



**Burn the
boundaries.**

UF UNIVERSITY of
FLORIDA

Accounting Conference

Oct. 15-16, 2009

**Hilton UF Conference Center
Gainesville**

IFCPA

Burn your boundaries this fall

Engulf yourself during Homecoming weekend, when the UF Accounting Conference brings together Gators and friends from all over Florida for a blazing weekend of football and traditions. While you're there, reach your potential with FICPA CPE. This year's conference brings a sizzling line-up of outstanding speakers, including UF President Bernie Machen.

The UF Accounting Conference is a powerful opportunity for searing collaboration with UF alumni and to gain valuable information and skill to keep you ahead in your profession.

Fire up your knowledge and join the University of Florida Accounting Conference Committee, UF Fisher School of Accounting, and Gators and friends from across the state for the conference, Gator Growl and traditional homecoming activities.

CPE Credit:

Conference qualifies for up to 10 Accounting & Auditing and 6 Technical Business credit hours, subject to approval by the Florida Department of Business and Professional Regulation.



Thursday, Oct. 15

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| 7:30-8:30 a.m. | Registration & Continental Breakfast |
| 8:30-8:35 a.m. | Introduction and Opening Remarks |
| 8:35-8:45 a.m. | Conference Opening |
| 8:45-9:35 a.m. | Forensic Accounting |
| 9:35-10:25 a.m. | Fair Value Accounting |
| 10:40-11:30 a.m. | Estate Tax – A View from Inside the Beltway |
| 11:30 a.m.-12:20 p.m. | Audit Lessons Learned from the Economic Crisis |
| 12:20-12:40 p.m. | Pre-Luncheon Address: University of Florida President, J. Bernard Machen |
| 12:40-1:40 p.m. | Lunch |
| 1:40-2:30 p.m. | Representing Individuals and Businesses in These Financially Troubled Times |
| 2:30-3:20 p.m. | SSARS Update |
| 3:35-4:25 p.m. | Audit Risk: Payment Card Acceptance and Compliance |
| 4:25-5:15 p.m. | Board of Accountancy Update and Issues |
| 5:15-7:00 p.m. | Reception |

Friday, Oct. 16

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| 7:00-8:00 a.m. | Continental Breakfast |
| 8:00-8:50 a.m. | FASB Update |
| 8:50-9:40 a.m. | AICPA – Auditing Standards Update |
| 10:00-11:40 a.m. | Federal Tax Update |
| 11:40 a.m.-12:40 p.m. | Lunch |
| 12:40-2:20 p.m. | Economic Update |
| 2:40-4:20 p.m. | America's Collective Fiscal Challenge and the Way Forward |

- 7:30-8:30 a.m. **Registration & Continental Breakfast**
- 8:30-8:35 a.m. **Introduction and Opening Remarks**
Bradley R. Gould, Esq., M.Acc. CPA
Conference Chair
- 8:35-8:45 a.m. **Conference Opening**
Dr. Gary McGill
Director Fisher School of Accounting / University of Florida / Gainesville
- 8:45-9:35 a.m. **Forensic Accounting (1 AA)**
Sharyn Maggio, CPA/ABV
Principal / Maggio & Company / Eatontown, N.J.
- 9:35-10:25 a.m. **Fair Value Accounting (1 AA)**
Mark L. Zyla, CPA/ABV, CFA, ASA
Partner / Acuitas, Inc. / Atlanta
Learn details of latest specific implementation issues with Fair Value Measurements and how measurements are applied, particularly in business combinations and impairment testing. This session covers history of fair value accounting; how fair value accounting relates to the credit crisis and if the critics of marked to market accounting are correct; status of Best Practices in valuation for financial reporting; applying provisions presented in the Statement; latest in fair value measurements.
- 10:40-11:30 a.m. **Estate Tax – A View from Inside the Beltway (1 TB)**
Scott Hamm, JD, LL.M.
Washington National Tax Senior Manager – Estate, Gift & Trust Tax Services / Deloitte Tax / Washington, DC
This session discusses the state of estate tax, including recent legislative changes. It also covers estate-tax-related items practitioners should be aware of, including 6501(c) disclosures, tax return preparer penalties, and current IRS interest in GRATs.
- 11:30 a.m.-12:20 p.m. **Audit Lessons Learned from the Economic Crisis (1 AA)**
W. Robert Knechel, PhD, CPA
Ernst & Young Professor / University of Florida /Gainesville
The economic climate has challenged business institutions. The auditing profession shares these concerns. This session talks about how the practice and regulation of the auditing profession has responded to the crisis. It also addresses lessons learned that could, and should, affect the future of auditing.
- 12:20-12:40 p.m. **Pre-Luncheon Address**
J. Bernard Machen, DDS, MS, PhD
President / University of Florida / Gainesville
UF President Machen will update us on the university's status and what we can expect in the future.

12:40-1:40 p.m.

Lunch

1:40-2:30 p.m.

Representing Individuals and Businesses in These Financially Troubled Times

R. Lawrence Heinkel, Esq., JD, LL.M., EA

Tax and Bankruptcy Attorney / R. Lawrence Heinkel, PL / St. Petersburg

An overview of seldom-used but very important practice pointers to avoid malpractice when representing individuals and businesses facing serious financial problems. Also discussed will be how to discharge income tax debts in bankruptcy, how to minimize and report taxes from short-sales and foreclosures, minimizing exposure to unpaid sales taxes and trust fund employment taxes.

2:30-3:20 p.m.

SSARS Update (1 AA)

Charles E. Landes, CPA

Vice President – Professional Standards & Services / American Institute of CPAs / Washington, DC

Mr. Landes discusses the AICPA's Accounting and Review Services Committee's exposure draft, which significantly revises the standards for compilation and review engagements. The proposed standards will harmonize the AICPA's review standard with the International Auditing and Assurance Standards Board's review standard ISRE No. 2400.

3:35-4:25 p.m.

Audit Risk: Payment Card Acceptance and Compliance (1 AA)

Suzanne H. Miller, PhD, CPT, CHS-III

Senior Partner / The Compliance & Audit Group, LLC / Orlando

Businesses failing to comply with Payment Card Industry (PCI) Security Standards can face fines, audits and the loss of credit/debit card transaction privileges. This session focuses on the impact on your audit of the financial statements, the assessment of risk with respect to the financial audit, and an overview of the standards your clients are required to maintain.

4:25-5:15 p.m.

Board of Accountancy Update and Issues (1 AA)

Marshall D. Gunn, Jr., CPA/PFS, CFP®

President & CEO / Gunn & Company, PA / Jacksonville

Learn about issues and challenges facing the profession and how the Florida Board of Accountancy is addressing them. Topics include peer review and mobility.

5:15-7:00 p.m.

Reception

Join your peers, University of Florida cheerleaders, Albert and Alberta, Mr. Two Bits, speakers and faculty for great food and a great time.

7:00-8:00 a.m.

Continental Breakfast

8:00-8:50 a.m.

FASB Update (1 AA)

Russell G. Golden, CPA

Deputy Director / Financial Accounting Standards Board / Norwalk, CT
FASB Technical Director Russ Golden provides an overview of major FASB projects and initiatives; their affect on U.S. and global accounting; and how the input of preparers, auditors and users of financial statements affects the standard-setting process.

8:50-9:40 a.m.

AICPA – Auditing Standards Update (1 AA)

Harold L. Monk, Jr., CPA, CFE

Managing Partner / Davis, Monk & Company / Gainesville

This session covers the Clarity project under way by the Auditing Standards Board, as well as new standards issued and exposure drafts outstanding. It also will cover items on the Board's current agenda.

10:00-11:40 a.m.

Federal Tax Update (2 TB)

Deborah R. Garvin, CPA, JD

Master Lecturer / University of Florida / Gainesville
and

Stephen R. Looney, Esq., CPA

Shareholder / Dean, Mead, Egerton, Bloodworth, Capouano & Bozarth, PA / Orlando

This presentation highlights recent income tax developments, including legislation, regulations, cases, rulings and other administrative pronouncements affecting S corporations, partnerships, LLCs and C corporations.

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

Lunch

12:40-2:20 p.m.

Economic Update (2 TB)

David A. Denslow, PhD

Professor of Economics / University of Florida / Gainesville

The Economic Recovery: When, how strong and what path? As national and state economies grow again, will their growth be fast or slow? What can we learn from how we got to where we are? What will the economic world look like a few years from now?

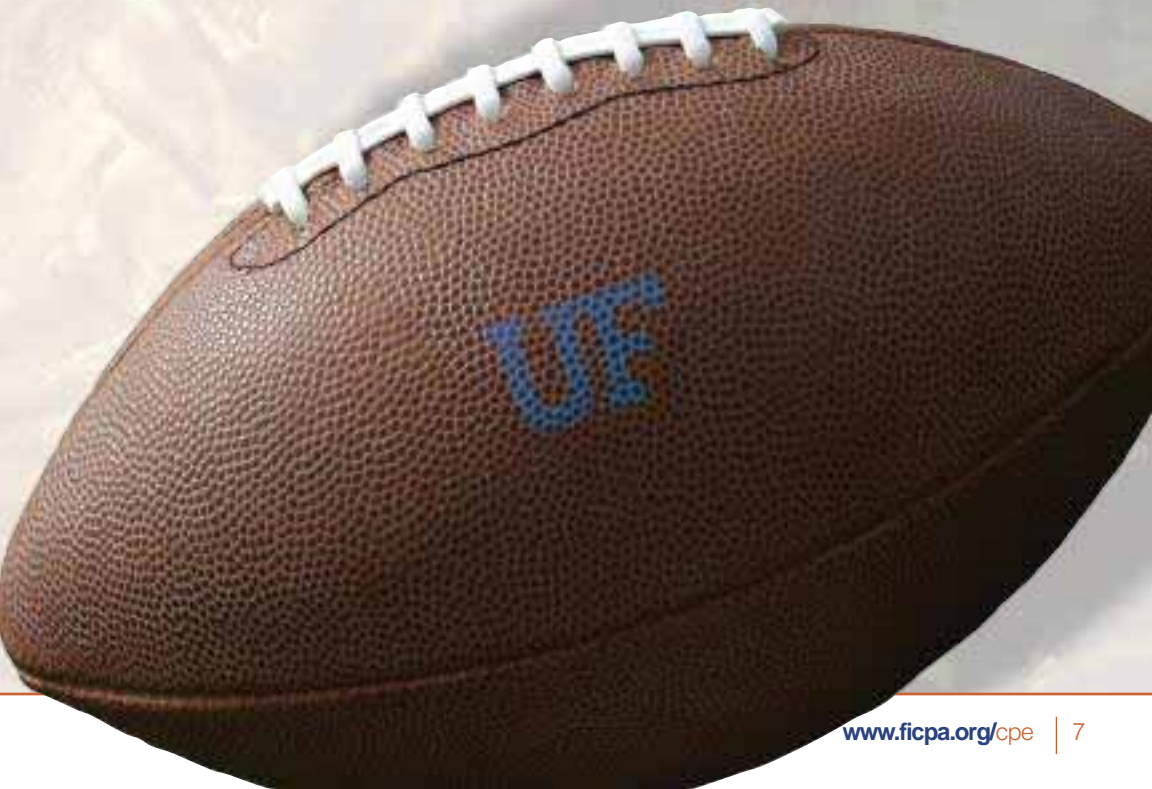
2:40-4:20 p.m.

America's Collective Fiscal Challenge and the Way Forward (2 AA)

David M. Walker, CPA

President & CEO / Peter G. Peterson Foundation / New York

Dave Walker discusses the state of the union's finances, and the fiscal sustainability challenges our nation faces at all levels of government. He presents his views on the way forward and the actions that government, corporations and citizens can take to address these issues.





Hilton University of Florida Conference Center Gainesville

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

Room Rates:

\$149 single/double (Wednesday and Thursday nights, Oct. 14-15, 2009)
\$309 single/double (Friday and Saturday nights, Oct. 16-17, 2009); two-night minimum required on football weekends)

Please Note: The Hilton University of Florida Conference Center Hotel requires a room reservation request form be filled out and faxed to the hotel prior to reserving a room. To obtain this form, please contact the hotel directly at (352) 371-3600.

Call the hotel directly at (352) 371-3600 to reserve your room, and remember to mention the FICPA UF Accounting Conference to receive the special group rate.

Hotel Cutoff Deadline: Friday, Oct. 2, 2009

Reservations made after the cutoff date will be subject to availability and current room rate. Hotel requires a deposit of one night room and tax. Cancellations must be made at least 30 days in advance for Friday and Saturday night; one day in advance for Wednesday and Thursday night reservations to receive a refund.

Reminder! This is Homecoming Weekend.
Make your reservations early!

Tickets

Gator Growl tickets - **\$20 each** (limit 2 per attendee)
UF vs. Arkansas game tickets - **\$40 each** (limit 2 per attendee)

Additional tickets may be available. Call the FICPA Member Service Center at (800) 342-3197 (within Florida) or (850) 224-2727 for more information.

Conference Materials

Conference reference materials will be sent to registrants electronically before the program. This fully searchable PDF includes speaker presentations and is intended for electronic use only.

Group Discounts Available

Register 5 or more people from the same organization and receive special group discounts! Restrictions may apply. For more information, visit www.ficpa.org/cpe/policies

2008-2009
University of Florida Accounting Conference Planning Committee

Bradley R. Gould, Esq., Chair

| | |
|-----------------|----------------|
| Gerry Arsenault | Chip Jackson |
| Kim Autrey | Daryl Johnson |
| David Barley | Dan Levine |
| Gene Bonham | Gary Margolis |
| Jesse Boyles | Rochelle Matza |
| Stephen Bunch | Tony Medina |
| Douglas Cooper | Steve Moses |
| Debbie Forrest | Steve Nous |
| Richard Franz | Kristine Polo |
| Irv Gleim | Sheri Schultz |
| Ken Hartwig | |

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

VISITGAINESVILLE
where nature and culture meet

Alachua County Attractions

Visit the Alachua County Web site at www.visitgainesville.com for information on local attractions, upcoming events and an abundance of other exciting things to do while you are in Alachua County.

Scholarships

Registrants for the conference have an 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.

A COPY OF THE OFFICIAL REGISTRATION (#CH2614) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

CPE Policies You May Need To Know

A list of CPE policies may be found on our Web site at www.ficpa.org/cpe/policies, or on the registration confirmation correspondence sent upon completion of registration.

Reach your potential.

VISIT GAINESVILLE
where nature and culture meet

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www.ficpa.org/cpe

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(850) 224-2727



Florida Institute of Certified Public Accountants
P.O. Box 5437 • Tallahassee, Florida 32314

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