Innovation Summit Thought Leaders

9

NAME

Ahlrichs, Karl Asgeirsson, Erik Baker. Ron Bhathena, Firdaus Cohen. Eric Elder. Jennifer Falatko, Skip Flanagan, Richard Gantnier. Liz Garbellotto, Gianluca Gonzalez, Adrienne Henry, Reggie Hood. Tom Mackintosh, Teresa Margaritis, Peter McDaniel. Don Padar, Jody Patrick, Byron Perry, Gail Pisano, Gretchen Polley, Terri Price, Clarke Pvtel. John Rose. Andrew Sheridan, Bill Shimamoto, Donny Stern. Caralvn Sutherland, Jamie Warawa, Jennifer Webb, Brian Willis, Mike Young, Barrett

@kahlrichs @CPA2Biz @ronaldbaker @firdausbhathena @cvbercpa @SustainableCFO @skipfalatko @rdflanagan @gaapwhisperer @iphixbrl @adrigonzo @ReggieHenry @tomhood @tmackintosh @pmargaritis @don mcdaniel @JodvPadarCPA @byron cpa @accountingweb @gretchenpisano @FAFNorwalk @clarkeprice @Jpytel @chesapeakesun @BillSheridan @donnvitk @cqstern @sutherlandjamie @jenniferwarawa @sageaccountants @mwillis001 @cp_eh

Pre-Summit: Learning Leader Symposium

NAMEImage: Constraint of the systemPam Devine
Tom Hood@pamelacdevine
@tomhoodBob Dean
Bob Dean
Richard Flanagan@EECE2
@rdflanagan

THE CPA EVENT OF THE YEAR.

Social Media Guide

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

Sponsors

NAMECCH(CPA2Biz(Sage(Simplified Innovations(Xero(Ziptr(FlyBits(Conferences IO(Group Systems(Avalara(Thomson Reuters(Richard J. Princinski(ADP(Paychex(

Media Partners

NAME

Accounting Today Accounting Tomorrow Accounting Web Baltimore Business Journal CPA Practice Advisor Going Concern Maryland Daily Record Smart CEO

 @CCH_Whats_New @CPA2Biz @SageAccountants; @SageNAmerica @byron_cpa
@Xero
@Ziptr
@teamflybits
@ConferencesIO
@GetGroupSystems
@Avalara
@thomsonreuters
@KAKluga
@ADP
@Paychex

@accountingtoday

@accountingweb

@CPAPracAdvisor

@going concern

@mddailyrecord

@atomorrow

@BBJonline

@smartceo

5

Team MACPA

NAME 5 MACPA: @macpa BLI: @bizlearn Bill Sheridan: @billsheridan Tom Hood: @tomhood Jackie Brown: @jegbrown Skip Falatko: @skipfalatko Amy Stumme: @amystumme @macpamarketing MACPA Marketing: @emilyBCNP Emily Trott: Ashlee Stem: @ashleestem Pam Devine: @pamelacdevine Julianne Part: @julianneMACPA Andrew Hood: @andrewatmacpa Rvan Wev @RvanMACPA Megan Gratz: @MACPA webcasts NYPN: @macpaNYPN Paige Sawicki: @PaigeMACPA @mbdrusano Mary Beth Drusano: Marybeth Halpern: @MBMACPA Donna Lewis: @DonnaCLewis @rjbrowncpa Rebekah Brown Laura Dorsey-Shaner:@LauraDShaner Chris Dougherty: @ChrisMACPA Dee Sullivan: @macpaconfmgr @MACPAMarketing Greg Rittler:

Social Media Guide Sponsored By:



9 to 9:50 a.m.

VALUE PRICING Ron Baker: @ronaldbaker

AICPA'S PROPOSED FINANCIAL RE-PORTING 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 **@chesapeakesun** Clarke Price: **@clarkeprice** Gretchen Pisano: **gretchenpisano**

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: @mwillisoo1

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

Adrienne Gonzalez: @adrigonzo Gail Perry: @gaperry Barrett Young: @cp_eh Jody Padar: @JodyPadarCPA Andrew Rose: @chesapeakesun 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

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 101Brian 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, highprofile 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



FEATURED SPEAKERS: Frank Ryan, CPA, Tom Hood, СРА, СІТР, СGMA, Jody Padar, СРА, & Jennifer Elder, СРА

- 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:

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



2013 macpa Upcoming Events

2013 GOVERNMENT SEP CONTRACTORS' CONFERENCE

Martin's West • ID: 221000

macpa.org/ChesapeakeTax

SEP

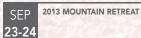
16-17

23 Greenbelt Marriott Hotel • ID: 121008

44TH ANNUAL CHESAPEAKE

TAX CONFERENCE

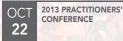
macpa.org/GovtContractors



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







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



macpa.org/PFP

Martin's West • ID: 111000

macpa.org/DonFarmerCorporate

CEREMONY

Hilton BWI Airport • ID: 191030

WORKSHOP

Martin's West • ID: 211000

macpa.org/DonFarmerIndiv

INSTITUTE

Martin's West • ID: 121002, 121003,

macpa.org/SwearingIn

NOV

NOV

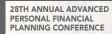
NOV

14-15

NOV

18-21

121004, 121005



PLANNING CONFERENCE Martin's West, Baltimore • ID: 121007

DON FARMER'S 2013

CORPORATE/BUSINESS

INCOME TAX WORKSHOP

CELEBRATE THE PROFESSION

- NEW CPA SWEARING IN

DON FARMER'S 2013

2013 ADVANCED TAX

INDIVIDUAL INCOME TAX



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



MACPA'S 1040 FAST TRACK A COMPREHENSIVE INDIVIDUAL TAX SEMINAR

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

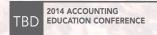


Martin's West • ID: 111001 macpa.org/DonFarmerTax

IAN

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

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



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