



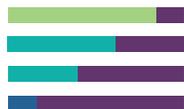
2018
CINCINNATI
Accounting Show

EMBRACE OPPORTUNITY

September 26-27, 2018



ohiocpa.com/OAS2018



THE
OHIO SOCIETY
OF **CPAs**
ADVANCING THE STATE OF BUSINESS

POWERING Excellence

Date: September 26-27, 2018

Time: 7:45 a.m. – 4:50 p.m.
(registration begins at 7:00 a.m.)

Credits: up to 16 credits in multiple areas

Location:

Sharonville Convention Center
11355 Chester Road
Cincinnati, OH 45246

Phone: 513.771.7744

www.sharonvilleconventioncenter.com

ATTENDEE Demographics*



■ 48%
Business & Industry

■ 27%
Public Accounting

■ 25%
Other

*Statistics based on 2017 Cincinnati Accounting Show

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, LLC

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 (session 11).**



Session 2: Digitizing Tax Workflow

Tammy Foskey, 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, and 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 will explore 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: Measure What Matters: Coaching Skills for CPAs

Amy Kay Watson, executive coach, 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 at the Cincinnati Accounting Show and will 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).**

.....: **EXHIBIT** Area :.....

Find cutting-edge solutions and ideas for your personal and professional needs from our many exhibitors. Whether you need help with staffing, software, business development, automating processes 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 Cincinnati Accounting Show
- Free registration to the 2019 Fall CPE Day
- Free subscription to one OSCPAs Special Interest Section
- OSCPAs Swag Bag
- Free ticket to OSCPAs networking event in 2019
- Plus, prizes from the vendors themselves!

.....: **SPONSORS** :.....



.....: **EXHIBITORS** :.....



SEPT. 26 – Schedule at a glance

7:00 AM	Registration and Breakfast		
	ETHICS & GOVERNANCE	ACCOUNTING & FINANCE LEADERSHIP	STRATEGIC MANAGEMENT
7:45-9:00 AM	<p>1. How to Identify and Nurture Brand Advocates SK <i>Matthew Dooley, MBA, founder/CEO, Dooley Media</i></p> <ul style="list-style-type: none"> • 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	<p>4. Ohio CPA Professional Standards and Responsibilities ET (9:25 a.m. - 12:20 p.m.) <i>Laura Hay, CPA, CAE, executive vice president, The Ohio Society of CPAs</i></p> <ul style="list-style-type: none"> • 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. 	<p>5. Leadership is a Verb, Not a Noun SK <i>Bob Pacanovsky, owner, The Black Tie Experience</i></p> <ul style="list-style-type: none"> • 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. 	<p>6. Top Emerging Risks for CFOs to Watch SK <i>Jeffrey Bruner, CMA, director, CFO services, Brixey & Meyer, Inc.</i></p> <ul style="list-style-type: none"> • 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	<p>10. How to Become a Futurist Leader SK <i>David Staley, Ph.D., Columbus Futurists</i></p> <ul style="list-style-type: none"> • Understand why today's challenging landscape is pushing businesses to embrace new leadership and organizational development. • Find out 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. 		
12:20-1:25 PM	Lunch		
1:15-2:45 PM	<p>15. Talent: Understanding Drivers and How to Support Performance SK <i>Josh Goldman, CAE, vice president, learning, The Ohio Society of CPAs</i></p> <ul style="list-style-type: none"> • Describe factors impacting the modern workforce. • Define the strategic human capital performance drivers impacting your organization. • Identify gaps, potential activities and solutions 	<p>16. Thriving in Times of Change Through Effective Decision Making SK <i>John Sanchez, FPA Group</i></p> <ul style="list-style-type: none"> • 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 and your team make and their impact on driving your business. 	<p>17. Finishing Your Business So It Can Work Without You SK <i>Craig Hohnberger, owner, Buji ActionCoach</i></p> <ul style="list-style-type: none"> • Dive into the 6 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	<p>21. Examining Your Organization's Business Model: Sustainable Workplace SK <i>Kenneth Haffey, CPA, CVA, partner, Skoda Minotti, CPAs</i> <i>Dave Mustin, MBA, Skoda Minotti, CPAs</i></p> <ul style="list-style-type: none"> • 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. 	<p>22. Driving Peak Organizational Performance SK <i>Benjamin Childers, CPA, CMA, manager, HBK CPAs & Consultants</i></p> <ul style="list-style-type: none"> • 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. 	<p>23. War for Talent: Becoming an Employer of Choice SK</p> <ul style="list-style-type: none"> • 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.

	TECHNOLOGY APPLICATION & RISK MANAGEMENT	TAX COMPLIANCE	A&A COMPLIANCE
7:55-9:10 AM	2. Digitizing Tax Workflow <i>Tammy Foskey, national director/tax process & workpaper standards, BDO</i> <ul style="list-style-type: none"> 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 <i>John Krizansky, CPA, principal, HW&Co.</i> <ul style="list-style-type: none"> 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 & Technology Platforms Workshop for Firms <i>Tammy Foskey, national director/tax process & workpaper standards, BDO</i> <ul style="list-style-type: none"> 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 <i>Ron Antal, CPA, MST, CGMA, managing director, RCG Tax Partners</i> <ul style="list-style-type: none"> 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? <i>Chadwick Kolde, CPA, senior manager, Barnes Dennig & Co. Ltd</i> <ul style="list-style-type: none"> 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 tackle now for a smooth implementation and compliance in the effective year.
11:15 AM-12:30 PM	12. How to Maximize Profitability With Integrated Apps in Your Accounting <i>Damien Greathhead, VP of business development, Receipt Bank</i> <ul style="list-style-type: none"> Demonstrate how firms are leveraging technology to save time and money. Identify the opportunities (and challenges) with emerging solutions and how to evaluate apps. Understand workflow and process optimization and your firm's readiness to take the next steps. 	13. Why You Need a Magic Wand: You and Ohio Sales Tax Assessment <i>Steven Dimengo, CPA, J.D., MT, partner, Buckingham, Doolittle & Burroughs, LLC</i> <ul style="list-style-type: none"> 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 <i>Bradley Sack, CPA, senior manager, Barnes Dennig & Co. Ltd</i> <ul style="list-style-type: none"> 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. Leveraging Reports to Analyze Decisions and Risk <i>Chris Ortega, MBA, senior finance manager, Emarsys</i> <ul style="list-style-type: none"> Understand how predictive analytics can provide a clear picture into the future. Identify the importance of fact-based decision making and creating a mindset that solutions be based on facts instead of immediate reactions. Gain insight into how improved data and technology can lead to more cost-effective risk management. 	19. Legislative Update <i>Barbara Benton, CAE, vice president, governmental affairs, The Ohio Society of CPAs</i> <ul style="list-style-type: none"> Learn about the top state and federal legislative issues. Dissect the latest on regulatory reforms at the Ohio Department of Taxation and Accountancy Board. Review state and federal judicial decisions impacting tax developments. 	20. Financial Statement Presentation Update for Not-For-Profit Entities <i>Brian Todd, CPA, shareholder, audit, Clark Schaefer Hackett & Co.</i> <ul style="list-style-type: none"> Assess what changes to expect with the implementation of ASU 2016-14 and ASU 2018-08. Walk through practical techniques to comply with the standard. Review what a financial statement looks like under the new FASB standards.
3:20-4:50 PM	24. The Internet of Things: Opportunities and Risk <i>Gregory Tapocsi, CyberOhio Nicholas Smith, CyberOhio</i> <ul style="list-style-type: none"> 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 utilized by cybercriminals 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 <i>Pete Turner, J.D., principal, tax, Clark Schaefer Hackett & Co.</i> <ul style="list-style-type: none"> 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. Compilation and Review Engagements Update <i>Robin Ring, CPA, owner/partner/shareholder, RL Ring & Associates, LTD</i> <ul style="list-style-type: none"> 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.

SEPT. 27 – Schedule at a glance

7:00 AM	Registration and Breakfast		
	FINANCIAL PLANNING & ANALYSIS/CFOS & CONTROLLERS	PROFESSIONAL SKILLS	TECHNICAL FINANCE & ACCOUNTING SKILLS
7:45-9:00 AM	27. Strategic Planning: How to Be Successful SK <i>Gregory Meredith, practice leader, business advisory, Brixey & Meyer, Inc.</i> <ul style="list-style-type: none"> 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 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.) <i>Scott Vess, CPA, CMA, AVP, financial planning and analysis, Ohio National Financial Services</i> <ul style="list-style-type: none"> 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. Measure What Matters: Coaching Skills for CPAs SK (9:20 a.m. - 12:10 p.m.) <i>Amy Kay Watson, ACC, MDiv, Career Leadership Alignment</i> <ul style="list-style-type: none"> 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 <i>Reginald Lee, PhD, co-founder, Business Dynamics & Research, LTD</i> <ul style="list-style-type: none"> 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 <i>Veena Raja, CPA, audit director, BDO</i> <ul style="list-style-type: none"> 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 <i>Annette Hohnberger, co-founder, CEO, head coach, Buji ActionCoach</i> <ul style="list-style-type: none"> 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 the competition on price. Explore how the financial team can better manage the performance of the marketing and sales teams. 	41. Understanding and Preventing Workplace Bullying and Harassment SK <ul style="list-style-type: none"> Review what constitutes illegal harassment and what does not. Assess how to identify hypersensitive employees and when employers are responsible for off-duty behavior. Dive into the difference between bullying and harassment. 	42. Budgeting and Forecasting in a Dynamic Business Environment SK <ul style="list-style-type: none"> Identify the shortcomings in traditional budgetary processes and where improvements can be made. Define budgetary alternatives in practice today, rolling forecasts/flexible budgets, zero-based budgeting, and activity-based and output budgeting. Discuss the application of technology to planning the latest developments in systems.
2:50-4:20 PM	46. Strategic Partnership Value and Its Importance in FP&A SK <i>Chris Ortega, MBA, senior finance manager, Emarsys</i> <ul style="list-style-type: none"> 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 <i>Mitsu Narui, PhD, Capital University</i> <ul style="list-style-type: none"> 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 their own sphere of practice. 	48. Business Value Enhancement and M&A AA <i>Tami Bolder, CPA, ABV, ASA, MBA, D.B.A., senior manager, valuation & business analytics practice, CBIZ MHM, LLC</i> <ul style="list-style-type: none"> Gain an understanding of the valuation needs your organization may encounter during the course of the business life cycle. Review the business valuation process, the factors that drive business value and how to influence those factors. Discuss the impact of tax reform on business valuation and M&A.

	TRENDS TO WATCH	TAX PLANNING & RISK MANAGEMENT	ACCOUNTING & AUDITING RISK MANAGEMENT
7:55-9:10 AM	<p>28. IRS Update: Latest News TX</p> <ul style="list-style-type: none"> Review items of current interest, recent guidance, examination campaigns, etc. Identify top fraud scams that should be on your radar. Discuss areas of non-compliance expected with implementation of the tax reform. 	<p>29. Individual Tax Reform Strategies TX</p> <ul style="list-style-type: none"> Discuss the impact of 2017 tax reform on your personal plans. Dive into individual tax and financial planning opportunities to consider year-round. Explore top reform planning strategies and tips on taking action. 	<p>30. Futuristic Audit Trends: The Future is Now AA 🔥</p> <p><i>Amy Vetter, CPA, CITP, CGMA, president, QuickStart Training, Inc.</i></p> <ul style="list-style-type: none"> Discuss trends 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 incorporating remote technology and technologic innovations to create more efficient engagements.
9:30-10:45 AM	<p>34. Pass Through Entity Taxation TX</p> <ul style="list-style-type: none"> 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 LLCs and Partnerships. 	<p>35. When Tragedy Strikes: How to Navigate Client Issues TX</p> <p><i>Vince Nardone, J.D., LLM, managing partner, Nardone Limited</i></p> <ul style="list-style-type: none"> Identify unexpected circumstances that can disrupt your organization such as death of a business owner or sale of business. Discuss how to prepare and plan for continuity and recovery, and how best to protect the organization. Dive into the tax compliance and legal aspects when tragedy strikes such as practice continuation agreements, record retention, staff and client retention obligations, etc. 	
11:05 AM-12:20 PM	<p>37. Finance Evolution: Artificial Intelligence (AI) and Machine Learning SK 🔥</p> <p><i>Chris Ortega, MBA, senior finance manager, Emarsys</i></p> <ul style="list-style-type: none"> Understand the basics of Artificial Intelligence (AI) and machine learning and why these tools are important to finance teams. Gain an overview of past, present and future of AI and machine learning. Explore how AI and machine learning will impact people, processes and future technologies. 	<p>38. Tax Reform Opportunities and Risk: Top Business Planning Strategies TX</p> <p><i>Brian Schneider, CPA, tax principal, RSM US LLP</i> <i>Bob Horstman, CPA, tax senior manager, RSM US LLP</i> <i>Jenny Blair, CPA, international tax manager, RSM US LLP</i></p> <ul style="list-style-type: none"> Identify corporate income tax changes and their impact. Review planning considerations for corporations and pass-through entities. Analyze tax planning strategies to position your company to take advantage of tax saving opportunities. 	<p>39. Assessing Internal Controls: Expectations AA</p> <p><i>Kaitlyn Cook, CPA, senior associate, HKB CPAs & Consultants</i></p> <ul style="list-style-type: none"> 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	<p>43. Blockchain: An Opportunity for Accountants and Finance Managers AA 🔥</p> <ul style="list-style-type: none"> Discuss the basics of blockchain and 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. 	<p>44. State and Local Tax Considerations TX</p> <p><i>Joseph Popp, J.D., LLM, director, SALT services, Rea & Associates, Inc.</i></p> <ul style="list-style-type: none"> Discuss current developments in multi-state taxation, including a closer look at Wayfair vs. South Dakota Supreme Court Decision 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. 	<p>45. Deeper Insights: Seeing What Others Don't AA 🔥</p> <p><i>Toby Groves, Ms, PhD, president, Groves Research and Consulting</i></p> <ul style="list-style-type: none"> 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 that will transform your perspectives on skepticism and judgment.
3:00-4:30 PM	<p>49. Fraud in Digital World SK</p> <p><i>Damon Hacker, CISA, MBA, CCE, President & CEO, Vestige Ltd.</i> <i>Lewis Baum, ABV, CFF, CVA, CFE, President, Baum Blaugrund, LLC</i></p> <ul style="list-style-type: none"> 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. 	<p>50. Planning for Today and Tomorrow: Social Security TX</p> <p><i>Kelly Draggoo, public affairs specialist, Social Security Administration</i></p> <ul style="list-style-type: none"> 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. 	<p>51. Illusions of Trust: The Psychology of Professional Skepticism AA</p> <p><i>Toby Groves, MS, PhD, president, Groves Research & Consulting</i></p> <ul style="list-style-type: none"> 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.

EVENT Details

Date: September 26-27, 2018

Time: 7:45 a.m. – 4:50 p.m. (registration begins at 7:00 a.m.)

Credits: 16 various areas

Location:

Sharonville Convention Center
11355 Chester Road
Cincinnati, OH 45246

Complimentary Accounting Show parking is available at the convention center.

Phone: 513.771.7744

www.sharonvilleconventioncenter.com

Hotel

The Society has secured a block of king/double rooms at a preferred rate of \$109. Please make your reservations by Sept. 4 and indicate you are with The Ohio Society of CPAs to receive the preferred rate. Reservations placed after Sept. 4 are subject to availability.

Hyatt Place Sharonville Convention Center
11345 Chester Road Cincinnati, OH 45246

Phone: 513.771.1718

www.cincinnatiasharonville.place.hyatt.com

New This Year

Sunrise Breakfast: Networking & Learn | 7:00 – 7:30 | Sept. 26 ONLY

Sponsored by **oswald**
Focus Forward

Enjoy a delicious hot breakfast while learning from industry experts:

Direct Health Care Program with Oswald (What factors drive the cost of prescription drugs? Learn about emerging trends in pharmacy. Hear innovative strategies to control costs)

Community Give Back

We love our members in the Cincinnati 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 OSCPA registration desk – tie the ends to help make them whole and ready for use. Finish as many as you can. After lunch on day 2, Sept. 27, we will donate all blankets to a local charity, to be determined.



2018 CINCINNATI Accounting Show

BOTH DAYS September 26-27, 2018

Product #51318

<input type="checkbox"/> Non-member \$604	<input type="checkbox"/> Member \$449
Save more than 30% when you register before August 29 at the member rate!	
<input type="checkbox"/> Early non-member \$554	<input type="checkbox"/> Early member \$399

SINGLE DAY

Day one (Sept. 26) only: Product #51324

Day two (Sept. 27) only: Product #51325

<input type="checkbox"/> Non-member \$474	<input type="checkbox"/> Member \$319
Save more than 40% when you register before August 29 at the member rate!	
<input type="checkbox"/> Early non-member \$424	<input type="checkbox"/> Early member \$269

Don't delay – register today at



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 Aug. 29, 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 & 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 **SK**

11:15 a.m. – 12:30 p.m.

- 12. How to Maximize Profitability With Integrated Apps in Your Accounting **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. Talent: Understanding Drivers and How to Support Performance **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. Leveraging Reports to Analyze Decisions and Risk **SK**
- 19. Legislative Update **TX**
- 20. Financial Statement Presentation Update for Not-For-Profit Entities **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. Compilation and Review Engagements Update **AA**

DAY 2

7:45 – 9:00 a.m.

- 27. Strategic Planning: How to Be Successful **SK**

7:55 – 9:10 a.m.

- 28. IRS Update: Latest News **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. Measure What Matters: Coaching Skills for CPAs **SK** (9:20 a.m. - 12:10 p.m.)

9:30 – 10:45 a.m.

- 33. Supercharging Cost Accounting **AA**
- 34. Pass Through Entity Taxation **TX**
- 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 **SK**
- 41. Understanding and Preventing Workplace Bullying and Harassment **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 **AA**
- 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. Fraud in Digital World **SK**
- 50. Planning for Today and Tomorrow: Social Security **TX**
- 51. Illusions of Trust: The Psychology of Professional Skepticism **AA**



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