

bright ideas

Friday, Sept. 19, 2008

Hilton Memphis • Memphis, Tenn.

Register by Sept. 4 to save \$30!



The Educational & Memorial Foundation of the Tennessee Society of Certified Public Accountants and the TSCPA Industry Committee present the

memphis business & industry conference registration information

8 CPE Credit Hours (management)

Enroll soon because **space is limited**. Register by **Sept. 4** 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 **Sept. 11** will be assessed a \$30 administrative fee. Cancellations received between **Sept. 12 and 18** 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 credit.

Conference Fee Includes: sessions, conference materials, continental breakfast, lunch and refreshment breaks.

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: Reservations may be made at the Hilton Memphis by calling 901/684-6664. Please indicate that you are with the Tennessee Society of CPAs when making your reservation.

registration form

Please use a separate form for each registrant. Registration forms may be photocopied. **PLEASE PRINT OR TYPE.**

Course #: 191

Name: _____ Nickname: _____

TSCPA Member Number: _____ Preferred Mailing: Home Work

Business Name: _____

Address: _____ PO Box: _____

City/State/ZIP: _____

Daytime Phone: _____ Fax: _____

E-mail: _____

Check here if this is a change of address.

Check all that apply: CPA Not a CPA TSCPA Member Non-Member

PAYMENT INFORMATION (Credit card registrations may be faxed to 615/309-8054 or 615/377-3904.)

Your Total: \$ _____ Charge To: MasterCard Visa

Cardholder Name: _____

Card Number: _____ Expiration Date: _____

Credit Card Security Code (last three digits on back of credit card): _____

Cardholder Signature: _____

Check enclosed payable to: Educational & Memorial Foundation of TSCPA
201 Powell Place, Brentwood, TN 37027

If you have special needs under the Americans with Disabilities Act, please attach a written description or call the society office at 615/377-3825 or 1-800/762-0272.

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

before sept. 4:

Member Discount Fee	\$205
Conference Fee	\$255

after sept. 4:

Member Discount Fee	\$235
Conference Fee	\$285

conference schedule • friday, september 19 • hilton memphis

7:30 - 8 a.m. Registration/Continental Breakfast

8 - 8:05 a.m. Opening Remarks

8:05 - 8:55 a.m. Simple Solutions/Harness the Power of Passion and Simplicity to Get Results

Arnold E. Perl, Attorney, Ford & Harrison LLP, Memphis, Tenn.

Attendees will be exposed to an effective model for leadership which highlights the tools and logic from the left side of the brain balanced by the passion, energy and intuition on the right – and embedded on a foundation of simplicity.

8:55 - 9 a.m. Change Break

9 - 9:50 a.m. Podcasts in the Workplace

Brian D. Janz, Ph.D., Professor of MIS and Director of Executive Education and Development, The Fogelman College of Business and Economics at The University of Memphis, Memphis, Tenn.

If the terms podcast and workplace seem mutually exclusive to you, you'll want to find out how this emerging audio technology has moved from an underground method of sharing music and stories to a prime-time method of sharing important audio information with your colleagues and clients. In this session, podcasting will be demystified, and you'll find out how you can incorporate this technology into your workplace and work life.

9:50 - 10:05 a.m. Networking Break & Exhibit Viewing

10:05 - 11:45 a.m. Fraud Risk Management: Creating an Anti-Fraud Environment

John J. Hall, CPA, President, Hall Consulting Inc., Vail, Colo.

Leaders in every organization face risks from misconduct, wrongdoing and fraud. But relatively few organizations have a comprehensive fraud risk management plan in place to proactively address fraud exposures. This session gives CPA business executives the anti-fraud tools they can apply in their own organizations. Topics covered will include:

- 10 best practices for fraud deterrence and prevention,
- The critical policy on suspected misconduct,
- Three steps to detecting fraud and misconduct,
- Why internal controls break down, and what to do about it,
- How to conduct a "Comprehensive Fraud Risk Assessment,"
- How to build prevention into every day activities and
- Special challenges from third-party relationships.

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

12:45 - 1:35 p.m. Who Says It's Not Easy Being Green? Why "Going Green" = "Better Business Practices" at Butler Snow Attorneys

Ken Jones, Director of Information Technology, Butler, Snow, O'Mara, Stevens & Cannada, PLLC, Jackson, Miss.

We all know that companies should adopt "green" practices, but the common perception is that these practices are disruptive to normal business operation. Another misconception is that while "green" initiatives have benefits for the environment, there are few, if any, benefits for the company and their clients.

At Butler Snow we discovered that both of these common perceptions were inaccurate. We discovered that "green" practices and better business practices go hand in hand. We will share our experiences of how "green" practices helped us to become a more efficient firm.

1:35 - 1:40 p.m. Change Break

1:40 - 2:30 p.m. The New Form 990: What You Must Know and Do

David Craig, CPA, Senior Tax Manager, Deloitte Tax LLP, Memphis, Tenn.

The IRS has released the final redesigned Form 990 scheduled to take effect for the 2008 tax year along with the draft instructions. Information reporting changes on the redesigned Form 990 are intended to provide increased transparency and facilitate comparisons between similar types of tax-exempt organizations. Learn the action items you need to implement now to assist tax-exempt organizations in complying with the redesigned 2008 Form 990. It is not too soon to begin taking steps to ensure that information is being captured in a manner that will enable tax-exempt organizations to meet the expanded reporting requirements.

2:30 - 2:45 p.m. Networking Break & Exhibit Viewing

2:45 - 4:25 p.m. How is the Recession Going?

George A. (Tony) Spiva, Ph.D., Professor Emeritus, The University of Tennessee, Knoxville, Tenn.

The National Bureau of Economic Research dates recessions (when they start, when they bottom out, etc.) only well after the fact, so we won't get the official start of this recession for at least another six months. The current recession probably started during the fourth quarter of 2007. What is its status about a year later? Recessions share similar properties, but each one has its own unique features that determine how severe and how long the recession will be.

**Thank you to our exhibitor:
First Tennessee**

Green Efforts

In an effort to be mindful about our impact on the environment, TSCPA is looking at ways to reduce our carbon footprint. For the Memphis Business & Industry Conference, instead of a large notebook containing every conference presentation and supporting materials, you will have the opportunity to help save the environment by accessing some of these documents online.

A special link will be provided to conference registrants via e-mail in advance of the event so you can review and download the materials as needed. This link will remain active for two weeks after the conference.