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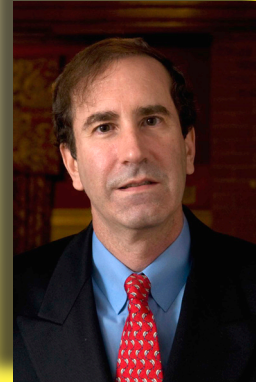
It's time to take some  
**new ideas**  
for a  
**spin.**

**New England Practice Management Conference**  
October 28-29, 2010 | MGM Foxwoods  
**Pre-Conference BONUS Sessions - October 27 Evening**



**What Makes a Company a Fast Company?**

**Alan Webber** left his post as managing editor of Harvard Business Review in 1995 to launch *Fast Company*, the fastest growing, most successful business magazine in history.



**Chasing Bernie Madoff**

**Harry Markopolos** blew the whistle on Bernie Madoff. Find out why all the checks and balances failed and why no one would listen.

**Agenda**



**What is Double Down?**

You'll have the opportunity to talk more in depth with speakers at our **DOUBLE DOWN** sessions, special extended time slots with selected speakers.

**New! Demo Rooms!**  
There will be exhibitor demonstrations scheduled throughout the conference for those exhibitors who choose to participate. Schedules will be sent to Conference registrants.

**Master of Ceremonies**  
Special guest, Adrian Stern, lends his West Coast celebrity to this year's conference serving as Master of Ceremonies and leading the IT pre-Conference discussion on Wednesday evening.

**Wednesday, October 27**  
*Pre-Conference BONUS Sessions — 3 Credits*

**5 pm - 5:05 pm**  
Opening Remarks  
Paul Costantino, CPA  
*Costantino Richards Rizzo LLP*  
Conference Chair

**5:05 pm – 6:15 pm**  
Data Security Update — How are CPAs (and Their Clients) Doing?  
Konrad Martin  
*TechKnowledge Advisors, Inc.*  
Joseph Bartulis, Esq.  
*Fletcher, Tilton & Whipple PC*  
Adrian Stern, CPA  
*Clumek Stern Schenkelberg & Getzoff*

**6:15 pm – 7:30 pm**  
Gadgets & Gizmos for CPAs  
Adrian Stern, CPA  
*Clumek Stern Schenkelberg & Getzoff*  
Adrian reviews the best and worst of this year's technology including gadgets and gizmos worthy of our attention.

**7:30 pm - 9 pm**  
Networking Reception sponsored by: 


**Thursday, October 28**

**8:30 am – 8:45 am**  
Opening Remarks  
Paul Costantino, CPA  
*Costantino Richards Rizzo LLP*  
Conference Chair

**8:45 am – 10 am**  
What's Coming Up in the Fast Lane for CPAs and their Clients?  
**Alan Webber** has always been a visionary. Leaving the helm of the *Harvard Business Review* to start *Fast Company* magazine in 1995 proved to be just the right time to launch a business magazine with a fresh new focus just as the dot com era was emerging. Alan will join us to discuss changes that are re-defining our clients' businesses and our own.

**10 a.m. – 10:30 a.m.**  
Networking Break – Visit the Exhibit Hall

**10:30 a.m. – 12 Noon**  
Chasing Bernie Madoff  
**Harry Markopolos** and his four-man whistleblower team spent nine years collecting evidence and sending it to the SEC to no avail. Every private sector check and balance failed ranging from the accountants, hedge fund due diligence experts, capital markets experts, consultants, banks, and the many "fund-of-funds." They all failed to spot the obvious that Madoff was a fraudster. Madoff's statements and reported performance results contained plenty of clues, and Harry will detail them during this riveting presentation. Like most white-collar frauds this one was not hard to spot if you had just a little bit of professional skepticism. No one would listen! This presentation will arm you with plenty of audit tips to protect your firm.

**12 Noon – 1:15 pm**  
Lunch sponsored by   
Visit Exhibit Hall

**1:15 pm – 2:30 pm**  
Finding the Hidden Treasure in your Firm Administrator  
Linda Pappajohn  
*Santora CPA Group*  
Changes in the scope of responsibilities for today's CPA firm administrators are happening at mach speed! Responsibilities can include health care reform issues, Federal and State employment regulations, social networking, technology safeguards and more. Your firm needs someone to deal with all these issues... and so do your clients. Linda Pappajohn will help you position your firm as the "go-to-place" for more than accounting and tax assistance.

**2:30 pm – 3 pm**  
Networking Break – Visit the Exhibit Hall

**3 pm – 4:15 pm**  
The Head and Heart of Succession Planning  
Kevin Long, CPA, Esq.  
*Long & Bott PC*  
Jack Beauregard, CEO  
*Successful Transition Planning Institute*  
Would you like to increase services to existing clients, strengthen client retention, generate additional billable hours and save on marketing dollars? You can help your clients maximize the enjoyment of the next stage of life and minimize the confusion and fear of the business succession process. This new consulting service addresses both the "head and heart" issues of succession planning using a multi-disciplinary team of proven specialists including transactional design, tax reduction, insurance and investment strategists in coordination with the clients' legal and accounting team.

OR



**3 pm – 4:15 pm**  
Double Down with Linda Pappajohn

**4:15 pm – 5:15 pm**  
Fourteen Factors for Pricing Your Services  
Jay Shepherd, Esq.  
*Shepherd Law Group*  
Jay has gained national recognition as an outspoken critic of the traditional law-firm billing model. Shepherd is bringing business-model innovation to his conservative profession. Jay tells us why this sea change makes such sense for CPAs too.

OR



**4:15 pm – 5:15 pm**  
Double Down with Kevin Long and Jack Beauregard

