session descriptions • monday, august 30 • 10:10 - 11:50 a.m.

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!