and estate planning or public disclosure of their financial affairs. Learn about the authoritative guidance related to personal financial statements and how to interpret the guidance.

tax

17. Health Savings Accounts
J. Patrick Garverick, *Garverick Province, LLC, Goodyear, Ariz.*

This session will cover who is eligible to establish an HSA, contribution limits to the HSA, the taxability of distributions from the HSA and any applicable penalties on non-qualified distributions, what medical expenses are reimbursable tax-free from the HSA, employer comparable HSA contributions to avoid a excise tax, planning opportunities of having a FSA, HRA and/or MRP and still be eligible to contribute to a HSA and newly enacted federal tax legislation that affects these areas.

**This session qualifies for CLE credit.*

gov't/fraud

18. When You Absolutely, Positively Need to Know What It Costs
David L. Cotton, *CPA, Cotton & Company, LLP, Alexandria, Va.*

Cost accounting - especially indirect cost allocations - is a pretty dry and unexciting topic. But, not understanding the nuances and details of cost accounting can have serious, very serious, consequences for the accountant and for the auditor. This session conveys some of these important details and nuances via a series of case study examples. These examples will be beneficial to accountants and managers charged with reporting on costs as well as auditors responsible for opining on the fairness of presentation of programs, activities and functions.

tech

19. Carlton's Top 25 Security Measures
J. Carlton Collins, *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*

"Information Security" has been listed as the number one technology in the AICPA's annual listing of top 10 technologies for five of the past six years. This session features in-depth coverage of Internet security issues and offers simple and advanced solutions for combating these problems. Topics to be discussed include preventing viruses, preventing others from accessing computers connected to the Internet (including both personal PCs and office networks), confidentiality and authenticity of e-mails, sending credit card numbers over the Internet, EDI and EFT transactions over the Internet, site and user certificates, controlling Internet pornography and more. You will also learn about the various threats, topics include 40Hex viruses, bombers, flooders, crackz, serialz, anonymous senders, key generators, sniffing tools, spoofing tools, fake Ids, phracking and phreaking. Learn how encryption can be used to protect e-mail, passwords and commercial transactions. Find out how firewalls and proxy servers can protect your network from hackers. This topic has been ranked as the number one topic for CPAs for the past eight years for good reason – don't miss it!

management

20. Lean Accounting: Doing More With Less
John L. Daly, *CPA, CMA, CPIM, Executive Education, Inc., Chelsea, Mich.*

Many accounting departments generate volumes of information that is of little use to anybody. Lean accounting begins with the needs of the information user, focusing effort on the financial management processes that provide real value to the company. Come hear John L. Daly tell how to improve the impact of accounting efforts while reducing the amount of effort required.

speaker spotlight

Dan Chenoweth, MBA, CPA, president of Chenoweth & Associates, is a highly sought after business consultant who, in addition to heading his own consulting firm, is a popular speaker, author and educator. Chenoweth is also a discussion leader for Executive Education, a company which creates and delivers continuing education seminars for corporate financial managers in North America. His more than 25 years of experience in executive level positions cover a wide array of industries, including telecommunications; printing and publishing; heavy equipment manufacturing; and apparel manufacturing. Starting with a strong foundation in accounting, Chenoweth has a broad background in American and international business. His focus on general management issues inherent in today's changing business environment involves organization leadership; business process analysis and improvement; project management; strategic supplier relationships; team development; and change management. In every situation, Chenoweth helps clients take their strategy to the bottom line.

J. Carlton Collins, CPA has experience in technology, tax, auditing, accounting systems, financial reporting and bond financing. He has published more than two dozen books, 200 articles and thousands of web pages. Collins has delivered more than 2,000 lectures in 44 states and five countries addressing more than 500,000 business professionals. He is a member of the AICPA and the Georgia Society of CPAs and is also a licensed realtor.

David L. Cotton, CPA, CFE, CGFM, is chairman of Cotton & Company LLP, Certified Public Accountants. Cotton & Company is headquartered in Alexandria, Va. The firm has a practice concentration in assisting federal and state agencies, inspectors general, and government grantees and contractors with a variety of government program-related assurance and advisory services. Cotton & Company has performed grant and contract, indirect cost rate, financial statement, financial related, and performance audits for more than two dozen federal inspectors general as well as numerous other federal and state agencies and programs. Cotton received his BS in mechanical engineering (1971) and an MBA in management science and labor relations (1972) from Lehigh University in Bethlehem, Pa. He also pursued graduate studies in accounting and auditing at the University of Chicago, Graduate School of Business (1977 to 1978). Cotton is presently serving on the Advisory Council on Government Auditing Standards. He is a member of the Advisory Council of the Academy for Government Accountability. He is also a member of the advisory board of the Institute for Truth in Accounting. He is serving on the Institute of Internal Auditors (IIA) Anti-Fraud Programs and Controls Task Force, and is a former member of the American Institute of CPAs (AICPA) "Group of 100."

speaker spotlight

John L. Daly, MBA, CPA, CMA, CPIM, is a Chelsea, Mich., based management consultant specializing in costing, pricing strategy and pricing model development. He has taught continuing professional education courses since 1995. Earlier in his career, Daly was chief financial officer for a Tier 1 automotive parts supplier. He also has been CFO for a large restaurant chain and COO for a window treatments manufacturer and retailing chain. He is the author of *Pricing for Profitability* published by Wiley & Sons.

J. Patrick "Pat" Garverick (of J. Patrick Garverick, PLC) began his career in public accounting in 1988 after obtaining his Bachelor of Science in Business Administration (BSBA) in Accounting from The Ohio State University. After receiving his Master of Taxation (MT) degree from Arizona State University in 1992, Garverick began his own tax and financial planning business as well as writing, reviewing and teaching tax and financial planning CPE training courses around the country. As an award winning discussion leader, Garverick's knowledge, expertise and high energy has made him one of the profession's highest rated speakers resulting in numerous perfect scores for both knowledge and presentation skills.

J. Russell Madray, CPA, CIA, CMA, CFM, is the president of The Madray Group, which helps businesses, accounting firms and other organizations understand and implement technical accounting and auditing issues. As an author, Madray authors many of the AICPA's publications and is a frequent contributor to the Journal of Accountancy. He has more than 20 years of professional experience, including 15 years in public practice. Madray is a CPA, a certified internal auditor, a certified management accountant and a certified financial manager. He is a past member of the AICPA's Accounting and Review Services Committee and a past member of the Board of Directors of the South Carolina Association of CPAs.

a&a	**21. SSARS Update** ***J. Russell Madray,*** *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*	What has the AICPA's Accounting and Review Services Committee been up to lately? What kind of changes are ahead for compilations and reviews? Find out about the new standards on reviews of interim information and a newly proposed framework for performing compilations and reviews.
tax	**22. Federal Tax Update - Individuals** ***J. Patrick Garverick,*** *Garverick Province, LLC, Goodyear, Ariz.*	This session will cover newly enacted federal tax legislation, court cases, IRS private letter rulings and revenue procedures impacting individuals and numerous tax law changes from the Patient Protection & Affordable Care Act (PPACA) of 2010, Hiring Incentives to Restore Employment Act (HIREA) of 2010, Temporary Extension Act (TEA) of 2010, Worker, Homeownership & Business Assistance Act (WHBAA) of 2009 and the repeal of the Economic Growth & Tax Relief Reconciliation Act (EGTRRA) of 2001 after 2010. **This session qualifies for CLE credit.*
gov't/fraud	**23. Forensic Auditing** ***David L. Cotton,*** *CPA, Cotton & Company, LLP, Alexandria, Va.*	You may find yourself thrust into a situation where you are auditing specifically to find fraud. Your work must be able to stand up in court. What do you need to know? What professional standards apply? How should you proceed? Should you modify the standard engagement letter? What should be in your report? Will your work withstand the stress and scrutiny of intense cross-examination? This session provides guidance on what to do when your audit turns into an investigation, and how to prepare for and testify about your work in court.
tech	**24. Inventory Management & Supply Chain Automation** ***J. Carlton Collins,*** *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*	There are many strategies, tools and measures you can take to better manage your inventory – all of which can reduce effort and costs which will improve your bottom line. In this session you will learn about new technological devices such as RFIDS and other readers, supply chain solutions and inventory equipment designed to help you better manage your inventory needs. We will also discuss some of the proven Wal-Mart methods which you might be able to employ in your own corporation. If you or your clients have inventory, we've got some new ideas that just might help you.
management	**25. When Worlds Collide: Integrating Financial and Cultural Due Diligence in Mergers, Acquisitions and Alliances** ***Dan Chenoweth****, MBA, CPA, Executive Education, Inc., Chelsea, Mich.*	The financial manager is sometimes "caught in the middle" regarding a merger, acquisition or alliance as he or she must project combined financial results to justify the alliance and then must track how well actual results compare to that forecast. Research indicates that most alliances do not achieve their full potential because of cultural issues. How can financial managers identify some of these cultural issues up-front as part of the financial due diligence process? Based on identification of potential issues, this session shows you how to create a robust post-merger integration plan. The result: higher probability of alliance success, increased value for the whole due diligence process and enhanced personal credibility for the financial manager.

session descriptions • tuesday, august 31 • 10:10 - 11:50 a.m.

a&a

26. Independence - What It Means and When It's Required
J. Russell Madray, *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*

Learn about the sources of guidance for determining CPA independence and how to interpret the guidance. Practitioners and members in industry will benefit from this course's comprehensive guidance on how to apply the independence rules and what options are available.

tax

27. General Business Provisions
J. Patrick Garverick, *Garverick Province, LLC, Goodyear, Ariz.*

This session will cover newly enacted federal tax legislation, court cases, IRS private letter rulings and revenue procedures impacting businesses and numerous tax law changes from the Patient Protection & Affordable Care Act (PPACA) of 2010, Hiring Incentives to Restore Employment Act (HIREA) of 2010, Temporary Extension Act (TEA) of 2010, Worker, Homeownership & Business Assistance Act (WHBAA) of 2009, the repeal of the Economic Growth & Tax Relief Reconciliation Act (EGTRRA) of 2001 after 2010.

**This session qualifies for CLE credit.*

gov't/fraud

28. Just Do It (The Right Thing)! Professional Ethics for Accountants and Auditors (I)
David L. Cotton, *CPA, Cotton & Company, LLP, Alexandria, Va.*

The first step in arriving at an appropriate resolution of an ethical dilemma is recognizing an ethical dilemma when you face one. After that difficult step, the resolution process usually does not get simpler; rather, it involves elevating professional principles above personal considerations. This session will explore some of the theoretical foundations involved in ethical considerations and study several situations that may (or may not) represent ethical dilemmas needing a well-tuned ethical compass and sage and perceptive resolution skills. Attendees will be challenged to figure out when they need to figure out how to do the right thing.

tech

29. Excel – Carlton's Favorite 50 Tips & Tricks
J. Carlton Collins, *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*

Microsoft Excel is the greatest tool ever invented for the CPA, and in this session your instructor will provide you with his list of the top 50 tips and tricks for using Excel. He will also demonstrate as many tips and tricks as possible. Tips cover all aspects of Excel including working with data, printing, worksheet design, functions, shortcuts and more. This is a fun one; don't miss out!

management

30. Strategic Sourcing: Leveraging the Power of Your Strategic Suppliers
Dan Chenoweth*, MBA, CPA, Executive Education, Inc., Chelsea, Mich.*

This seminar shows CPAs how to introduce and lead a methodology for strategic sourcing and supply chain excellence in their own organization. The seminar format is interactive, using case studies and key learnings from Chenoweth's experience as director of supply chain management at a regional telephone company which, at the time, had $4 billion in annual purchases and 70,000 suppliers.

a&a

31. FASB Accounting Standards Codification - Do You Know How to Find the Answers Now?

J. Russell Madray, *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*

The FASB has combined more than 24,000 pages of authoritative guidance into a system that reorganizes the guidance into accounting 90 topics using a consistent structure. The FASB expects the new structure and system will reduce the amount of time and effort required to solve an accounting research issue, improve usability of the literature, thereby mitigating the risk of noncompliance with standards, and provide real-time updates as new standards are released. Learn how to navigate this new world of GAAP.

tax

32. Federal Tax Update - S Corporations

J. Patrick Garverick, *Garverick Province, LLC, Goodyear, Ariz.*

This session will cover newly enacted federal tax legislation, court cases, IRS private letter rulings and revenue procedures impacting S corporations and their shareholders, unreasonably low compensation issues to S corporations shareholders, tax treatment of fringe benefits paid to 2 percent shareholders and family members (including health insurance premiums), planning opportunities and tax treatment of distributions including when the S corporation has prior C corporation earnings and profits (E&P) and calculating a shareholder's stock and debt basis and the deductibility of losses.

**This session qualifies for CLE credit.*

gov't/fraud

33. Just Do It (The Right Thing)! Professional Ethics for Accountants and Auditors (II)

David L. Cotton, *CPA, Cotton & Company, LLP, Alexandria, Va.*

Four important ethics rules form the foundation of the accountability profession: independence, integrity and objectivity, due professional care and acts discreditable.

This session is designed to highlight the meaning and importance of these rules. Participants will study and judge several case study situations and decide the "right" courses of action that should be taken to avoid crossing the line into unethical behavior. The exact location of this "line" is often difficult to see. Our human tendency to rationalize to avoid doing the right thing - the ethical thing - often impairs our ability to stay on high ethical ground. Be prepared to flex your ethical muscles in this group participation session.

tech

34. The 50 Best Websites for CPAs

J. Carlton Collins, *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*

The Internet offers more than 40 billion web sites and we've combed through every single one of them (not really) looking for the top 50 websites that will knock your socks off. As a conclusion to this session we will point you to a web site where you can order new socks. Kidding aside, the Internet offers a wealth of information, features and functions that can help you get your job done better and faster than ever before. Don't miss this exciting presentation.

management

35. Creating Competitive Advantage: Developing a Roadmap for Sustainable Performance

Dan Chenoweth, *MBA, CPA, Executive Education, Inc., Chelsea, Mich.*

One of leadership's primary responsibilities is to develop a strategy that defines a unique and valuable position in your marketplace that will provide the company a competitive advantage. This is easier said than done! While we would all agree that strategic planning is a critical element for organization success, strategic planning today is a paradox. On the one hand, a strategic plan should be detailed, with a horizon of a decade or more. On the other hand, organizations must be adaptable. What happens when breakthrough technology, new emerging competitors or global competition change the rules of the game? How well can your company recognize these changes and adapt to determine a new course of action? This session will provide you with the ideas, skills and confidence to be more proactive in developing the strategic plan for your organization.

a&a

36. IFRS for Small Businesses
J. Russell Madray, *CPA, CIA, CMA, CFM, Madray Group, Inc., Greenville, S.C.*

In 2009, the IASB published an International Financial Reporting Standard designed for use by small and medium-sized entities (SMEs). The International Financial Reporting Standard for Small and Medium-Sized Entities (IFRS for SMEs) is a self-contained standard of less than 230 pages, designed to meet the needs and capabilities of small and medium-sized entities, which are estimated to account for more than 95 percent of all companies around the world. Learn about the applicability of IFRS for SMEs, including the types of entities that may benefit from adoption.

tax

37. Federal Tax Update - Partnerships & LLCs
J. Patrick Garverick, *Garverick Province, LLC, Goodyear, Ariz.*

This session will cover newly enacted federal tax legislation, court cases, IRS private letter rulings and revenue procedures impacting partnerships/LLCs and their partners/members; guaranteed payments and self-employment tax issues; deductibility of fringe benefits at the entity level and the tax treatment to the partners/members; calculating a partner's/member's basis and the deductibility of losses (including at-risk limitations); §704(c) pre-contribution gain rules and reporting on the schedule K-1; §754 optional basis adjustments; and §743 & 734 mandatory basis adjustments.

**This session qualifies for CLE credit.*

gov't/fraud

38. Using Computer Assisted Audit Techniques to Detect Fraud
David L. Cotton, *CPA, Cotton & Company, LLP, Alexandria, Va.*

This session explores recent developments in Computer Assisted Audit Techniques (CAATs) and how CAATs can be used to find potentially fraudulent transactions. Data mining, data analysis and expert systems software programs are explained. Examples are used to show how these programs can be deployed to find payroll fraud and purchasing fraud. Case studies show how data mining software has been used to solve violent crimes and insurance fraud; how data analysis software has been used to identify false claims; and how digital analysis software has been used to uncover schemes designed to circumvent competition requirements.

tech

39. Gadgets & Gizmos That Make Your Life Easier
J. Carlton Collins, *CPA, Accounting Software Advisor, LLC, Norcross, Ga.*

In this session you will learn the latest about more than a dozen gadgets and gizmos that can make your job and life easier, including Kindles, laser devices, iPads, multi-monitor cards, dual screen laptops, surfaces, Blu-Ray players, RFIDs, GPSs, SmartPhones, card scanners, USB devices, projectors, cameras, printers, wireless routers, cordless rechargers, hand scanners and much more. Hey, if nothing else - you will have plenty of ideas for stuffing those Christmas stockings.

management

40. Change Management: Making Improvement Happen
Dan Chenoweth*, MBA, CPA, Executive Education, Inc., Chelsea, Mich.*

At its most basic level, change management looks simple. It only consists of two steps! Step No. 1 - Develop the plan, and Step No. 2 - Implement the Project Plan. However, there are four possible outcomes from change management and three of them are not good: 1) Lousy Plan + Lousy Implementation = Waste of time and a recipe for disaster. Organizations do not have the luxury of wasting resources on initiatives doomed to fail from the beginning. 2) Lousy Plan + Excellent Implementation = Kill yourself faster. 3) Great Plan + Lousy Implementation = Waste of a good idea. 4) Great Plan + Excellent Implementation = Success! In this session, we will focus on how to implement a strategic plan incorporating both good project management skills AND change management principles using "The Leadership Model of Project Management."

registration information

16 CPE Credit Hours

Enroll soon because **space is limited. Register by Aug. 16 to pay the discounted registration fee.** Registrations must be received seven days prior to the event in order to guarantee a seat and course materials. Allow approximately one week for receipt of confirmation.

Cancellations and Substitutions: Cancellations received by **Aug. 16** will be assessed a $30 administrative fee. Cancellations received between **Aug. 17 and 29** will be subject to a cancellation fee of 50 percent of the program fee. No refunds are given on or after the date of the program. A $30 administrative fee will be assessed for all substitutions and transfers. Registrants may substitute another individual up to the day before the conference. TSCPA must be notified in advance to ensure proper CPE and CLE credit.

CLE Credit: The Tennessee Society of CPAs has been granted accredited sponsor status for this conference. Please include **$24** in addition to the regular conference fee to cover administration of CLE credit.

Fee Includes: sessions, materials, continental breakfast, lunch, refreshment breaks and access to exhibit hall.

Suggested Dress: business casual.

TSCPA provides you with a *Proof of Attendance* that serves as your permanent record of participation. The *Proof of Attendance*, noting the credits earned, will be e-mailed within two weeks of the program.

Hotel Information: A limited block of rooms have been reserved at the Cool Springs Marriott at 615/261-6100 for **$149** for single and double rooms. Please let them know you are with the Tennessee Society of CPAs when making your reservation. Reservations must be made by **Monday, Aug. 9, 2010.**

registration fees

by august 16:

Member Discount Fee	$395
Expo Fee	$470

after august 16:

Member Discount Fee	$435
Expo Fee	$510

ways to register

By Internet
www.tscpa.com/conferences/tn_accounting_expo_2010.aspx

By Fax
615/309-8054 or 615/377-3904

By Mail
The Educational & Memorial Foundation of the Tennessee Society of CPAs, 201 Powell Place, Brentwood, TN 37027

By Phone
615/377-3825 or toll-free 1-800/762-0272

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monday • august 30 • sessions

please select your concurrent sessions:

8 - 9:40 a.m.

- ❍ 1. FASB Update
- ❍ 2. Individual Retirement Accounts (IRAs) – Contributions & Conversions (to Roth IRAs)
- ❍ 3. Was It Fraud or Just Poor Audit Quality?
- ❍ 4. Communicating in 2010 – Communicate More Effectively Using the Latest Technologies
- ❍ 5. Sharpening the Saw – Why Successful Companies are Learning Organizations

10:10 - 11:50 a.m.

- ❍ 6. IFRS - Not If, But When
- ❍ 7. Individual Retirement Accounts (IRAs) – Distribution & Penalties
- ❍ 8. Fraud Brainstorming and Interviewing Techniques for Auditors and Accountants
- ❍ 9. Excel Case Studies - Three In-depth Examples Using Excel
- ❍ 10. Pricing for Profitability: Why Cost Still Matters

1:10 - 2:50 p.m.

- ❍ 11. Understanding Going Concern
- ❍ 12. Medicare Overview & Other Tax Favored Health Care Plans (FSAs, HRAs & MRPs)
- ❍ 13. A Performance Audit Case Study: Could There Possibly be Fraud in Construction?
- ❍ 14. Financial Reporting Checklist – Fifteen Measures to Superior Reporting
- ❍ 15. The Coming IFRS Conversion: A Wave of Change to U.S. GAAP

3:20 - 5 p.m.

- ❍ 16. Let's Get Personal - Preparing and Reporting on Personal Financial Statements
- ❍ 17. Health Savings Accounts
- ❍ 18. When You Absolutely, Positively Need to Know What It Cost
- ❍ 19. Carlton's Top 25 Security Measures
- ❍ 20. Lean Accounting: Doing More With Less

tuesday • august 31 • sessions

please select your concurrent sessions:

8 - 9:40 a.m.

- ❍ 21. SSARS Update
- ❍ 22. Federal Tax Update - Individuals
- ❍ 23. Forensic Auditing
- ❍ 24. Inventory Management & Supply Chain Automation
- ❍ 25. When Worlds Collide: Integrating Financial and Cultural Due Diligence in Mergers, Acquisitions and Alliance

10:10 - 11:50 a.m.

- ❍ 26. Independence - What It Means and When It's Required
- ❍ 27. General Business Provisions
- ❍ 28. Just Do It (The Right Thing)! Professional Ethics for Accountants and Auditors (I)
- ❍ 29. Excel - Carlton's Favorite 50 Tips & Tricks
- ❍ 30. Strategic Sourcing: Leveraging the Power of Your Strategic Suppliers

1:10 - 2:50 p.m.

- ❍ 31. FASB Accounting Standards Codification - Do You Know How to Find the Answers Now?
- ❍ 32. Federal Tax Update - S Corporations
- ❍ 33. Just Do It (The Right Thing)! Professional Ethics for Accountants and Auditors (II)
- ❍ 34. The 50 Best Websites for CPAs
- ❍ 35. Creating Competitive Advantage: Developing a Roadmap for Sustainable Performance

3:20 - 5 p.m.

- ❍ 36. IFRS for Small Businesses
- ❍ 37. Federal Tax Update - Partnerships & LLCs
- ❍ 38. Using Computer Assisted Audit Techniques to Detect Fraud
- ❍ 39. Gadgets & Gizmos That Make Your Life Easier
- ❍ 40. Change Management: Making Improvement Happen

registration form • TABE (604)

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Check all that apply:

❍ CPA ❍ Not a CPA ❍ TSCPA Member ❍ Non-Member ❍ Attorney

Do you require continuing legal education (CLE) credit? ❍ Yes ❍ No

If so, please provide your Board of Responsibility (BPR) number: ________

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TSCPA reserves the right to change any portion of this program due to unforeseen circumstances.

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