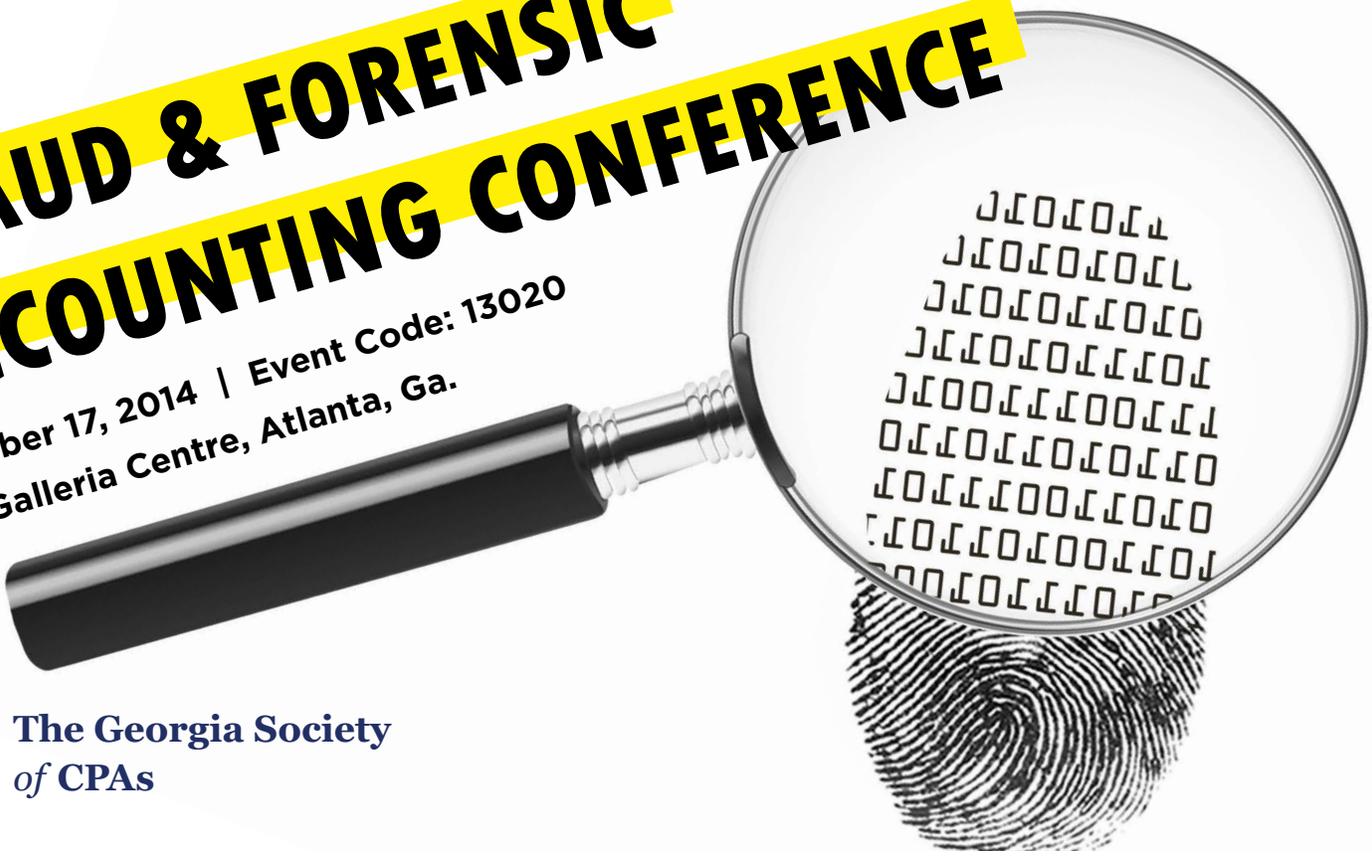


FRAUD & FORENSIC ACCOUNTING CONFERENCE

September 17, 2014 | Event Code: 13020
Cobb Galleria Centre, Atlanta, Ga.



The Georgia Society
of CPAs

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**FRAUD & FORENSIC
ACCOUNTING CONFERENCE**

The Georgia Society
of CPAs



Six Concourse Parkway
Suite 800
Atlanta, GA 30328

FRAUD & FORENSIC ACCOUNTING CONFERENCE

September 17, 2014 | Cobb Galleria Centre, Atlanta, Ga. | Event Code: 13020 |  LS413020

8 hours of CPE credit (with a possible 3 hours of A&A)

8 hours of CFE credit, 8 hours of CFF credit

The Georgia Society of CPAs Fraud & Forensic Accounting Conference features experts in fraud identification, investigation, reporting and deterrence sharing their experience in forensic techniques, litigation support and expert witnessing. With two tracks of specialized breakout sessions focused on industry and public accounting, you have the opportunity to design your own program.

Who Should Attend: Both seasoned professionals in industry and public practice and those looking to learn more about the fraud and forensic field of accounting.

 **LIVE STREAM AVAILABLE** Attend the 2014 Fraud & Forensic Conference from your home or office via live stream. Become a part of the audience and have real-time interaction via chat areas and take part in Q&A with the speakers. Live streamed sessions are indicated with this symbol:  For more information and to register, visit olc.gscpa.org or call 404-504-2985 or 800-330-8889, Opt. 3. Event Code: LS413020

FACILITY

Cobb Galleria Centre

2 Galleria Parkway SE, Atlanta, Ga. 30339
770-955-8000

Directions: cobb Galleria Center.com/attendees/the-destination/directions-parking

HOTEL

Renaissance Waverly Hotel

2450 Galleria Parkway, Atlanta, Ga. 30339
770-453-4500

Website: www.renaissancewaverly.com

Special Rate Code: GSP • **Rate:** \$175

Please mention GSCPA when making your reservation. ***GSCPA does not have a room block established at any hotel**

TASK FORCE

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Acuitas, Inc., Atlanta, Ga.

Lisa G. Miller, CPA, Cherry Bekaert LLP, Atlanta, Ga.

Paul T. Serletti, CPA/CFF, CFE,
Special Inspector General - TARP, Atlanta, Ga.



PROGRAM SCHEDULE

7 - 8 a.m.

Registration and Continental Breakfast

8 - 8:05 a.m.

Welcome Announcements

8:05 - 9:20 a.m.

A - Elder Fraud: Bringing a Dirty Little Secret to Light

John Melvin, Cobb County District Attorney's Office, Marietta, Ga.

Americans aged 65 and older are the nation's fastest growing demographic group, according to the 2010 U.S. Census. This session will discuss what prosecutors need from financial examiners in order to hold elder financial abusers accountable. It will also cover principles of presentation of the findings for maximum effectiveness.

9:20 - 9:35 a.m.

Networking Break

9:35 - 10:25 a.m.

B - Fraud is Just a Business Problem; Perspectives of the Whistleblower

Jim Wanserski, Wanserski & Associates, Marietta, Ga.

A whistleblower himself, Jim provides answers from substantiating and common sense data, as well as philosophical arguments addressing that all-too-familiar lament, "Why do we pay to hear the perpetrators... what can we learn from them?" He has been tasked to clean up organizations, most recently as a wireless industry consultant recommended by the United States Department of Justice/Federal Communications Commission.

10:35 - 11:50 a.m.

C - Privacy Law: A Comprehensive Review

Walt Davis, Jones Day, Atlanta, Ga.

In an era of big data and worldwide connectivity, companies and accounting professionals are faced with unprecedented privacy challenges that require a general understanding of the applicable legal landscape. Violations of consumer data regulations bring financial penalties and, in some cases, criminal liability. Review the multi-tiered privacy landscape in the United States and learn how to navigate it in today's big data environment.

11:50 - 12:45 p.m.

Lunch

12:45 - 2 p.m.

D1 - Effective Fraud Prevention & Detection (A&A)

Terry Thompson, Internal Audit - MARTA, Atlanta, Ga.

Discuss prevention efforts such as quality hiring practices, training, closing the gap that created the fraud, fraud campaigns designed to change the mindset of employees, and communicating the results of fraud investigations to employees. Also discuss detection efforts such as the promotion and utilization of fraud hotlines and other forms of communication for reporting fraud, rewards programs, the use of data analytics, and "casting a wider net" to catch additional perpetrators.

D2 - Managing the Privacy Risks of Your Information Assets

Chris Bowler, CPA, CISA, Cherry Bekaert LLP, Atlanta, Ga.

The speed of change and integration associated with today's information technology environment is challenging many traditional information asset management models. The type of information being collected by many entities is often the first link in the chain of events that leads to identity theft and many types of consumer and corporate fraud. Discuss some of the increasing organizational costs associated with protecting customers' personally identifiable information (PII), which are also key tools in the reduction of corporate cyber-fraud.

2:10 - 3 p.m.

E1 - Finding Fraud or Being Fraud: The Ethical Tides of Accounting Waters

Dr. Anne Duke, Martha Merritt and Rose Procter, University of North Georgia, Dahlonega, Ga.

This session provides an opportunity for critical-thinking around ethical blind spots within accounting. It is important to understand measures for ethical self-defense, identify gray areas to trigger ethical decision-making and to understand the ability to give voice to your values when faced with ethical pressures. Sponsored through the BB&T Center for Ethical Business Leadership within the Mike Cottrell College of Business at the University of North Georgia.

E2 - When Banks Fail

Paul Serletti, CPA/CFF, CFE, CAMS, Special Inspector General - TARP, Atlanta, Ga.

Discuss the before, during, and after of when a bank fails, and the roles of the regulators, the forensic accountants, and the federal agents tasked with uncovering the causes of the failure. Various bank fraud schemes and how they were perpetrated by both insiders and outsiders will be discussed by the presenter who is a special agent with the U.S. Department of Treasury.

3 - 3:15 p.m.

Networking Break

3:15 - 4:30 p.m.

F1 - Reigning in the Rogue Employee: Protection, Publicity and Punishment

Erika C. Birg, Nelson Mullins Riley & Scarborough, LLP, Atlanta, Ga.

Employers can carefully protect themselves from hiring potentially harmful employees. Discuss best practices in hiring to avoid problems as well as pathways to dealing with the employees once malfeasance has been discovered, including making decisions regarding publicizing the activities at issue and how to handle internal deliberations regarding the appropriate recourse.

F2 - Internal Investigations: What to do When Fraud Strikes? (A&A)

Vic Hartman, J.D., CPA/CFF, CFE, The Hartman Firm, LLC, Atlanta, Ga.

Listen to a 25-year FBI veteran discuss how to properly manage an internal investigation. The session will describe the fraud threat picture, and answer the following key questions: How should an entity respond when it believes fraud has occurred? How should the investigation be staffed? How should the suspected fraudsters be handled? What measures should be taken to protect the interest of the company?

REGISTRATION

Event Code: 13020

Name MI Last Member #

Company/Firm Name

Address City State Zip

Phone Fax Email

Registration Confirmation: Mail **OR** Email

Check here if registration includes a change of address:

PRICING INFORMATION

	Members	Nonmembers	LIVE STREAM Members	LIVE STREAM Nonmembers
Early Registration Fee by August 27	<input type="checkbox"/> \$249	<input type="checkbox"/> \$349	<input type="checkbox"/> \$249	<input type="checkbox"/> \$349
Standard Registration Fee	<input type="checkbox"/> \$309	<input type="checkbox"/> \$409	<input type="checkbox"/> \$309	<input type="checkbox"/> \$409
Late Registration Fee after September 12	<input type="checkbox"/> \$349	<input type="checkbox"/> \$449	<input type="checkbox"/> \$349	<input type="checkbox"/> \$449

Cancellation Policy: Cancellations/Transfers made up to three weeks before the seminar or conference will not incur an administration fee. Cancellations/Transfers made during the Standard Fee time frame are subject to a \$50 administration fee. Cancellations/Transfers made within three business days are subject to a \$100 administration fee for members; \$150 for nonmembers. Cancellations/No shows on the date of the event forfeit the entire registration fee. No refunds or transfers of course fee will be made after the date of the event.

BREAKOUT SESSIONS

Choose one session per time slot

12:45 - 2 p.m.

- D1 - Effective Fraud Prevention & Detection
- D2 - Managing the Privacy Risks of Your Information Assets

2:10 - 3 p.m.

- E1 - Ethics: The Gray Area
- E2 - When Banks Fail

3:15 - 4:30 p.m.

- F1 - Reighing in the Rogue Employee: Protection, Publicity and Punishment
- F2 - Internal Investigations: What to do When Fraud Strikes? (A&A)

PAYMENT INFORMATION

- Use Money on Account
- Check for \$_____ made payable to The Georgia Society of CPAs
- Amount to charge credit card \$_____
- Personal Card **OR** Company Card
- Discover MasterCard AmEx Visa

Card Number Expiration Date

Name as it appears on card

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MATERIALS

Choose how you wish to receive conference materials

- Download eMaterials **No printed materials provided**
- Printed Materials **Will receive printed materials**

ITEMS TO NOTE

If you have a specific dietary or other need, please contact the CPE Department at least one week prior to the conference at 404-504-2985 or 800-330-8889, Opt. 3.

If you have special needs under the Americans with Disabilities Act, please attach a written description or call 404-504-2985 or 800-330-8889, Opt. 3.

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