2018 COLUMBUS Accounting Show

EMBRACE **OPPORTUNITY**

Nov. 8-9, 2018

ohiocpa.com/OAS2018

THE OHIO SOCIETY OF CPAs
ADVANCING THE STATE OF BUSINESS

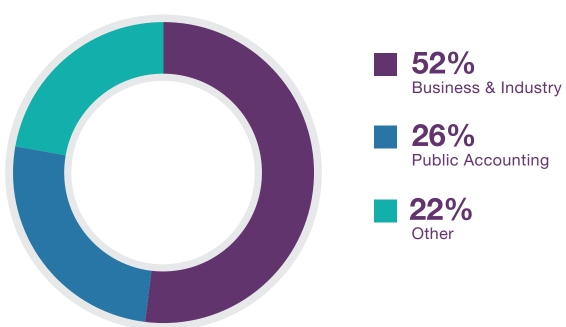
POWERING Excellence

Date: November 8-9, 2018
Time: 7:45 a.m. – 4:50 p.m.
(registration begins at 7:00 a.m.)
Credits: up to 16 credits in various areas

Location:
Nationwide Hotel & Conference Center
100 Green Meadows Drive South
Lewis Center, OH 43035

Phone: 866.233.9393
www.nwhotelandconferencecenter.com

ATTENDEE Demographics*



*Statistics based on 2017 Columbus Accounting Show

The **EXCITEMENT** is Building

The 2018 Columbus Accounting Show is your one-stop-shop for the learning you need to satisfy your professional standards in tax or A&A while diversifying your knowledge base.

There's a lot in motion that is shaking up the profession and it's crucial that you have the skill set you need to stay ahead of the game. Join us at this two-day interactive event and discover the latest industry trends that are shifting the accounting and finance landscape. In addition to new speakers and new content, this year's event incorporates engaging and fun opportunities outside of the classroom to maximize your learning experience!

We appreciate the opportunity to be a partner in your professional success. Whether you're in corporate or public accounting, we're driven to deliver quality learning built in response to the latest industry trends and emerging issues.

We know your time is valuable and it can be difficult to select sessions… so let us recommend a few for you!

CORPORATE

🔥 **Hot Topics!**

Session 12: Integrating Technology Applications

Session 24: The Internet of Things

Session 37: AI & Machine Learning in Finance

Session 43: Blockchain Opportunities for Accountants

PUBLIC FIRMS

🔥 **Hot Topics!**

Session 2: Digitizing Tax Workflow

Session 7: Data Analytics and Technology Platforms Workshop

Session 30: Futuristic Audit Trends

Session 45: Deeper Insights – Seeing What Others Don't

UP-TO-DATE TECHNICAL TOPICS

Session 9: Accounting for Leases Under the New Standard: Are You Ready for Compliance?

Session 14: Revenue Recognition: Lessons Learned and Practical Implementation

Session 28: Pass Through Entity Taxation

Session 29: Individual Tax Reform Strategies

Session 38: Tax Reform Opportunities and Risk: Top Business Planning Strategies

Don't delay – register today! Attend live or via webcast.

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SESSION & SPEAKER Spotlight

Session 30: Futuristic Audit Trends: The Future is Now

Amy Vetter, CPA, CITP, CGMA, president, QuickStart Training, Inc.

Amy is a key influencer in the accounting profession and an accomplished keynote speaker, tech executive and entrepreneur. Amy is also the author of two books with the first entitled, *Business, Balance & Bliss: How the B3 Method Can Transform Your Career and Life*. To share her work-life message more broadly, Amy presented the popular TEDx Talk, "Disconnect to Connect: The Path to Work-Life Harmony." Amy's second book, *Integrative Advisory Services: Expanding Your Accounting Services Beyond the Cloud*, is the CPA and accounting professional's guide to the future of offering advisory services to clients. Amy has been recognized as a Most Powerful Women in Accounting by *CPA Practice Advisor* and a Top 100 Most Influential Person by *Accounting Today*. She regularly contributes her insights to AICPA's *Journal of Accountancy*, *Accounting Today*, *CPA Practice Advisor*, *Entrepreneur*, and *Inc. com*. Learn more at AmyVetter.com and follow her @AmyVetterCPA.

Session 16: Thriving in Times of Change Through Effective Decision Making

John Sanchez, FPA Group

John has extensive experience on how to thrive in times of change. His background includes working at a top ten accounting firm, handling mergers and acquisitions for Fortune 500 companies, and holding leadership positions in consolidated business groups such as Royal Caribbean Cruises and AutoNation. John has substantial experience in capital and strategic planning with proven skills in large-scale budgeting, forecasting and financial planning. Since his move into developing business training courses for financial professionals in the areas of communications, financial planning and analysis, and budgeting and forecasting, John has established a clientele that includes solo start-ups and multi-billion dollar conglomerates in an eclectic array of industries. **John is also presenting Strategic Storytelling in Data Communication (session 11).**

Session 2: Digitizing Tax Workflow

Tammy Foskey, CPA, national director/tax process & workpaper standards, BDO

Tammy has more than 20 years of public accounting experience and serves both publicly- and privately-held companies. She has substantial experience with tax compliance, tax consulting, and financial accounting for income taxes, including federal, state and local, as well as international tax. Tammy serves a broad range of clients primarily in the manufacturing, chemicals, distribution, services, retail, technology and health care industries. She has lectured widely on various technical tax topics, as well as financial accounting for income taxes. Tammy is a certified implementer for Thomson Reuters Onesource Tax Provision software. She is also the Atlantic Region Practice Leader for BDO's ASC 740 resource team. Tammy develops a range of continuing education courses for the firm and teaches them locally, regionally and nationally. **Tammy is also presenting Data Analytics and Technology Platforms Workshop for Firms (session 7).**

Session 31: Data Analytics and Technology Platforms Workshop for the Finance Professional

Scott Vess, CPA, CMA, AVP, financial planning and analysis, Ohio National Financial Services

Scott will host a 3-hour collaborative session that explores possible solutions for smaller-scale businesses that have the same competitive needs for information and data management as their larger-scale peers. Scott is a highly accomplished financial professional with more than 20 years of experience in the financial services and technology consulting sectors. He's a graduate of the Miami University Farmer School of Business with a Bachelor of Science degree in Accountancy. He is also an avid drummer and airplane pilot and loves coaching baseball and softball for his children's teams.

Session 32: Measuring What Matters: Coaching Skills for Accountants

Amy Kay Watson, ACC, MDiv, Career Leadership Alignment

Amy will be leading a 3-hour workshop focusing on how executives can enhance their leadership and relationship management skills. After moving into corporate management, Amy realized she was given the responsibility, but none of the insight or skills to manage other people well. She pursued deeper understanding of how to build relationships through trust and confidence and has studied, observed, listened, challenged and reflected on her own experiences for more than 15 years. Attend this session to uncover your hidden genius and use it to make your life easier!

Session 37: Finance Evolution: Artificial Intelligence (AI) and Machine Learning

Chris Ortega, MBA, senior finance manager, Emarsys

Chris will share his expertise in finance evolution and discuss how artificial intelligence (AI) and machine learning are impacting the finance industry. He has more than 10 years of experience in the finance industry and has worked with Big 4 accounting firms, entrepreneurial, and public & private companies. Chris is not only committed to aligning passions, skills and talents to help others realize and achieve greatness, but he's also a dedicated boxer. **Chris is also presenting Strategic Partnership Value & Importance in FP&A (session 46).**

Session 23: War for Talent: Becoming an Employer of Choice

Brad Self, CPM, chief talent officer, Clark Schaefer Hackett & Co.

Brad provides strategic direction and oversight for all areas of talent management, including recruiting, performance management and employee retention. With more than 25 years of experience in a wide range of human resource areas, Brad is a champion for career opportunity maximization. Attend this session and learn how to develop and implement your own successful talent management initiatives for the long term. In his spare time Brad has been involved in Martial Arts for many years and studies the Korean art of Taekwondo. On Saturday mornings he teaches a "Little Dragons" class comprised of 5 to 7 year old children.

EXHIBIT Area

Find cutting–edge solutions and ideas for your professional business needs from our many exhibitors. Whether you need help with staffing, software, business development and more, the exhibit area is the place to be! Bring plenty of business cards to share as you check out the latest technologies, products and services available.

Win great prizes as you browse the vendors and play the game piece!

- Free registration to the 2019 Columbus Accounting Show
- Free registration to the 2019 Fall CPE Day
- Free subscription to one OSCPA Special Interest Section
- OSCPA Swag Bag
- Free ticket to OSCPA networking event in 2019
- Plus, prizes from the vendors themselves!

SPONSORS

EXHIBITORS

Saling Simms | Blackline | Oswald | CPACharge | U.S. Bank | RCG Tax Partners

NOV. 8 – Schedule at a glance

	ETHICS & GOVERNANCE	ACCOUNTING & FINANCE LEADERSHIP	STRATEGIC MANAGEMENT
7:00 AM	**Registration and Breakfast**		
7:45-9:00 AM	**1. How to Identify and Nurture Brand Advocates** SK ***Matthew Dooley, MBA, founder/CEO, Dooley Media*** • Understand the value of establishing and managing brand advocates, employees, customers, business partners and industry influencers. • Explore the latest tips and techniques for building relationships, advancing careers and bringing value to your organization. • Learn how to best leverage social media on a consistent basis in order to build awareness and memorability, all while not taking focus away from other priorities.		
9:25-10:40 AM	**4. Ohio CPA Professional Standards and Responsibilities** ET (9:25 a.m. - 12:20 p.m.) ***Tiffany Crosby, CPA, MBA, CTP, CGMA, director, learning, The Ohio Society of CPAs*** • Explore practical applications of the Ohio Revised Code (ORC) and the Ohio Administrative Code (OAC) in our modern environment. • Examine the concept of ethics, ethical drift and the ethical decision-making process. • Engage in an interactive review of the licensing, ethics and independence rules that apply to Ohio CPAs.	**5. Leadership is a Verb, Not a Noun** SK ***Bob Pacanovsky, owner, The Black Tie Experience*** • Gain an understanding of the practices that support collaborative leadership. • Explore how to implement those practices within your organization. • Discuss the importance of individuals at all levels taking initiative and acting in ways that support the achievement of the enterprise vision and objectives.	**6. Top Emerging Risks for CFOs to Watch** SK ***Jeffrey Bruner, CMA, director, CFO services, Brixey & Meyer, Inc.*** • Explore the top emerging risks creating challenges and opportunities for finance leaders. • Assess how to effectively break down the walls between finance and IT and build a strategic project management team. • Learn how to navigate the obstacles of advancing technology and demand for corporate reporting complexity and volume.
11:05 AM-12:20 PM		**10. How to Become a Futurist Leader** SK ***David Staley, PhD, president, Columbus Futurists*** • Understand why today's challenging landscape is pushing businesses to embrace new leadership and organizational development. • Find how to leverage the challenges and benefits of the future and their disruptions. • Learn how to become a better leader by recognizing emerging patterns of what the future holds.	**11. Strategic Storytelling in Data Communication** SK ***John Sanchez, managing director, FPA Group, LLC*** • Find out why only 5% of people you are communicating with will remember the facts you share. • Understand how storytelling helps convey your message and increases your audience's retention. • Learn how to communicate insights, not just data.
12:20-1:25 PM	**Lunch**		
1:15-2:45 PM	**15. Fraud in a Digital World** SK ***Lewis Baum, CPA, ABV, CFF, CVA, CFE, president, Baum Blaugrund, LLC*** ***Damon Hacker, CISA, MBA, CCE, president/CEO, Vestige, Ltd.*** • Examine the anatomy of fraud in a digital world. • Discuss prevalent fraud schemes and key prevention and detection techniques. • Identify action items for increasing fraud awareness among staff.	**16. Thriving in Times of Change Through Effective Decision Making** SK ***John Sanchez, managing director, FPA Group, LLC*** • Identify and avoid common barriers to effective decision making by understanding the psychology of decision making. • Equip your organization with proven, practical tools to improve the quality of your decision making. • Discuss formal processes to evaluate the effectiveness of the decisions you make to drive your business.	**17. Finishing Your Business so It Can Work Without You** SK ***Craig Hohnberger, owner, Buji ActionCoach*** • Dive into the six steps that bring companies to a finished position. • Identify how well positioned your business is for long-term success. • Discuss how to build a dream team so your business can thrive through succession.
3:10-4:40 PM	**21. Examining Your Organization's Business Model: Sustainable Workplace** SK ***Kenneth Haffey, CPA, CVA, partner, Skoda Minotti, CPAs*** ***Dave Mustin, MBA, partner, Skoda Minotti, CPAs*** • Learn how to evaluate your organization's current business model to identify opportunity to evolve, serve customers better and leverage resources. • Discuss key building blocks that are comprised in all agile business models. • Highlight the need to tap into the confidence and capabilities of all areas of your business to accelerate growth.	**22. Driving Peak Organizational Performance** SK ***Benjamin Childers, CPA, CMA, manager, HBK CPAs & Consultants*** • Assess how leadership development powers success and creates a magnet for high performers. • Explore how to ignite your organization's potential by empowering employees to reach theirs. • Discuss ways to increase organizational agility and success in navigating change.	**23. War for Talent: Becoming an Employer of Choice** SK ***Bradley Self, CPM, chief talent officer, Clark Schaefer Hackett & Co.*** • Evaluate how to better measure and understand talent. • Assess perks and employee benefits that pay off and create a 'sticky' culture. • Explore ways to increase employee engagement through career progression and coaching.

Session available via video webcast

	TECHNOLOGY APPLICATION & RISK MANAGEMENT	TAX COMPLIANCE	A&A COMPLIANCE
7:55-9:10 AM	**2. Digitizing Tax Workflow** TX *Tammy Foskey, CPA, national director/tax process & workpaper standards, BDO* • Identify digital tax tools and production processes that have evolved in recent years to enhance tax management. • Explore how integrated technologies allow for mobile access and collaboration by design and identify opportunities within your own tax workflow. • Discuss the benefits and challenges with selecting, developing and monitoring general controls over tax technology.		**3. The Essential A&A Update** AA *Nicholas Lombardo, CPA, audit senior manager, Schneider Downs & Co., Inc.* *Trevor Warren, CPA, shareholder, Schneider Downs & Co. Inc.* • Review recently issued or effective accounting standards. • Discuss major developments important to the profession. • Identify what you can do now to prepare for future updates, activities and requirements.
9:35-10:50 AM	**7. Data Analytics and Technology Platforms Workshop for Firms** AA *Tammy Foskey, CPA, national director/tax process & workpaper standards, BDO* • Identify strategies and best practices for preparing your organization to better use data analytics to accomplish objectives. • Discuss risks, challenges and opportunities associated with data analytics. • Explore possible solutions and platforms for smaller scale businesses to implement data analytics into day-to-day work.	**8. New World of Asset Classification Under TCJA** TX *Ron Antal, CPA, MST, CGMA, managing director, RCG Tax Partners* • Identify what you can 179 or De Minimis under the Tax Cuts and Jobs Act. • Explore qualified improvement property and discuss what happens to it in 2018. • Understand how real estate professionals are impacted by the new interest expense deduction limitation.	**9. Accounting for Leases Under the New Standard: Are You Ready for Compliance?** AA *Chadwick Kolde, CPA, senior manager, Barnes Dennig & Co. Ltd* *Tom Groskopf, CPA, CVA, MBA, director, Barnes Dennig & Co. Ltd* • Dive into the core principles of the new standard including identification, recognition, measurement, presentation and disclosure requirements. • Illustrate application of the new standard through examples. • Discuss tips to be tackling now for a smooth implementation and compliance in the effective year.
11:15 AM-12:30 PM	**12. Technology Needs an Accountant's Heart** SK *Ryan Watson, CPA, principal, UpSourced Accounting* • Learn how to anticipate new artificial intelligence (AI) abilities. • Identify ways to adapt your service lines and proactively manage AI capabilities to create value for your clients. • Understand why clients are dependent on accountants to get the most out of AI.	**13. Why You Need a Magic Wand: You and Ohio Sales Tax Assessment** TX *Steven Dimengo, CPA, J.D., MT, partner, Buckingham, Doolittle & Burroughs, LLC* • Address procedural matters that work in your favor concerning responses to audit techniques, favorable presumptions and factual developments. • Learn how to educate the auditor about available exemptions (including those not so readily apparent). • Identify how to minimize the tax base with respect to proposed taxable services and property.	**14. Revenue Recognition: Lessons Learned and Practical Implementation** AA *Nicholas Lombardo, CPA, audit senior manager, Schneider Downs & Co. Inc.* • Walk through an in-depth understanding of the five-step framework. • Identify appropriate recognition decisions through practical examples to avoid traps in the future. • Designate steps to take today to be prepared for future implementation.
1:25-2:55 PM	**18. Bridging the Gap Between Your ERP** AA *Kim Wolfarth, BlackLine Solutions Consultant* • Discuss the transition from performing manual and spreadsheet-driven processes to strategic, value-add operations. • Dive into the possibilities of automating your financial close accounting activities. • Explore cloud-based software options and how they can complement ERP investments and financial planning, reporting and consolidation software.	**19. Legislative Update** TX *Gregory Saul, Esq., CAE, director, tax policy, The Ohio Society of CPAs* • Learn about the top state and federal legislative issues. • Unpack the details of the latest regulatory reforms at the Ohio Department of Taxation and Accountancy Board of Ohio. • Review state and federal judicial decisions impacting tax developments.	**20. Compilation & Review: Engagements Update** AA *Robin Ring, CPA, owner/partner/shareholder, RL Ring & Associates, Ltd.* • Recall the performance requirements for performing engagements in accordance with SSARS No. 21. • Recognize recent SSARs, accounting and reporting developments, including current practice issues. • Identify best practices when performing and documenting compilation and review engagements and peer review common deficiencies.
3:20-4:50 PM	**24. The Internet of Things: Opportunities and Risk** SK *Gregory Tapocsi, CyberOhio* *Nicholas Smith, CyberOhio* • Discuss the fundamentals of the Internet of Things (IoT) and learn how the IoT is impacting our business practices and personal routines. • Identify and understand the latest attack methodologies cybercriminals use in the IoT space. • Analyze best practices and next steps to improve the security of your IoT devices.	**25. Tax Credits in Light of Tax Reform** TX *Pete Turner, J.D., principal, tax, Clark Schaefer Hackett & Co.* • Discover how tax reform impacts several popular business tax credits and incentives. • Identify suitable candidates for these credits and incentives and how to incorporate into planning strategies. • Understand the steps necessary to fully benefit from these tax saving opportunities.	**26. Financial Statement Presentation Update for Not-For-Profit Entities** AA *Keith Martinez, CPA, partner, Plante Moran PLLC.* • Assess what changes to expect with the implementation of ASU 2016-14. • Walk through practical techniques to comply with the standard. • Review what a financial statement looks like under the new FASB standards.

AA Accounting & Auditing TX Tax SK Specialized Knowledge ET Ethics Hot Topic

NOV. 9 – Schedule at a glance

Time	FINANCIAL PLANNING & ANALYSIS/CFOS & CONTROLLERS	PROFESSIONAL SKILLS	TECHNICAL FINANCE & ACCOUNTING SKILLS
7:00 AM	Registration and Breakfast		
12:10-1:10 PM	Lunch		

7:45-9:00 AM

27. Strategic Planning: How to Be Successful SK

Gregory Meredith, practice leader, business advisory, Brixey & Meyer, Inc.

- Explore the differences between process (strategic planning) and the desired outcome (strategies).
- Review practical ways to improve your process so that you avoid checking boxes.
- Learn how to focus on the creation of compelling strategies that deliver a sustainable competitive advantage.

9:20-10:35 AM

31. Data Analytics and Technology Platforms Workshop for the Finance Professional SK

(9:20 a.m. - 12:10 p.m.)

Scott Vess, CPA, CMA, AVP, financial planning and analysis, Ohio National Financial Services

- Identify strategies and best practices for preparing your organization to better use data analytics to accomplish objectives.
- Discuss risks, challenges and opportunities associated with data analytics.
- Explore possible solutions and platforms for smaller scale businesses to implement data analytics into day-to-day work.

32. Measuring What Matters: Coaching Skills for CPAs SK

(9:20 a.m. - 12:10 p.m.)

Amy Kay Watson, ACC, MDiv, executive coach, Career Leadership Alignment

- Discuss the importance of creating performance management programs focused on career development and looking forward.
- Explore how to integrate feedback and coaching into day-to-day interactions.
- Assess ways to remove barriers to create an environment where talent can prosper.

33. Supercharging Cost Accounting AA

Reginald Lee, PhD, co-founder, Business Dynamics & Research, LTD

- Examine strengths and weaknesses of cost accounting data.
- Discuss tools and techniques that will turn both strengths and weaknesses into a competitive advantage.
- Identify ways to ensure alignment with operations for planning and managerial purposes.

10:55 AM-12:10 PM

36. Enhance Transparency in Financial Reporting AA

Veena Raja, CPA, audit director, BDO

- Learn how regulators and standard setters are looking to make corporate disclosures more effective and meaningful.
- Discuss steps organizations can take now to enhance disclosures to improve investor confidence and transparency with external advisers.
- Assess how this change will strengthen market reputation, footprint and leadership.

12:10-1:10 PM

Lunch

1:00-2:30 PM

40. Hidden Financial Metrics Crucial to Business Growth and Performance SK

Annette Hohnberger, co-founder, CEO, head coach, Buji ActionCoach

- Analyze the 5 key drivers to grow your bottom line with small improvements.
- Learn how to differentiate from your competition to increase profit margins and avoid competing on price.
- Explore how the financial team can better manage the performance of the marketing and sales teams.

41. Talent: Understanding Drivers and How to Support Performance SK

Josh Goldman, CAE, MA, vice president, learning, The Ohio Society of CPAs

- Describe factors impacting the modern workforce.
- Define the strategic human capital performance drivers affecting your organization.
- Identify gaps, potential activities and solutions.

42. Budgeting and Forecasting in a Dynamic Business Environment SK

Speaker TBD

- Identify the shortcomings in traditional budgetary processes and where improvements can be made.
- Define budgetary alternatives being practiced today: rolling forecasts/flexible budgets, zero-based budgeting, and activity- and output-based budgeting.
- Discuss the application of technology to planning and latest developments in systems.

2:50-4:20 PM

46. Strategic Partnership Value and Its Importance in FP&A SK

Chris Ortega, MBA, senior finance manager, Emarsys

- Discuss the importance of strategic partnership for the FP&A team.
- Gain an understanding of how to get started.
- Learn how FP&A can drive accountability and data driven decision making.

47. Practicing What We Preach: Promoting Inclusive Practice in Accounting SK

Mitsu Narui, PhD, Capital University

- Explain why it is important to promote and practice inclusion within accounting.
- Discuss the skills necessary to promote inclusion.
- Provide an overview of strategies for promoting inclusion within your area of practice.

48. Business Value Enhancement and M&A AA

Tami Bolder, CPA, ABV, ASA, MBA, D.B.A., senior manager, valuation & business analytics practice, CBIZ MHM, LLC

- Gain an understanding of the valuation needs your organization may encounter during the course of the business life cycle.
- Discuss the business valuation process and gain an understanding of the factors that drive business value and how to influence those factors.
- Consider the impact of tax reform on business valuation and M&A.

Session available via video webcast

	TRENDS TO WATCH	TAX PLANNING & RISK MANAGEMENT	ACCOUNTING & AUDITING RISK MANAGEMENT
7:55-9:10 AM	**28. Pass Through Entity Taxation** TX *Renee Shaul, CPA, senior tax manager, Schneider Downs & Co., Inc.* • Discuss the definition of "Qualified Business Income." • Walk through the calculation, restrictions and limitations of what qualifies for section 199A. • Understand the treatment of professionals using LLC's and partnerships.	**29. Individual Tax Reform Strategies** TX *Tracy Monroe, CPA, MT, partner, Cohen & Company* • Discuss the impact of 2017 tax reform on your individual tax planning and compliance. • Dive into individual tax and estate and trust tax opportunities to consider year-round. • Explore top reform planning strategies with a focus on the new 199A deduction and how it impacts small business owners.	**30. Futuristic Audit Trends: The Future is Now** AA *Amy Vetter, CPA, CITP, CGMA, consultant, QuickStart Training, Inc.* • Discuss trends happening currently that will impact the future of accounting and auditing, such as artificial intelligence, blockchain, cloud computing and more. • Gain a better understanding of what cloud advisory services are and how an audit practice can use these practitioners to their advantage. • Analyze next steps for audit firms to avoid being disrupted and to be the disrupter by better employing remote technology and technological innovations to create more efficient engagements.
9:30-10:45 AM	**34. Economic Update** SK *James Saling, CIMA, CPWA, president & principal, Saling Simms Associates* • Review the current state of the U.S. economy and forecasts for 2018 and beyond. • Understand the new makeup of the Federal Reserve and what it could mean for monetary policy. • Explore the "new normal" of both domestic and international growth and its meaning for markets.	**35. When Tragedy Strikes: How to Navigate Client Issues** TX *Vince Nardone, J.D., LLM, managing partner, Nardone Limited* • Identify unexpected circumstances that can disrupt your organization such as death of a business owner or sale of the business. • Discuss how to prepare and plan for continuity, recovery and how best to protect the organization. • Dive into the tax compliance and legal aspects of when a tragedy strikes, such as practice continuation agreements, record retention, staff and client retention obligations, etc.	
11:05 AM-12:20 PM	**37. Finance Evolution: Artificial Intelligence (AI) and Machine Learning** SK *Chris Ortega, MBA, senior finance manager, Emarsys* • Understand the basics of Artificial Intelligence (AI) and machine learning and why these tools are important to finance teams. • Gain an overview of the past, present and future of AI and machine learning. • Explore how these new tools will impact people, processes and future technologies.	**38. Tax Reform Opportunities and Risk: Top Business Planning Strategies** TX *Tracy Monroe, CPA, MT, partner, Cohen & Company* • Identify tax reform changes that impact corporations and flow through businesses, including how new international provisions impact tax planning. • Review planning considerations focused on 199A, business interest deduction limitation and new opportunities to expense capex. • Analyze tax planning strategies to position your company to take advantage of tax saving opportunities, including a discussion on entity structure.	**39. Assessing Internal Controls: Expectations** AA *Christine Walters, CPA, principal, Skoda Minotti, CPAs* • Explore the questions that every person responsible for financial reporting should ask about their internal controls. • Discuss the advantages and disadvantages of commonly relied upon controls. • Review challenges to maintaining strong internal controls in this business environment.
1:10-2:40 PM	**43. Blockchain: An Opportunity for Accountants and Finance Managers** SK *Speaker TBD* • Discuss the basics of blockchain, evaluating the strengths and weaknesses of the technology. • Explore the workflow possibilities of blockchain and consider solutions for the accounting and auditing function. • Develop preliminary thoughts on blockchain education and possibilities for your organization and clients.	**44. State and Local Tax Considerations** TX *Mary Dolson, CPA, partner, Skoda Minotti, CPAs* • Dissect current developments in multi-state taxation, including the attack on Quill's bright-line physical presence standard for sales tax. • Assess the effect federal tax reform will have on state taxation and conformity. • Highlight recent developments in Ohio sales / use tax and commercial activity tax.	**45. Deeper Insights: Seeing What Others Don't** AA *Toby Groves, MS, PhD, president, Groves Research and Consulting* • Learn ways to navigate through the increasingly complex environment in which we work. • Discuss diverse ways of thinking to uncover hidden meaning with multiple, parallel interactions. • Dive into methods of achieving insight that will allow greater recognition of hidden patterns and transform your perspectives on skepticism and judgment.
3:00-4:30 PM	**49. The Rise of College Tuition: Learn to Treat College Like an Investment** SK *Aaron Greene, owner, College Liftoff* • Discuss the why and how college has gotten so expensive and the economic effects of the college debt crisis. • Explore the role that accountants, financial advisers and lenders play in the planning process. • Hear various options that can make college affordable.	**50. Planning for Today and Tomorrow: Social Security** TX *Dan Damceski, staff assistant/state liaison, Social Security Administration* • Discuss changes in the social security program and how it works today. • Review implications on planning strategies. • Identify myths and misinformation related to social security benefits.	**51. Illusions of Trust: The Psychology of Professional Skepticism** AA *Toby Groves, MS, PhD, president, Groves Research and Consulting* • Explore a revolutionary approach to skepticism that enhances professional reasoning and judgment. • Learn how judgment can be refined by turning the lens of skepticism back on themselves. • Discuss ways to recognize and adapt this approach to skepticism to achieve the best results.

AA Accounting & Auditing TX Tax SK Specialized Knowledge ET Ethics Hot Topic

EVENT Details

Date: November 8-9, 2018
Time: 7:45 a.m. – 4:50 p.m. (registration begins at 7:00 a.m.)
Credits: 16 various areas

Location:
Nationwide Hotel & Conference Center
100 Green Meadows Drive South
Lewis Center, OH 43035

Complimentary Accounting Show parking is available at the conference center.

Phone: 866.233.9393
www.nwhotelandconferencecenter.com

Hotel

The Society has secured a block of king/double rooms at the Nationwide Hotel & Conference Center at a preferred rate of $138. Please make your reservations by Oct. 18 and indicate you are with The Ohio Society of CPAs to receive the preferred rate. Reservations placed after Oct. 18 are subject to availability.

New This Year

Community Give Back

We love our members in the Columbus and surrounding area and we want to give back to the community they call home. You can help! We will have pre-cut blankets at the registration desk – help us tie the ends to make them whole and ready for use. Finish as many as you can. After lunch on day 2, Nov. 9, we will donate all blankets to a local charity, to be determined.

2018
COLUMBUS
Accounting Show

BOTH DAYS Nov. 8-9, 2018

In-person product #51321
Webcast product #51334

☐ Non-member **$624**	☐ Member **$469**
Save more than 30% when you register before October 11 at the member rate!	
☐ Early non-member **$574**	☐ Early member **$419**

SINGLE DAY

Day one (Nov. 8) only: In-person product #51332
Webcast product #51335 (AA track)
Day two (Nov. 9) only: In-person product #51333
Webcast product #51336 (Tax track)

☐ Non-member **$494**	☐ Member **$339**
Save more than 40% when you register before October 11 at the member rate!	
☐ Early non-member **$444**	☐ Early member **$289**

Don't delay – register today at

ohiocpa.com/OAS2018

CONTACT INFORMATION

Society ID # (found on the back cover with address) ____________________

Full Name ____________________

Email ____________________

Firm ____________________

Business Address____________________

City____________ State____________Zip ________

Phone ____________________

After Hours Phone ____________________

Special Needs ____________________

PAYMENT INFORMATION

ONLINE
To register and pay online, visit
ohiocpa.com/OAS2018

OR

MAIL
Return this form before Oct. 11, 2018 with a check made payable to The Ohio Society of CPAs to:

The Ohio Society of CPAs
4249 Easton Way
Suite 150
Columbus, OH 43219

DAY 1

7:45 – 9:00 a.m.

☐ 1. How to Identify and Nurture Brand Advocates SK

7:55 – 9:10 a.m.

☐ 2. Digitizing Tax Workflow TX

☐ 3. The Essential A&A Update AA

9:25 - 10:40 a.m.

☐ 4. Ohio CPA Professional Standards and Responsibilities ET (9:25 a.m. - 12:20 p.m.)

☐ 5. Leadership is a Verb, Not a Noun SK

☐ 6. Top Emerging Risks for CFOs to Watch SK

9:35 – 10:50 a.m.

☐ 7. Data Analytics and Technology Platforms Workshop for Firms AA

☐ 8. New World of Asset Classification Under TCJA TX

☐ 9. Accounting for Leases Under the New Standard: Are You Ready for Compliance? AA

11:05 a.m. - 12:20 p.m.

☐ 10. How to Become a Futurist Leader SK

☐ 11. Strategic Storytelling in Data Communication SK

11:15 a.m. – 12:30 p.m.

☐ 12. Technology Needs an Accountant's Heart SK

☐ 13. Why You Need a Magic Wand: You and Ohio Sales Tax Assessment TX

☐ 14. Revenue Recognition: Lessons Learned and Practical Implementation AA

1:15 – 2:45 p.m.

☐ 15. Fraud in a Digital World SK

☐ 16. Thriving in Times of Change Through Effective Decision Making SK

☐ 17. Finishing Your Business so It Can Work Without You SK

1:25 – 2:55 p.m.

☐ 18. Bridging the Gap Between Your ERP AA

☐ 19. Legislative Update TX

☐ 20. Compilation & Review: Engagements Update AA

3:10 – 4:40 p.m.

☐ 21. Examining Your Organization's Business Model: Sustainable Workplace SK

☐ 22. Driving Peak Organizational Performance SK

☐ 23. War for Talent: Becoming an Employer of Choice SK

3:20 – 4:50 p.m.

☐ 24. The Internet of Things: Opportunities and Risk SK

☐ 25. Tax Credits in Light of Tax Reform TX

☐ 26. Financial Statement Presentation Update for Not-For-Profit Entities AA

DAY 2

7:45 – 9:00 a.m.

☐ 27. Strategic Planning: How to Be Successful SK

7:55 – 9:10 a.m.

☐ 28. Pass Through Entity Taxation TX

☐ 29. Individual Tax Reform Strategies TX

☐ 30. Futuristic Audit Trends: The Future is Now AA

9:20 – 10:35 a.m.

☐ 31. Data Analytics and Technology Platforms Workshop for the Finance Professional SK (9:20 a.m. - 12:10 p.m.)

☐ 32. Measuring What Matters: Coaching Skills for CPAs SK (9:20 a.m. - 12:10 p.m.)

☐ 33. Supercharging Cost Accounting AA

9:30 – 10:45 a.m.

☐ 34. Economic Update SK

☐ 35. When Tragedy Strikes: How to Navigate Client Issues TX

10:55 a.m. – 12:10 p.m.

☐ 36. Enhance Transparency in Financial Reporting AA

11:05 a.m. – 12:20 p.m.

☐ 37. Finance Evolution: Artificial Intelligence (AI) and Machine Learning SK

☐ 38. Tax Reform Opportunities and Risk: Top Business Planning Strategies TX

☐ 39. Assessing Internal Controls: Expectations AA

1:00 – 2:30 p.m.

☐ 40. Hidden Financial Metrics Crucial to Business Growth and Performance AA

☐ 41. Talent: Understanding Drivers and How to Support Performance SK

☐ 42. Budgeting and Forecasting in a Dynamic Business Environment SK

1:10 – 2:40 p.m.

☐ 43. Blockchain: An Opportunity for Accountants and Finance Managers SK

☐ 44. State and Local Tax Considerations TX

☐ 45. Deeper Insights: Seeing What Others Don't AA

2:50 - 4:20 p.m.

☐ 46. Strategic Partnership Value and Its Importance in FP&A SK

☐ 47. Practicing What We Preach: Promoting Inclusive Practice in Accounting SK

☐ 48. Business Value Enhancement and M&A AA

3:00 - 4:30 p.m.

☐ 49. The Rise of College Tuition: Learn to Treat College Like an Investment SK

☐ 50. Planning for Today and Tomorrow: Social Security TX

☐ 51. Illusions of Trust: The Psychology of Professional Skepticism AA

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