

2011 Accounting & Technology Conference

Agenda

St. Louis Crowne Plaza Airport

November 3-4

November 3

7:00 am – 8:00am Registration and Continental Breakfast

8:00am – 9:40 am Keynote

Economic Update and Market Outlook

Chris Kuehl, Ph.D., Managing Director, Armada Corporate Intelligence, Kansas City, MO

Highlights:

- What makes the media panic from one day to the next
- The real short-, medium- and long-term trends look like for the economy
- Separate the political issues driving the economy from those driven by real shifts
- What motivates the market as opposed to what motivates the economists

9:40 am – 10:00 am Refreshment Break

10:10am – 11:50am Choose Your Breakout Session

A1. Windows 7 Tips & Tricks

Val D. Steed, CPA.CITP, MA, K2 Enterprises, Centerville, UT

You've migrated to Windows 7, but are you getting the most out of your investment?

Highlights:

- Configuring and using Windows 7 more effectively to improve your productivity, security, and reliability
- Taking full advantage of your operating system and use it to achieve maximum productivity

A2. Individual Tax Update

Joe Marchbein, CPA, Jack P. Fitter, CPA, APC, Chesterfield, MO

Highlights:

- Update of federal legislative, regulatory, judicial, and administrative developments in matters of taxation relevant to individuals
- Foreign Bank Account Reporting and the new requirements for holders of foreign financial assets
- The latest IRS rules for Preparer Tax Identification Numbers

A3. Social Media – Best Practices? Or Crossing the Line?

Melenie Broyles, Etiquette St. Louis

Are you using social networking to expand your business or bury your image? Join us for a fun, informative and entertaining look at using these tools for good and not evil.

Highlights:

- Facebook, MySpace, manners and where the line is we should not be crossing
- The top 10 things to avoid in using social media for business

11:50am – 12:50pm Networking Luncheon

12:50pm – 2:30pm Choose Your Breakout Session

B1. Excel's Three Tables

Val D. Steed, CPA.CITP, MA, K2 Enterprises, Centerville, UT

Excel has three very powerful table features. Each one is unique and is used in different ways to save accountants and other business professionals' significant amounts of time. Armed with these three tables, you will seldom encounter a data analysis problem that cannot be solved in a reasonable amount of time.

Highlights:

- Data Tables, PivotTables, and Excel Tables to an intermediate level

B2. Sales & Use Tax Update

Randy A. Hilger, CPA, Ryan, St. Louis, MO

Highlights:

- 2011 Legislation (including the September 2011 Special Session)
- New and revised Regulations and recent Letter Rulings
- 2011 Administrative Hearing Commission and Missouri Supreme Court Decisions
- Missouri Department of Revenue audit and assessment activity including FAA, U.S. Customs and other data warehouse supported activity

B3. IFRS Update

Richard T. Jerry, CPA, KPMG LLP, St. Louis, MO

Highlights:

- Current SEC/IFRS Work Plan
- FASB / IFRS Convergence Update

2:30 p.m. – 2:50 p.m. Refreshment Break

2:50pm – 4:30pm Choose Your Breakout Session

C1. Cloud Computing

Val D. Steed, CPA.CITP, MA, K2 Enterprises, Centerville, UT

You have heard about cloud computing for years, but now it is finally here.

Highlights:

- Available alternatives and some of the potential benefits and risks associated with moving to the cloud
- Various cloud-based solutions: accounting solutions, spreadsheets, document management, tax preparation, and data storage
- The future of cloud computing

C2. Recent Developments in Estate Planning: The Impact of Continuing Changes in the Estate and Gift Tax Exemptions

Laura M. Duncan, Partner, Thompson Coburn LLP, St. Louis, MO

Highlights:

- General estate planning ideas in light of the 2010 Tax Relief Act
- Strategies for utilizing higher estate and gift tax exemptions
- Carryover basis issues and Form 8939
- Update on Entity/Valuation Estate and Gift Tax Cases, including defined value clauses

C3. Ethics – fulfills two-hour ethics CPE requirement

Michael P. Downey, J.D., Partner, Armstrong Teasdale, St. Louis, MO

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Day Two November 4

7:00am – 8:00am Registration and Continental Breakfast

8:00am – 9:40am Keynote

The 1.2% Factor – How One Small Change Leads to Large Results

Bob Davies, M.Ed., Master Certified Coach, High Performance Training, Inc., Lake Forest, CA

This presentation takes the audience beyond entertainment and into impact. Regardless of the amount of time for the program there is one take-away: a dynamic that the audience did not have prior to entering the room. This new dynamic results in the audience being able to influence what they pay attention to over the next seven days. This also results in the audience accomplishing one activity that they otherwise would have been too busy to complete.

9:40 a.m. – 10:10 a.m. Refreshment Break

10:10am – 11:50am Choose Your Breakout Session

D1. Audits of Employee Benefit Plans

Susan F. Orr, CPA, CMA, Partner, UHY LLP, St. Louis, MO

Highlights:

- Investments and fair value measurements
- DOL hot spots
- Auditor's review of Form 5500
- Addressing operational errors and corrections
- 403(b) plans

D2. What's Hot in Healthcare

Randy S. Gerber, Shareholder, Polsinelli Shughart PC, St. Louis, MO

Rebecca L. Frigy, Associate, Polsinelli Shughart PC, St. Louis, MO

Highlights:

- Discuss Physician/Hospital Alignments
- Explore Health Information Exchanges
- Receive a Meaningful Use Update and Compliance
- Gain insight into Accountable Care Organizations
- Review Compliance and Regulatory Updates

D3. Creating Habits-How to Coach Like an Expert

*Bob Davies, M.Ed., Master Certified Coach, High Performance Training, Inc.
Lake Forest, CA*

This program is the implementation of the keynote presentation along with new content.

Participants will learn one of the most powerful communication strategies that will give them an "expert" level in their ability to coach themselves and others to higher levels of performance. The rest of the program will be the implementation of this technique.

Additional information will be given to support the use of the behavioral dynamic presented in the keynote. Next you will be taught one communication technique that will give you a competency level of EXPERT as a coach. You will be able to guide yourself and others to a higher level of performance. This program will implement the one take away from the keynote.

11:50am – 12:50pm Networking Luncheon

12:50pm – 2:30pm Choose Your Breakout Session

E1. Surviving a Disaster – The Story From Inside the Tornado

*Steven C. Epner CSP, Brown Smith Wallace Consulting Group, St. Louis, MO
Center for Supply Chain Management Studies, Saint Louis University
Entrepreneurship Studies - Saint Louis University and Webster University
Nickolas G. Myers, CPA, Nickolas G. Myers, CPA, P.C., Joplin, MO*

This is not a presentation on theory (although that kind of information will be available). It is a personal and real story of what happens when everything is destroyed. Find out the realities of disaster recovery from one who knows - Nick Myers who is an individual practitioner from Joplin. Do not miss this session.

E2. Succession Planning Reversed!

Nick Leach, CPA, Torosian & Walter, LLP, Fresno, CA

Highlights:

- Speaking to partners and other established leaders in CPA firms about the importance of knowing the upcoming people in your firm and identify future leaders/partners early
- Cultivate and grow your future leaders
- "5 Secrets to Success" that every partner should have their leadership team buy in too

E3. Was It Fraud? If So, Who Did It?

David L. Cotton, CPA, CFE, CGFM, Managing Partner, Cotton & Company LLP, Alexandria, VA
Fraud is characterized by deceit, deception, concealment, trickery, lies, cover-up, and often collusion. Should auditors *really* be expected to find fraud? Two powerful forensic tools can be used in finding fraud: *fraud brainstorming* and *expanded fraud inquiries*.

Highlights:

- The best ways to employ these two tools and discuss the skills needed to apply them effectively.
- An in-depth case study exercise designed to give participants hands-on experience in applying both tools. Was a seemingly very successful not-for-profit organization the victim of one or more fraud perpetrators? If so, who did it, and how?

2:30 p.m. – 2:50 p.m. Refreshment Break

2:50pm – 4:30pm Choose Your Breakout Session

F1. IRS and Exempt Organizations – What has Changed, What is Going to Change

Mary Jane Pieroni, CPA, CFE, Huber, Ring, Helm & Co., P.C., St. Louis, MO

Highlights:

- Glean insight into the New 990 and what the IRS learned
- 2011 Compliance Focus Areas
- Discuss the 2011 IRS Initiatives

F2. Challenges for CPA firms

Nick Leach, CPA, Torosian & Walter, LLP, Fresno, CA

Panelists TBA

You won't want to miss this interactive session – share best practices with other attendees on issues/concerns that we all experience in our workplace.

Highlights:

- Fee sensitive clients - flat rate billing vs. hourly billing
- Client Retention – what are your clients looking for?
- Bringing in clients. How does your firm market and attract new clients?

F3. Resolving Ethical Dilemmas

David L. Cotton, CPA, CFE, CGFM, Managing Partner, Cotton & Company LLP, Alexandria, VA

Professional ethics rules are numerous, detailed and complex. Navigating through them can be a challenge--especially when the rules themselves create additional conflicts. Wouldn't we be better off if we just had a few basic ethical **principles** to guide us?

Highlights:

Examine some basic ethical principles and frameworks for resolving ethical dilemmas and test them using several case study exercises

4:30 p.m. Adjournment

