

MACPA's 2009

**NEW**

# WINTER CPE MEGA CONFERENCE

*Specially* designed for accounting professionals working in business and industry

**Replacing the Winter Accounting & Auditing Conference**

## FEATURING

Critical information in

- Accounting & Auditing  
(Up to 8 Hours)
- Ethics
- Management
- Need to Know
- Tax
- Technology

*Take a vacation  
from your desk*

**Special  
Member  
Price  
\$185**

The Michigan Association of

**MACPA**

Certified Public Accountants

THURSDAY, FEBRUARY 19, 2009  
VISTATECH CENTER SCHOOLCRAFT COLLEGE, LIVONIA

[WWW.MICHCPA.ORG](http://WWW.MICHCPA.ORG)



## WHY ATTEND...

Need a break from your office environment? Join us at your *CPE DESTINATION* where there is a boat load of critical information in a variety of topics. It may be cold outside, but it's warm and inviting inside the VisTaTech Center Schoolcraft College in Livonia where we serve your educational needs. This is your opportunity to sit back, relax and enjoy as our experts take you on a journey of knowledge.

## Agenda

7:00 AM	Optional Early Bird Ethics Session Registration & Refreshments
7:30 AM	Optional Early Bird Ethics Session Begins
8:00 AM	Conference Registration & Refreshments
8:30 AM	Breakout Sessions
9:30 AM	Breakout Sessions
10:30 AM	Breakout Sessions
11:30 AM	Breakout Sessions
12:20 PM	Group Luncheon
1:10 PM	Breakout Sessions
2:10 PM	Breakout Sessions
3:10 PM	Breakout Sessions
4:10 PM	Breakout Sessions
5:00 PM	Adjournment

## Program Location

**Thursday, February 19, 2009**  
**VisTaTech Center Schoolcraft College**  
18600 Haggerty Road  
Livonia, MI 48152  
Phone: 734.462.4610

Overnight accommodations are available at the Radisson Hotel, Livonia (734.464.1300). Please identify yourself as a MACPA member to receive the special room rate.

Special room rates are available to those who make reservations early. The facility may release the room rate 3-4 weeks before the program. Rates cannot be guaranteed after this time.

To ensure a trouble-free commute, before driving, check for the latest road construction by visiting [www.michigan.gov/mdot/](http://www.michigan.gov/mdot/)

## Recommended CPE Credit

9 Hours with Optional Early Bird Ethics Session  
(including Accounting & Auditing and Ethics)

## Program Perks

Continental breakfast, am/pm refreshments,  
group luncheon and course materials/supplies.



Please choose ten of your preferred choices of breakout sessions (A-N) on the registration form. You will be assigned to eight.

## ACCOUNTING & AUDITING

### **A. The Coming IFRS Conversion: A Wave of Change to U.S. GAAP\***

Today, the United States and Japan are the only major economies that have not committed to a plan for converting to International Financial Reporting Standards (IFRS). It appears inevitable that separate U.S. GAAP will disappear over the next ten years. The only real issue appears to be ***how fast*** the change will occur. Discuss the nature of the changes and how to prepare for this major make-over to accounting as you know it.

**John L. Daly, CPA, MBA, CMA, CPIM** - *President, Executive Education, Inc., Chelsea*

### **B. Accounting for the Lean Enterprise: The Good, The Bad & The Why\***

The stated goal of lean accounting is to provide accurate, timely and understandable information for measuring performance and motivating the lean transformation throughout an organization. But does this mean that lean accounting should be a company's exclusive source for management accounting information? Explore both the positive and the negative aspects of lean accounting – including value-stream costing – and how it can best be used to improve an organization's growth, profitability and cash flow.

**Douglas T. Hicks, CPA, CMC** - *President, D.T. Hicks & Co., Farmington Hills*

### **C. Internal Controls: Preventing the Fraud Lurking in the Shadows\***

Fraud can be deterred! With an effective internal control system, instances of fraud are more likely to be detected and managed before they impact your business or your clients. Take a moment to get updated on the latest fraud scams and examine the internal controls you can implement to increasingly mitigate and prevent fraud.

**R. Austin Marks, CPA, CFF, CFFA** - *Senior, Cendrowski Corporate Advisors, Bloomfield Hills*

### **D. Business Performance Measurement & Management\***

Performance measurement and management embraces a wide variety of methodologies, metrics, benchmarks, processes, and systems that help a company manage its performance. It is management's way of translating strategic plans into results. Learn about these various methods available to companies that can assist them in making better financial decisions for their future success.

**Craig Fitzgerald, CPIM, CMA** - *Partner, Plante & Moran, PLLC, Southfield*

\*Qualifies for Accounting & Auditing CPE credit.



## ACCOUNTING & AUDITING (CONT.)

### **E. What CFOs Should Know About the Audit & Administration of Employee Benefit Plans\***

The audits of employee benefit plans carry responsibility on both sides of the table — for the auditor and the CFO, controller and benefits administrator. Where does the responsibility of each start and stop? Who is at risk? When? For how much? Gather ideas on how to make your company's plan audit run smoother. Gain an understanding of what features and tools are most important to maximize the value and benefit of this process as well as common audit deficiencies to look out for. Think ahead and be prepared.

**Carla A. Grant, CPA** - *Shareholder, Hungerford Aldrin Nichols & Carter, PC, Grand Rapids*

### **F. Performing a Cash Management Review\***

Explore a methodology for performing a review of your cash management practices and address the aspects that *Sarbanes-Oxley* does not cover. Also, learn the major steps to take in performing the review, including the goals, areas to review and what to do for each major area. In addition, you will learn some easy lessons on specific problems to look for during the review.

**Dennis A. Hoyt, CPA** - *President, Hoyt Treasury Services, LLC, Caledonia*

### **G. Profit Improvement - Improving Productivity & Efficiency\***

In these difficult economic times, getting lean and profitable is on the mind of every financial manager. Hear veteran CFO John L. Daly talk about using these profit improvement issues:

- Using lean thinking
- Benchmarking for performance improvement
- Identifying areas that are not cost effective

**John L. Daly, CPA, MBA, CMA, CPIM** - *President, Executive Education, Inc., Chelsea*

### **H. FASB Up-to-date – Industry Focus\***

Discuss recent additions to FASB standards as well as amendments to existing pronouncements as it relates to CPAs in business and industry. This quick-paced informative session is not to be missed.

**Greg R. Dunning** - *Professor, University of Windsor, Windsor, Ontario, Canada*

\*Qualifies for Accounting & Auditing CPE credit.

## ETHICS

### NEED ADDITIONAL ETHICS CREDITS?

Optional Early Bird Ethics is Also Offered! (See next page)

#### **I. Business & Industry Ethics – Yes, for You Too!\*\***

Examine the applicability of the Code of Professional Conduct to CPAs in the industry. Everyday matters, including whistleblower policies, internal controls, confidentiality requirements and identifying fraud are discussed. The resulting necessary actions are explored, as well.

**Jeff Aisen, CPA** - Member, MACPA Professional Ethics Task Force, Troy

## MANAGEMENT

#### **J. Enhance the Appraisal “Process” & Pave the Way for Individual Performance Improvement**

Do you dread performance appraisals? Learn how to turn this “event” into a “process.” Discover the value of a positive, results-oriented process. Samples of performance appraisals will be available. Learn how the 360° appraisal may benefit your organization.

**Mary F. Bartlett** - President, Bartlett Consulting of Michigan, LLC, Canton

## NEED TO KNOW

#### **K. Alternative Methods of Financing for Underperforming Companies**

In today’s challenging economic times, finding the funds a company needs to survive can be a challenge. Discuss creative approaches to secure short- and/or long-term working capital for companies facing financial difficulties.

**James V. McTevia** - Managing Member, McTevia & Associates, LLC, Bingham Farms

## TAXATION

#### **L. Michigan Business Tax – Inside the Business Perspective**

With more than a year of the Michigan Business Tax (MBT) behind us, businesses have experienced its impact. Our MBT expert gives you an inside look into the positive and negative aspects of the tax from a business and industry perspective.

**Sam L. Hodges, CPA** - Managing Member, Sam Hodges & Associates, LLC, Troy

\*\* Qualifies for Ethics CPE credit

## TAXATION (CONT.)

### **M. Canadian Tax Implications of Cross-Border Transactions**

Conducting business in Canada may expose U.S. businesses to various tax risks, particularly in light of recent changes to the Canada-U.S. Treaty contained in the Fifth Protocol. Explore some of the recent changes to the Treaty in an effort to assist U.S. businesses to identify and manage these risks. A must for those straddling the border!

**Gerard P. Charette, BA, LLB** - *Principal, Miller Canfield Paddock & Stone, LLP, Windsor, Ontario, Canada*

**Marco Dolfi, BA, LLB** - *Principal, Miller Canfield Paddock & Stone, LLP, Windsor, Ontario, Canada*

## TECHNOLOGY

### **N. Technology Best Practices for Industry**

You can maximize your company's potential just by the effective use of your investment in technology. Hear the inside track as to how and why technology is viewed as a tool that assists organizations in fulfilling their objectives. Technology is often the key to financial success, so find out how to best use it to its full potential.

**Scott M. Goemmel** - *Partner, PMV Technologies, Madison Heights*

## **Optional Early Bird Ethics Session**

### **Common Ethical Inquiries**

Hear how the MACPA Professional Ethics Task Force handles the numerous ethical inquiries it receives from CPAs needing guidance on professional ethics standards. Each one is carefully examined and investigated by a task force member and then reviewed by the task force as a whole to provide the member with an accurate response. You'll learn historical trends in the subject matter of member inquiries, composition (content) of inquiries, and the ethical impact on the inquiring CPA's decision.

**Jeff Aisen, CPA** - *Member, MACPA Professional Ethics Task Force, Troy*

**Course Code:** ETMEGA3

**Fee:** \$35 Member/ \$50 Non Member

**Recommended CPE Credit:** 1 Hour Ethics

*To register, please see the registration form, visit our website - [www.michcpa.org](http://www.michcpa.org), or call our office at 248.267.3700 or toll-free in Michigan at 888.877.4CPE (4273).*

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THURSDAY, FEBRUARY 19, 2009 – VISTATECH CENTER SCHOOLCRAFT COLLEGE, LIVONIA

REGISTRATION FEE: \$185 MEMBER / \$285 NON MEMBER

**Course Code: MEGA3**

Register me for MACPA's 2009 **WINTER CPE MEGA CONFERENCE**

Please indicate ten of your preferred choices of breakout sessions (A-N) below.

You will be assigned to eight.

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_ 5th \_\_\_\_\_

6th \_\_\_\_\_ 7th \_\_\_\_\_ 8th \_\_\_\_\_ 9th \_\_\_\_\_ 10th \_\_\_\_\_

Special Dietary Needs: (please check one)  Fish  Fruit  Vegetarian Plate



**Course Code: ETMEGA3**

Register me for the **OPTIONAL EARLY BIRD ETHICS SESSION**

Registration Fee: \$35 member/\$50 Non Member

## PERSONAL INFORMATION

Name of Registrant \_\_\_\_\_  
*Please print* *First* *Middle* *Last*

Name for Badge \_\_\_\_\_ Position/Title \_\_\_\_\_

Firm/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Mobile Phone ( ) \_\_\_\_\_  
(For emergency use only)

E-mail Address \_\_\_\_\_

This is a permanent address change. Please send confirmation by:  E-mail (for paid registrants only)  U.S. mail



*If you require special accommodations, please contact the MACPA office, 248.267.3700.*

## PAYMENT OPTIONS



Enclosed is a check for \$ \_\_\_\_\_ payable to The Michigan Association of CPAs.

Please bill me \$ \_\_\_\_\_ (MACPA member option only).

Please charge my:  MasterCard  Visa  American Express \$ \_\_\_\_\_

Firm Card or  Personal Card

Card Number \_\_\_\_\_ CVV2 Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

### FIVE EASY WAYS TO REGISTER

**Website:** www.michcpa.org

**E-mail:** macpa@michcpa.org

**Fax:** 248.267.3737

**Phone:** 248.267.3700 or

Toll-Free in Michigan:

888.877.4CPE (4273)

**Mail:** MACPA,

5480 Corporate Drive,

Suite 200, PO Box 5068

Troy, MI 48007-5068

**CANCELLATION POLICY:** If you cannot attend a program for which you are registered, call, fax, e-mail or write the MACPA at once. Cancellations received at least five (5) business days prior to the program date will be eligible for full refund or a credit. Cancellations received less than five (5) business days prior to the program date are subject to the following fees: \$50 service charge on 8-hour or longer courses, \$20 service charge on half-day events, \$15 service charge on 2-hour events and a \$10 service charge on 1-hour events. Credit balance(s) maintained with the MACPA as a result of cancellations, that are not used within one (1) year of the cancellation date, will be considered forfeited. **Cancellations will not be accepted on or after the program date. Substitutions will be allowed until the start time of the program without penalty.**

**Register Now Online!**  
[www.michcpa.org](http://www.michcpa.org)

The Michigan Association of  
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Certified Public Accountants

RECOMMENDED CPE CREDIT: 9 Hours with Optional Early Bird Ethics Session (including Accounting & Auditing and Ethics)

**Mark your calendars for these  
Business & Industry programs:  
Industry Professionals  
Conference**

Course Code: INDC  
Thursday, April 30, 2009  
Rock Financial Showplace, Novi

**Healthcare Conference**

Course Code: HCC  
Thursday, April 30, 2009  
Rock Financial Showplace, Novi

**Register online today!**  
[www.michcpa.org](http://www.michcpa.org)

**We offer YOU  
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Solutions**

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