

Innovation Summit Thought Leaders

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Pre-Summit: Learning Leader Symposium

NAME	
Pam Devine	@pamelacdevine
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Bob Dean	@EECE2
Richard Flanagan	@rdflanagan




INNOVATION SUMMIT

THE CPA EVENT OF THE YEAR.


Social Media Guide

On the web: macpa.org/2013Summit Hashtag: #MDsummit

Sponsors

NAME	
CCH	@CCH_Whats_New
CPA2Biz	@CPA2Biz
Sage	@SageAccountants; @SageNAmerica
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Media Partners

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Team MACPA

NAME	
MACPA:	@macpa
BLI:	@bizlearn
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Tom Hood:	@tomhood
Jackie Brown:	@jegbrown
Skip Falatko:	@skipfalatko
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Ashlee Stem:	@ashleestem
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Megan Gratz:	@MACPA_webcasts
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Laura Dorsey-Shaner:	@LauraDShaner
Chris Dougherty:	@ChrisMACPA
Dee Sullivan:	@macpaconfmgtr
Greg Rittler:	@MACPAMarketing

Social Media Guide Sponsored By:



9 to 9:50 a.m.

VALUE PRICING

Ron Baker: @ronaldbaker

AICPA'S PROPOSED FINANCIAL REPORTING FRAMEWORK FOR SME'S

Skip Falatko: @skipfalatko & Shirley Appleby, Salome Tinker, Dan Sandstrom

"LEADERSHIP LIVE PART 1 - BLI LIVE TALKS"

Alan Patterson

Jody Padar @JodyPadarCPA

Andrew Rose @chesapeakeun

Clarke Price: @clarkeprice

Gretchen Pisano: gretchenpivano

HOSTING IN THE CLOUD

Byron Patrick @byron_cpa

10:10 to 11:00 a.m.

KEYS TO YOUR PARTNERSHIP AGREEMENT

Joel Sinkin (Transition Advisors LLC)

XBRL ANALYTICS - TOOLS TO USE WITH SEC FILING DATA

Mike Willis: @mwillis001

Eric Cohen: @cybercpa

LEADERSHIP LIVE PART 2 - BLI LIVE TALKS

Jennifer Elder: @SustainableCFO

Karl Ahrichs: @kahlrichs

Pete Margaritis: @pmargaritis

Richard Flanagan: @rdflanagan

Donny Shimamoto: @donnyitk

MOVING UP THE VALUE CHAIN

Jennifer Warawa: @jenniferwarawa
@SageAccountants

TWITTER 201

Brian Webb: @SageAccountants
@SageNAmerica

11:10 to 12 p.m.

"A&A UPDATE" - LATEST DEVELOPMENTS IN ACCOUNTING & AUDITING

Liz Gantnier: @gaapwhisperer

GLOBAL DEVELOPMENTS IN XBRL

Mike Willis: @mwillis001

SOCIAL MEDIA - HOW TO GET AN ROA (RETURN ON ATTENTION)

Adrienne Gonzalez: @adrigonzo

Gail Perry: @gaperry

Barrett Young: @cp_ah

Jody Padar: @JodyPadarCPA

Andrew Rose: @chesapeakeun

Bill Sheridan: @BillSheridan

PRIVACY & SECURITY LAWS

Caralyn Stern: @cqstern

Firdaus Bhathena: @firdausbhathena
@Ziptr

12:20 to 1:20 p.m.

LUNCH & KEYNOTE SPEAKER

John Jung (BB&T)

1:20 to 2:10 p.m.

A VIEW FROM THE TOP -- THE LATEST DEVELOPMENTS IN FINANCIAL ACCOUNTING STANDARDS

Terri Polley: @FAFNorwalk

WHAT HEALTHCARE MEANS TO MARYLAND BUSINESSES? SPECIFIC COMPLIANCE ISSUES; SMALL FIRM VS LARGE FIRM. MODERATOR

Karl Ahlrichs @kahlrichs

Don McDaniel @don_mcdaniel

Sandy Krauer @KAKluga

WHAT ARE YOU LEARNING FROM WHAT YOU ARE READING

Bill Sheridan: @BillSheridan

Tom Hood: @tomhood

NEW OPPORTUNITIES IN THE CLOUD - BECOMING THE DIGITAL CPA

Erik Asgeirsson: @CPA2Biz

2:20 to 3:10 p.m.

LOOK, LEAD, LOVE, LEARN: FOUR STEPS TO BETTER BUSINESS, A BETTER LIFE – AND CONQUERING COMPLEXITY IN THE PROCESS

Bill Sheridan: @BillSheridan

CFO VALUE ADD SERVICE SESSION

Jennifer Elder: @TheSustainableCFO

THE NEW XBRL AUDIT DATA STANDARD

Eric Cohen: @cybercpa

Gianluca Garbellotto: @iphixbrl

THE VIRTUAL CFO

Jamie Sutherland: @sutherlandjamie
@Xero

TWITTER 101

Brian Webb: @SageAccountants
@SageNAmerica

3:30 to 4:20 p.m.

GENERAL SESSION - KEYNOTE - GADGETS, GIZMOS & NEW PRODUCTIVITY TOOLS

Reggie Henry: @ReggieHenry
@ASAEcenter

'CRUSHING' THE SUMMIT WITH SOCIAL MEDIA

"Crushing" a live event with social media goes well beyond the actual event. Some specific activities before and after the event will (a) alert social influencers about what you'll be doing during the event and (b) share what you learned at the event with key audiences afterward.

Here are some suggestions:

BEFORE THE EVENT

In the days leading up to the event, start connecting with key attendees, high-profile speakers, and event organizers on the various social networks. Follow them on Twitter, Facebook and LinkedIn, then begin posting occasional messages that promote the event and alert your followers that you'll be sharing what you've learned via your live social stream. Here's an example of one such message:

Gearing up for @MACPA's Innovation Summit! Leadership, health care, social media, technology. <http://cpa.tc/2013summit/> #MDSummit13

They call @MACPA's Innovation Summit "the CPA event of the year." Gonna check it out. Will you be there? <http://cpa.tc/2013summit/#MDSummit13>

Retweet messages from the event's official Twitter account to share resources and announcements with your followers. Offer your followers links to books or articles that the speakers may have written. If you're feeling adventurous, try to organize a tweetup that will take place during the event so you can meet some of the attendees face to face. In all pre-event messages, use the event's hashtag to populate the Twitter stream with relevant messages.

DURING THE EVENT

Use Twitter to share key points that the various speakers make during the event. Start / join in-event discussions about the event that are taking place on Twitter. Don't be afraid to tweet liberally. I will often use Twitter as a way of taking notes; I'll then use my tweets to write articles and / or blog posts about the event (see "After the Event.")

A great tool for live tweeting during an event is TweetChat. You simply go to TweetChat.com, sign into Twitter and enter the event's hashtag. Then, every tweet that you post in TweetChat will automatically include the event's hashtag, so you don't have to enter it yourself. You can also follow the event's live Twitter stream right from TweetChat. It's a very helpful and engaging tool.

Be sure to bring your camera and video camera to the event. Take photos of the speakers during their presentations and capture scenes from the events, then share them with your Twitter followers. If you're feeling adventurous, ask the speakers for brief on-camera interviews after their presentations. You'll be able to use the photos and videos in various ways after the event. (See "After the Event.")

AFTER THE EVENT

If you have a blog, write a blog post or two about key presentations from the event. Use your tweets as quotes in your blog post, and add a photo or two to each post. Here are examples of blog posts we wrote from presentations at the 2011 CCH User Conference:

• **Success isn't rocket science: Be nice. That will do.**

<http://cpa.tc/rocketscience>

• **Are you future-ready?** And other reflections & resources from the CCH

User Conference

<http://cpa.tc/13k>

Share tweets from the event with anyone who might be interested; you can do this in a couple of ways:

1. **TweetDoc** (<http://tweetdoc.org>), a service that archives your tweets. You can use TweetDoc to compile a "TweetBook" of all the tweets from the event. You can turn that document into a PDF and share it with others.
2. **Storify** (<http://storify.com>), a terrific tool that allows you to turn tweets, photos, video, links and other resources into an online "story" that describes exactly what happened and what was said during a presentation. Here are a couple of examples of Storify stories that we compiled during the 2011 CCH User Conference:

• **Sine Die in Annapolis: A wrap-up of General Assembly 2013**

<http://storify.com/thoodcpa/sine-die-in-annapolis-april-8-2013>

• **2013 MACPA Business and Industry Conference**

<http://storify.com/thoodcpa/2013-macpa-biz-ind-conference>

• **ASAE 2012: Dan Pink's closing keynote: To Sell is Human**

<http://storify.com/billsheridan/asae-2012-dan-pink-s-closing-keynote-to-sell-is-hu>



Bring SPF. Take CPE.

macpa.org/beachretreat2013

July 2,3, & 5 | Ocean City, MD - Clarion Hotel Fontainebleau



Sponsored by:
BB&T

FEATURED SPEAKERS: Frank Ryan, CPA, Tom Hood, CPA, CITP, CGMA, Jody Padar, CPA, & Jennifer Elder, CPA

- Discounted room rates at the Clarion Resort Fontainebleau Hotel.
- Make hotel reservations by June 1, 2013.
- You must call the Clarion at 800-638-2100 and request the special "Maryland Association of CPAs" group rate.
- Two night minimum stay
- Rates are good from June 30, 2013 through July 7, 2013.

DAILY RATES:

\$219 Studio King	\$189 Standard Double
\$209 Executive King	\$239 Cabana
\$225 One Bedroom Condo (Condos are rented by week only)	



SAVE THE DATE

2013 macpa Upcoming Events

SEP 16-17 44TH ANNUAL CHESAPEAKE TAX CONFERENCE

Martin's West • ID: 221000
macpa.org/ChesapeakeTax

OCT 25 28TH ANNUAL ADVANCED PERSONAL FINANCIAL PLANNING CONFERENCE

Martin's West, Baltimore • ID: 121007
macpa.org/PFP

NOV 19-20 4 FOR FALL

Double Tree Hotel, Columbia •
A&A Track • Tax Track • Technology Track
ID: 1FALL1, 1FALL2, 1FALL3, 1FALL4,
1FALL5, 1FALL6, 1FALL7

SEP 23 2013 GOVERNMENT CONTRACTORS' CONFERENCE

Greenbelt Marriott Hotel • ID: 121008
macpa.org/GovtContractors

NOV 1 DON FARMER'S 2013 CORPORATE/BUSINESS INCOME TAX WORKSHOP

Martin's West • ID: 111000
macpa.org/DonFarmerCorporate

DEC 3-4 MACPA'S 1040 FAST TRACK - A COMPREHENSIVE INDIVIDUAL TAX SEMINAR

Hunt Valley Inn Baltimore • ID: 211001
macpa.org/1040FTdec

SEP 23-24 2013 MOUNTAIN RETREAT

Wisp Ski Resort, Deep Creek, MD
A&A Track • Tax Track • Technology Track
ID: 1MR001, 1MR002, 1MR003, 1MR004,
1MR005, 1MR006, 1MR007, 1MR008

NOV 4 CELEBRATE THE PROFESSION - NEW CPA SWEARING IN CEREMONY

Hilton BWI Airport • ID: 191030
macpa.org/SwearingIn

DEC 13 DON FARMER'S 2013 TAX UPDATE

Martin's West • ID: 111001
macpa.org/DonFarmerTax

OCT 21 2013 TECHNOLOGY CONFERENCE

Martin's West, Baltimore • ID: 121009
macpa.org/TechConf

NOV 14-15 DON FARMER'S 2013 INDIVIDUAL INCOME TAX WORKSHOP

Martin's West • ID: 211000
macpa.org/DonFarmerIndiv

JAN 7-8 2014 MACPA'S 1040 FAST TRACK - A COMPREHENSIVE INDIVIDUAL TAX SEMINAR

Martin's West • ID: 211002
macpa.org/1040FTjan

OCT 22 2013 PRACTITIONERS' CONFERENCE

Martin's West, Baltimore • ID: 121010
macpa.org/practitioner

NOV 18-21 2013 ADVANCED TAX INSTITUTE

Martin's West • ID: 121002, 121003,
121004, 121005

TBD 2014 ACCOUNTING EDUCATION CONFERENCE

Holiday Inn Columbia/Jessup • ID: 121001
macpa.org/AccountingEd