

75

SCHOOL OF
ACCOUNTING

YEARS

UF | UNIVERSITY *of*
FLORIDA

ACCOUNTING CONFERENCE

Nov. 7-8, 2013 | Gainesville

FICPA
I am a CPA!

Florida Institute of Certified Public Accountants

FSOAC

Chomping Numbers for

75

YEARS

Be part of one of the greatest FICPA traditions. For the 75th year, influential speakers and leading CPAs will meet in the prestigious atmosphere of the University of Florida to improve their practice, grow their networks and share best approaches to hot industry topics like social media risks and opportunities, a new approach to leases, accounting for an unclaimed property and more.

Whether or not you're among the Gator alumni, you can partake in the fun and competitiveness of homecoming weekend following this conference. Complete your fall lineup of CPE while enjoying this 75-year tradition of fun and football. Register now and join the number chompers this season!

CPE Credit

This conference qualifies for 11 Accounting & Auditing (AA) and 5 Technical Business (TB) hours of CPE credit and is subject to change. CPE credit is subject to approval by the Florida Department of Business and Professional Regulation. Type of credit earned is dependent upon breakout selection.

Also available is one bonus hour of CPE credit (either AA or TB) by attending for one of the two optional sessions being offered during lunch on Friday.



#ficpaUF



Conference at-a-glance

Thursday

7:30-8:30 a.m.

8:30-8:45 a.m.

8:45-9:35 a.m.

9:35-10:25 a.m.

10:40-11:30 a.m.

11:30 a.m.-12:20 p.m.

12:20-12:40 p.m.

12:40-1:40 p.m.

1:40-2:30 p.m.

2:30-3:20 p.m.

3:35-4:25 p.m.

4:25-5:15 p.m.

5:15-7 p.m.

Friday

8-8:50 a.m.

8:50-9:40 a.m.

10-10:50 a.m.

10:50-11:40 a.m.

11:40 a.m.-12:55 p.m.

11:40 a.m.-12:55 p.m.

1-1:50 p.m.

1:50-2:40 p.m.

3-3:50 p.m.

3:50-4:40 p.m.

Saturday

Nov. 7

Registration and Continental Breakfast

Introductions and Opening Remarks

State of the Profession

Revenue Recognition

Social Media: Emerging Risks and Opportunities for Companies

Leases - A New Approach

Pre-luncheon Address - UF President Address

Lunch

Forensics

Board of Directors - Corporate Governance Accountability

Quantitative Easing

Student Presentation - The Development of GAAP for Small- and Medium-Sized Entities

Reception

Nov. 8

FASB Update

Board of Accountancy Regulatory Update

Financial Reporting Framework for Small-and Medium-Sized Entities

COSO Update

Bonus Hour of CPE: Lunch and Tax Q&A (Optional)

Bonus Hour of CPE: Lunch and Peer Review Q&A (Optional)

How to Properly Account for Unclaimed Property

Identity Theft of Tax Returns

Federal Tax Update

Fiduciary Accounting and Reporting

Nov. 9

Tailgate Party - Gerson Hall

7:30-8:30 a.m.

Registration and Continental Breakfast

8:30-8:45 a.m.

75th Anniversary Opening Remarks

8:45-9:35 a.m.

Keynote Address: State of the Profession (1 TB)

Barry C. Melancon, CPA, CGMA

President & CEO / AICPA / New York

Barry provides an overview of the key forces driving change for the CPA profession today and in the future. He also will cover key AICPA initiatives focused on supporting CPAs in this ever-changing profession.

9:35-10:25 a.m.

Revenue Recognition (1 AA)

Robert E. Chevalier, CPA

Partner/Auditing Standards Bd Mbr / KPMG LLP / New York

This session provides an overview of the new revenue recognition standard that resulted from a multi-year, joint project between the FASB and the IASB.

10:40-11:30 a.m.

Social Media: Emerging Risks and Opportunities for Companies (1 TB)

Avani Desai

Chief Marketing/Comm Officer / BrightLine CPAs & Associates, Inc. Tampa

Social media is the largest phenomenon to hit the internet. Most organizations have realized that there are real opportunities using social media technology and have also realized there are real risks. In addition, the global social media landscape is dynamic and will continue to dramatically change. As most companies will take part in the social media phenomenon in 2013, this trifecta of benefits, risks and changing environment has caused companies to stop and develop a disciplined process. This session will discuss why the comprehensive use of traditional controls will not effectively mitigate the risks inherent in social media, how social media continues to blur the lines between personal and professional lives and the collaboration with technology, marketing, HR, legal and compliance.

11:30 a.m.-12:20 p.m.

Leases – A New Approach (1 AA)

J. Edward Grossman, CPA, CMA, CFE, CGMA

Proprietor / J. Edward Grossman, CPA / Lakeland

Is the third time the charm? This session will discuss the FASB's latest proposal to improve financial reporting for leases. Does it resolve stakeholder concerns raised by the 2009 Discussion Paper and the 2011 Exposure Draft?



12:20-12:40 p.m.

Pre-luncheon Address – UF President Address

J Bernard Machen, DDS, MS, PhD

President / University of Florida / Gainesville

12:40-1:40 p.m.

Lunch

1:40-2:30 p.m.

Wild Adventures of a Forensic Accountant in South Florida (1 AA)

Andrew C. Bernstein

Director of Forensic Accounting Services / Berkowitz Pollack Brant Advisors and Accountants, LLP / Miami

Andrew Bernstein and his firm, Berkowitz Pollack Brant, have investigated some of the largest Ponzi schemes, scams and bankruptcies in Florida, including the fall of Scott Rothstein. Mr. Bernstein will provide some colorful background and insight into these and other investigations, including an overview of the techniques, methodologies and practices used to investigate and present testimony on accounting investigations. What is it really like to present the facts in a court of law?

2:30-3:20 p.m.

Board of Directors – Corporate Governance Accountability (1 AA)

John Gillespie

Attorney / The Gillespie Law Firm
and

M.G. Sanchez

Chairman – Executive Committee / Florida Capital Group

3:35-4:25 p.m.

Quantitative Easing (1 TB)

Mark Rush, PhD

Professor / Warrington College of Business Administration
University of Florida / Gainesville

Professor Rush presents an economist's view of the use of Quantitative Easing as part of the Administration's economic recovery plan.

4:25-5:15 p.m.

Student Presentation – The Development of GAAP for Small- and Medium-Sized Entities (1 AA)

Fisher School Students:

Lee Milam, Nicholas Pinto, Corey Tober,

Amanda Huynh and Mason Brannon

A discussion of the need, implementation and future of creating a GAAP for small- and medium-sized entities in the U.S.

5:15-7 p.m.

Reception

This reception always is well attended, and this year will be even more exciting with all the 75th anniversary activities! It will be a great opportunity for a reunion with other UF alumni so be sure to come and join your peers, speakers, faculty, UF cheerleaders, and Albert and Alberta for great food and a great time!

7:30-8 a.m.

Registration and Continental Breakfast

8-8:50 a.m.

FASB Update (1 AA)

Thomas J. Linsmeier, PhD, CPA, MBA

Board Member / Financial Accounting Standards Board
Norwalk

The session provides an overview of the recent activities taking place at the Financial Accounting Standards Board.

8:50-9:40 a.m.

Board of Accountancy Regulatory Update (1 AA)

H. Steven Vogel, CPA

Partner / Wilson Elser Moskowitz Edelman & Dicker LLP / Miami

An overview of the profession, the Florida Board of Accountancy, select Florida regulations and administrative code, the disciplinary system, statistics on disciplinary actions and select financial results.

10-10:50 a.m.

Financial Reporting Framework for Small and Medium-Sized Entities (1 AA)

Robert Durak

Senior Technical Advisor / AICPA / New York

In June, the AICPA launched a new accounting framework for main street businesses – the Financial Reporting Framework for Small- and Medium-Sized Entities (FRF for SMEs). This non-GAAP reporting option provides a simplified, relevant and cost-effective alternative basis of accounting for small businesses to use in the preparation of their financial statements. This session will cover the reasons why the framework was developed; its features and benefits; who it's for; and its key principles and accounting requirements.

10:50-11:40 a.m.

COSO Update (1 AA)

Robert Durak

Senior Technical Advisor / AICPA / New York

COSO Update and how it affects small or local practitioners.

11:40 a.m.-12:55 p.m.

Bonus Hour of CPE: Lunch and Tax Q&A (Optional) (1 TB)

Sheryll A. Goedert, CPA

Partner / Collier, Jernigan & Goedert, PA / Ocala
and

Bradley R. Gould, Esq.

Dean Mead Minton & Zwemer / Ft. Pierce

Back by popular demand! For a nominal additional fee, attendees will have the option to gather for an "open mic" session during lunch to share ideas and war stories and seek input on technical issues.



11:40 a.m.-12:55 p.m.

**Bonus Hour of CPE:
Lunch and Peer Review Q&A (Optional) (1 AA)**

Paul N. Brown, CPA, CGMA

Director of Technical Services / Florida Institute of CPAs
Tallahassee

Don't need tax info? For the same nominal fee as the Tax Q&A, come to this session with your questions about Peer Review. How did we arrive where we are? How could you be impacted? War stories and lessons learned by the audience are encouraged.

1-1:50 p.m.

How to Properly Account for Unclaimed Property (1 AA)

Cary D. McMillan, CPA

Chief Executive Officer / True Partners Consulting, LLC
Chicago, IL

Today, more than ever before, the 50 states are challenging companies across America on their accounting, reporting and remitting of unclaimed property. The presentation will explain why and what you and your clients can do about it.

1:50-2:40 p.m.

Identity Theft of Tax Returns (1 TB)

Dr. Valrie Chambers, PhD

Professor of Accounting / Texas A&M University
Corpus Christi, TX

Identity theft of tax information is a growing problem. Both taxpayers and tax preparers are a target for identity theft. In this presentation, we will discuss how to advise taxpayers who are victims of identity theft and some of the scams that aim to victimize CPAs or make them complicit in identity theft of client information.

3-3:50 p.m.

Federal Tax Update (1 TB)

Speaker TBD

This session highlights recent developments of federal income taxes, including the net investment tax.

3:50-4:40 p.m.

Fiduciary Accounting and Reporting (1 AA)

Speaker TBD

This session provides an overview of the requirements and preparation of fiduciary accounting for trusts and estates.

Saturday Nov. 9

Time TBD

Tailgate Party - Gerson Hall

Join the UF fans in front of Gerson Hall and get fired up before the UF vs Vanderbilt football game.

(Approximate time will be two hours before kickoff)





Conference committee

2012-2013 University of Florida Accounting Conference Planning Committee

Irv Gleim – *Honorary Chair*
Gary McGill – *Faculty Liaison*

Kim Autrey	Chip Jackson
David Barley	Daryl Johnson
Gene Bonham	Elaine King
Jesse Boyles	Dan Levine
Steve Bunch	Gary Margolis
Joseph Cannella	Rochelle Matza
Doug Cooper	Steve Moses
Rich Franz	Steve Nouss
Sheryll Goedert	Kris Polo
Brad Gould	Sheri Schultz
Marshall Gunn	Debbie Zaller
Ken Hartwig	

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This event is financed in part by a Tourist Development Tax Grant from the Alachua County Board of County Commissioners in conjunction with Alachua County Development Council.

Scholarships

Registrants for the conference have a unique opportunity to make a donation toward a scholarship for an accounting student at the university. The Trustees of the FICPA Educational Foundation will select scholarship recipients. Because the foundation is a charitable entity, all donations are considered tax deductible to the full extent allowed by law. Please use the conference registration form to indicate your donation.

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Conference info

Conference Site & Accommodations

Hilton University of Florida Conference Center

1714 Southwest 34th St.
Gainesville, FL 32607
(352) 371-3600
www.hilton.com

FICPA Room Rates

\$159 single/double (Wednesday and Thursday nights, November 6-7, 2013)

\$299 single/double (Friday and Saturday nights, November 8-9, 2013); two-night minimum required on football weekends)

Hotel requires a deposit of one night's room rate and tax. Cancellations must be made at least thirty (30) days in advance for Friday and Saturday night and one (1) day in advance for Wednesday and Thursday night reservations to receive a refund.

Reminder: This is Homecoming Weekend – make your reservations early!

Parking is FREE at Hilton's UF Hotel and Conference Center!

Hotel Cutoff Deadline: October 5, 2013

Reservations made after the cutoff date will be subject to availability and current room rate.

For reservations, please call the hotel directly at (352) 371-3600 and remember to mention the FICPA UF Accounting Conference to receive the special group rate.

CPE Policies You May Need to Know

CPE policies may be found on our website at www.ficpa.org/policies or on the confirmation sent upon completion of registration.

Group Discounts Available

Register five or more people from the same organization and receive special group discounts! Restrictions may apply. For more information, visit www.ficpa.org/policies.

Did you know?

You can apply your nonmember fee from this event towards an FICPA membership. Visit www.ficpa.org/policies for more details and an application.

Conference EZMaterials

Are you using all of the FICPA Conference EZMaterials advantages?

- **Available in Advance** – Download the EZMaterials PDFs to your laptop, tablet or other device seven days before the event.
- **Searchable** – Save time by jumping right to a subject – no more flipping through pages or reading extra.
- **Portable** – Upload your materials to the cloud or save to a flash drive and access anywhere.
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Accounting Conference

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