



7th Annual

2015 New York Accounting Show

Sponsored by NCCPAP, National Conference of CPA Practitioners.



Register Today for the FREE Show and Low-cost CPE at only \$45/day.

Show & CPE Conference April 29-30, Wed-Thur Pennsylvania Hotel

18th floor, 7th Ave and 33rd St, across from Penn Station



Rick Richardson
CPA, CITP, CGMA,
Richardson Media &
Technologies



Erik Asgeirsson
President & CEO,
CPA.com



James C. Bourke
CPA, CITP, CFF, CGMA,
Partner,
WithumSmith+Brown, PC



Doug Sleeter
President,
The Sleeter Group



Chandra Bhansali
President,
AccountantsWorld



MB Raimondi
CPA, CITP, MS Taxation,
Intuit Solution Provider



Daniel Hood
Editor-in-Chief,
Accounting Today



Greg LaFollette
CPA, CITP, CGMA,
Strategic Advisor,
CPA.com



Robert L. Goldfarb
CPA, Princ, Janover LLC
Chmn, LI Tax Profs
Symposium, NCCPAP



Brian Siet
CPA, Sr Mgr, Strategic
Relshps Tax & Acctg US
Wolters Kluwer



Louie Calvin
Prod Mgr- Acctg CS
Thomson Reuters
Tax & Accounting



Sandra Johnson
CPA, Owner,
Sandra Johnson, CPA PC



Justin M. Schafer
Reg Bus Dev Officer,
Bank of America
Practice Solutions



Max T. Krotman
Esq., Managing Partner
Globalforce Intl



Rick Telberg
President, CEO,
Bay Street Group LLC



Gail Perry
CPA, Editor-in-Chief
CPA Practice Advisor

✓ Checklist to attend:

- ✓ **Managing Accounting Technology: iPads, iPhones, Cloud, Mobile, Web, Serving clients better.**
- ✓ **CPE sessions at low cost of \$45 per day with 6 hours of CPE credits, or \$80 for two days with 12 hours of CPE credits. The CPE is accredited by the New York State Education Department, Albany.**
- ✓ **See and hear the newest accounting, business, finance, tax, payroll, cloud, mobile, web. Network with friends. Efficient two day program.**
- ✓ **Location. Location. Location. The Pennsylvania Hotel is across from Penn Station and in the heart of Manhattan**
- ✓ **The Free Show will focus on accounting, business, tax, mobile, iPhones, iPads, web, Internet, financial, banking, tax, payroll, cloud for New York accountants.**
- ✓ **Free CPE keynotes each morning from 8-9:40 am with Two Free CPE credits.**
- ✓ **Sponsored by NCCPAP, National Conference of CPA Practitioners.**

Free Show:

Weds, Apr 29 9:40 – 4 pm
Thurs, Apr 30 9:40 – 4 pm

CPE Conference:

Weds, Apr 29 8 – 4:50 pm
Thurs, Apr 30 8 – 4:50 pm

For more information:
Flagg Management Inc
353 Lexington Ave,
New York NY 10016
212-286-0333
Fax: 212-286-0086
flaggmt@msn.com

✓ For complete details and to register online, visit: flaggmt.com/ny

2015 Sponsors



7th Annual 2015 New York Accounting Technology CONFERENCE PROGRAM

All Sessions and Exhibits on the 18th floor.

DAY ONE, WEDNESDAY, April 29

Register today for the low-cost CPE educational program at \$45/day with 6 CPE credits. \$80 for 2 days with 12 CPE credits. The CPE is accredited by the New York State Education Department, Albany.

Conference registration and free coffee service : 7:30-8:00 am 18th floor Conference Ballrooms, Hotel Pennsylvania.

Session 1 8 - 9:40 am 18th floor, Hotel Pennsylvania, Conference Session Room. General Session (2 CPE Credits)

Managing Accounting Technology – iPads, iPhones, Cloud, Mobile, Web. Predictions for 2015. Keep up with technology. Find out what's new, what's hot, what's working.

Dana 'Rick' Richardson, CPA, CITP, CGMA, Richardson Media & Technologies, Canton, CT

Rick Richardson surveys the accounting, business, and finance technology for you. Rick will forecast technology, trends and futures for your clients, your business and personal life in a live session. Rick does the research so you don't have to. He's a CPA and he knows what you need for your business and your clients' business. Plan to attend.



Dana 'Rick' Richardson

Exhibits open 9:40 – 4 pm 18th floor Exhibit Area. Exclusive show viewing time 9:40-11 am. Free coffee service in the Exhibit Hall.

Concurrent Sessions (select one of two) 18th floor, Hotel Pennsylvania, Conference Session Room (1 CPE credit)

Session 2 11–11:50 am

What is YOUR Value.

Doug Sleeter, President, The Sleeter Group, Pleasanton, CA

All business success is founded in one single word. Value. Today, technology is driving incredible new opportunities for accountants to pivot to new business models, and deliver services small businesses want. No matter what model you choose, your main focus should be on creating and enhancing value. Everyone must create value, and your focus must always be on creating value for your clients, your firm, and ultimately, yourself.



Doug Sleeter

Session 3 11–11:50 am

Show Me the Money. Improving Your Firm's Cash Flow.

Sandra Johnson, CPA, Owner, Sandra Johnson, CPA PC

Introduced by:

Robert L. Goldfarb,

CPA, Principal, Janover LLC, Chairman, Long Island Tax Professionals Symposium, NCCPAP

Cash flow is the lifeline of every business, yet many small firm practitioners don't know if they are charging competitive fees. This session will discuss how to determine fees, billing dos and don'ts, common billing myths, collection procedures, and more.



Sandra Johnson



Robert L. Goldfarb

Session 4 12 noon – 1:20 pm **Exclusive Show viewing time in the exhibits. You don't have to leave the 18th floor.**

See, examine and compare accounting, business, finance and services at one time and one place in New York.

Concurrent Sessions (select one of two) 18th floor, Hotel Pennsylvania, Conference Session Room (2 CPE credits)

Session 5 1:20 - 3:00 pm

Use Technology to Transform Your Firm – Learn how Successful Firms Harness its Power.

QuickBooks Best Practices.

MB Raimondi, CPA, CITP, MS Taxation, Advanced QuickBooks Certified ProAdvisor and Intuit Solution Provider, Trumbull, CT

Introduced by: **Gail Perry**, Editor-in-Chief, CPA Practice Advisor

Keep up with QuickBooks and new QuickBooks applications for your practice and your clients operations for 2015. This is a how-to session for QuickBooks users and those looking to acquire QuickBooks know how now.



MB Raimondi



Gail Perry

Session 6 1:20 - 3:00 pm

Winning the Competitive Landscape Today and Tomorrow: Insights to Maximizing Growth.

Brian Siet, CPA, Senior Manager, Strategic Relationships Tax & Accounting US, Wolters Kluwer

Putting cloud and accounting and business software to work to provide competitive services for your clients and business partners.



Brian Siet

3 - 4 pm **Exclusive Show viewing time in the exhibits. You don't have to leave the 18th floor.**

See, examine and compare accounting, business, finance and services at one time and one place in New York.

18th floor, Hotel Pennsylvania, Conference Session Room (1 CPE credit)

Session 7 4:00 - 4:50 pm

Cloud Computing to Serve Your Clients Better.

Dr. Chandra Bhansali, President, AccountantsWorld, Hauppauge, NY

Moderator: **Rick Telberg**, President, CEO, Bay Street Group LLC, East Hampton, NY

Cloud Computing is an established business system to efficiently reduce your cost, store data, access data, and quickly and easily put data to work in your practice. Cloud Computing is working at all levels of business, finance, and accounting, from a one person office to multi-corporations.



Chandra Bhansali



Rick Telberg

Show concludes at 4 pm. CPE program concludes at 4:50 pm. Speakers and Program subject to change.

DAY TWO, THURSDAY, April 30

Pennsylvania Hotel, NYC

7th Ave and 33 St, across from Penn Station and Madison Square Garden

All Sessions and Exhibits on the 18th floor.

Conference registration and free coffee service : 7:30-8:00 am 18th floor Conference Ballrooms, Hotel Pennsylvania.

Session 10 8 - 9:40 am 18th floor, Hotel Pennsylvania, Conference Session Room. General Session (2 CPE Credits)

CPA Technology in the Cloud.

Erik Asgeirsson, President and CEO, CPA.com, New York, NY

Cloud computing has matured in acceptance and application by CPAs and the accounting profession. Data shows that practitioners are working with Cloud and employing it in their practice and their clients' operations. Erik Asgeirsson, President, CEO, CPA.com will discuss these trends and the impact they have on your firm and your clients' operations.



Erik Asgeirsson

Exhibits open 9:40 am - 4 pm 18th floor Exhibit Area. Exclusive show viewing time 9:40-11 am. **Free coffee service in the Exhibit Hall.**

18th floor, Hotel Pennsylvania, Conference Session Room (1 CPE Credit)

Session 11 11:00 - 11:50 am

Cyber Threats and Why you Definitely Need to Take Notice.

James C. Bourke, CPA.CITP.CFF.CGMA, Partner, WithumSmith+Brown, PC, Red Bank, NJ

Introduced by: **Daniel Hood**, Editor-in-Chief, *Accounting Today*, New York, NY

Not a day goes by where we don't hear about another security breach or data compromise. The problem is that we only hear about the high profile cases involving millions of records that have been compromised. As professionals we need to exercise due professional care when it comes to protecting private and confidential client and customer information. Jim will share some stories about recent data breaches and discuss some best practices for helping to insure that you do your part to keep the information as secure and protected as possible. Jim Bourke is a nationally recognized speaker and is the past president of the New Jersey Society of CPAs and was recently named one of the 100 top accounting professionals in *Accounting Today*.



James C. Bourke



Daniel Hood

Session 13 12 noon – 1:20 pm **Exclusive Show viewing time in the exhibits. You don't have to leave the 18th floor.**

See, examine and compare accounting, business, finance and services at one time and one place in New York.

Concurrent Sessions (select one of two) 18th floor, Hotel Pennsylvania, Conference Session Room (2 CPE Credits)

Session 14 1:20 - 3:00 pm

Building a Profitable Payroll Business.

Louie Calvin, Product Manager – Accounting CS, Thomson Reuters

The payroll space is becoming one of the most lucrative opportunities in the profession. Technological advances and changes in the business environment have created unprecedented opportunities for firms of every size. For years, accounting professionals labeled payroll as the hassle-ridden stepchild of services - considering it to be highly complex and lacking in profit potential. How things have changed! Today, payroll services represent one of the most important growth opportunities in the tax and accounting profession; that is, if the right strategy is adopted to match your level of commitment. In this session, we'll discuss how technological advances have changed the payroll game, making it an easier and more profitable service to offer.



Louie Calvin

Session 15 1:20 - 3:00 pm

The Future Ready CPA – Are You Ready for the Challenge?

Greg LaFollette, CPA.CITP, CGMA, Strategic Advisor, CPA.com

While many offices and clients are already onboard with smart systems, there is a requirement for personal skills to get the whole team onboard. Smart systems are readily available. Reasonable costs and applications can be set up easily. What is required is your team's acceptance and application. Learn some easy steps to bring your office and your clients onboard with available smart technology.



Greg LaFollette

3 - 4 pm **Exclusive Show viewing time in the exhibits. You don't have to leave the 18th floor.**

See, examine and compare accounting, business, finance and services at one time and one place in New York.

The show concludes at 4 pm, but there is time to attend the 4 pm session on M & A.

Session 16 4 - 4:50 pm (1 CPE credit)

Mergers & Acquisitions – When You Decide to Sell. Valuations, Financing, and Payout Options.

Max T. Krotman, J.D., Managing Partner, Globalforce International, Inc., Melville, NY

Justin M. Schafer, Regional Business Development Officer, Bank of America Practice Solutions

When you decide to sell your business, learn how to value your practice accurately, and how to maximize value. How to grow your business through acquisition, continue your business with a partner; or leave your business in a sales and payout option. Find out your options if you are looking to make a change in your business. What you should know about valuations, financing and payout options.



Max T. Krotman



Justin M. Schafer

Show concludes at 4 pm. CPE program concludes at 4:50 pm. Speakers and Program subject to change.

7th Annual 2015 New York Accounting Show

April 29-30, Weds-Thurs 18th floor, Pennsylvania Hotel, across from Penn Station, NYC



Rick Richardson, CPA, CITP, CGMA, the keynote speaker, Day One, will lead a whole new session on what you need to know about today's new technology, plus predictions for your business life.



Informative exhibitors will show new systems live on the show floor, with knowledgeable experts to explain and show how to use these systems in your practice.



Exhibitors will give live demonstrations of their latest accounting, business, financial systems, technology.



CPE is free each morning from 8-9:40 am with 2 CPE credits. The whole day CPE is only \$45 with 6 CPE credits, plus the Show and morning coffee service.



See, examine, and learn about new products and services to improve your accounting practice and your client operations.

CPE INFORMATION

New York State CPE Credit Information

Method of Presentation: Lecture, Q&A

Delivery Method Group: Live

Level of Knowledge: Basic

Recommended CPE Credit 50 min sessions = 1 CPE credit

100-min sessions = 2 CPE credits

Prerequisite: None

Advance Preparation: None

CPE appropriate subject area: Specialized knowledge and applications related to specialized industries.

The New York Accounting Show is licensed and approved as a Sponsor by The State Board for New York Public Accountancy and the license is number # 001779. As a sponsor, we will provide a certificate of completion for those courses attended, NY Sponsor License number, date and location of program, continuing professional educational credits granted and subject area for which credit was earned.

Flagg Management, Inc - 353 Lexington Ave, NY, NY 10016
(212) 286-0333 Fax (212) 286-0086 flaggmgt@msn.com

See all the exhibits on the 18th floor, next to the conference sessions.. There will be ample opportunity to attend the free CPE general sessions each morning from 8 to 9:40 am, and then visit the exhibits, from 9:40 to 4 pm, Weds-Thurs.

Visit our website and register in advance at: flagmgmt.com/ny Exhibits and Conferences all on the 18th floor.

AccountantsWorld
Accounting Today
AccountingSuite
AccountingWeb
Accumera LLC
ACE IT Solutions
ADP
Allstate Corporate Services Corp.
American Express Global Corporate Payments
APS Pension & Financial Services Inc.
Arch Global Advisors
Binding Systems of America
Cash Recovery Specialists
Cetrom
CPA.com
CPA Practice Advisor
CPA Trendlines
Drake Software
EasyChecklistABC
Expensify
FFP Wealth Management Div. of Future Financial Planners
GetNetSet
GilsbarPRO

Globalforce International Inc.
Greater New York Chamber of Commerce
Heartland Ovation Payroll
iChannel by Conarc
Intuit
Journal of Accountancy Magazine
KBKG
Lending Club
NCCPAP
NexVue Information Systems
Office Tools Professionals
Paradigm Partners
PareShah Financial Services
Perkaroma-Green Mountain Coffee
PitBullTax Software
Pransform, Inc.
The Progressive Accountant
QXAS Inc.
The Tax Adviser
Thomson Reuters
TPS Software Inc.
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CPA Trendlines
Going Concern
Journal of Accountancy
The Progressive Accountant
The Tax Adviser

Association Sponsor
Greater New York Chamber of Commerce



Face-to-face contact will save months of looking for person-to-person-know-how from your vendors. They're coming to see you.

The 7th Annual 2015 New York Accounting Show, April 29-30 Your best investment to see iPads, iPhones, Internet, Smart Systems for finance, banking and accounting.

- See what's new with accounting software and hardware.
- See what's new with iPads, iPhones, Cloud, portals, social media.
- See new banking, finance and business systems.
- Network with your peers.

HOTEL RESERVATIONS

Phone for hotel reservations TODAY:
A room block has been set aside for the **2015 New York Accounting Show.**

Hotel Pennsylvania's PENN 5000, Penn Station at 7th Ave and 32nd St, 212-736-5000 ext 8460 (toll free at 800-223-8585). Ask for **"New York Accounting Show 2015"** for the period of Tues, April 28 through Fri, May 1, room rate \$169 single/double plus tax (one bed), \$189 single/double plus tax (two beds). Special check in area, left side of Lobby. Continental breakfast included with both \$169 and \$189.

This historic and trendy hotel is in an excellent Midtown location directly opposite Madison Square Garden and Amtrak's Penn Station. Hotel Pennsylvania is within walking distance of the business, entertainment and fashion districts, including Macy's, the Empire State Building, and Times Square.

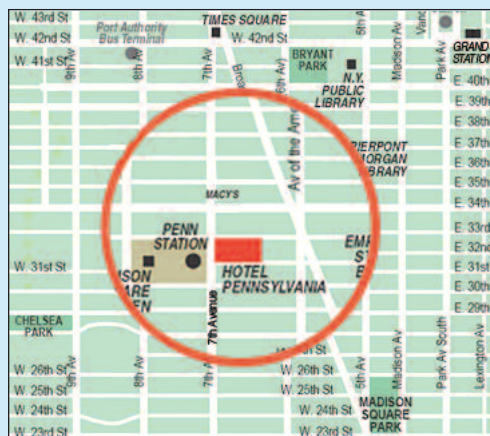
Directions to Hotel. The hotel is directly across 7th Ave from Penn Station and Madison Square Garden between West 32nd and West 33rd Streets at 401 7th Ave.

Take **Long Island Railroad** to Penn Station and walk directly across 7th Ave to the hotel.

Subway trains stop at the station at 34th Street and 7th Ave on the 1 and 9 train lines. There are also subway stops for other train lines on 34th Street and 6th Ave and 34th Street and 8th Ave.

Crosstown **buses** are M34 that stops on 7th Ave and 34th St.

Taxis are readily available dropping and picking up passengers at Penn Station.



2015 New York Accounting Show

7th Annual April 29-30, Wed-Thurs Pennsylvania Hotel

CONFERENCE REGISTRATION

3 Ways to Register

ONLINE

flagmgmt.com/ny
save time and register online

FAX:

212-286-0086

MAIL:

Flagg Management
353 Lexington Ave
New York, NY10016

CONFERENCE

Wednesday, April 29 8 - 4:50 pm
Thursday, April 30 8 - 4:50 pm

FREE EXHIBITS

Wednesday, April 29 9:40 - 4 pm
Thursday, April 30 9:40 - 4 pm

CPE SESSIONS

One Day fee \$45, in advance \$55 after April 10
Two Day fee \$80 in advance, \$100 after April 10

Day One, Wednesday, April 29 (\$45 in advance, \$55 after April 10p)

8 - 9:40 am (2 CPE credits)

Session 1: Rick Richardson, New Accounting Technology

11-11:50 am (1 CPE credit)

Session 2: What is Your Value

Session 3: Show Me the Money

1:20 - 3 pm Concurrent Sessions. Choose one. (2 CPE credits)

Session 5: Technology to Transform Your Firm

Session 6: Winning Competitive Landscape

4 - 4:50 pm Concurrent Sessions. Choose one. (1 CPE credit)

Session 7: Cloud Computing

Day Two, Thursday, April 30 (\$45 in advance, \$55 after April 10)

8 - 9:40 am (2 CPE credits)

Session 10: CPA Technology for the Cloud, Erik Asgeirsson

11 - 11:50 am (1 CPE credit)

Session 11: CyberThreats

1:20 - 3 pm Concurrent Sessions. Choose one. (2 CPE credits)

Session 14: Payroll Profitability

Session 15: Future-Ready CPA

4 - 4:50 pm (1 CPE credit)

Session 16: What is your Business Worth? M&A

Must indicate Sessions you wish to attend.

Substitutions permitted with written notification.

HOTEL RESERVATIONS

Special Room Block for the 2015 Show, Apr. 29 -30

Hotel Pennsylvania's PENN 5000, Penn Station at 7th Avenue and 32nd Street, 212-736-5000 ext 8460 (toll free at 800-223-8585).

Ask for "New York Accounting Show 2015" for the period of Tues, Apr 28 through Fri, May 1, room rate \$169 single/double plus tax (one bed), \$189 single/double plus tax (two beds). Special check-in area, left side of Lobby. Continental breakfast included with both \$169 and \$189.

Who Should Attend

- New York State accountants in public practice
- Accountants in industry
- Tax preparers and financial advisors
- Clients and accounting professionals
- Small business owners and users of accounting systems
- Corporate executives who manage accounting enterprise financial systems

Flagg Management Inc
353 Lexington Avenue
New York, NY 10016
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FREE SHOW BADGE REGISTRATION

Please Print. Multiple requests on duplicates of this form.
Online or Fax. Deadline April 10. Confirmation will be sent beginning April 1.
Sessions available on first- come, first-served basis. Act today.

Register for free show

Free Show Only.

Interested in exhibiting

Name _____ CPA?

Title _____

Company _____

Street _____

City _____ State _____ Zip _____

Phone(_____) _____ FAX:(_____) _____

Email _____

I. D. Number _____

Signature _____

CPE REGISTRATION

Choose sessions from column at left.

I wish to attend the paid CPE Sessions:

Full Day, Wed April 29 (\$45. in advance. \$55. after April 10).

Full Day, Thur April 30 (\$45. in advance. \$55. after April 10).

Two Full Days, April 29-30 (\$80. in advance. \$100. after April 10).

Method of Payment

Check payable to Flagg Management Inc

AMEX

Visa

MasterCard

Total : \$ _____

Card no _____

Signature _____ Exp date ____/____