



GGI CONFERENCES GMBH

NORTH AMERICAN REGIONAL CONFERENCE 25-27 OCTOBER 2011

Toronto, Canada

SPEAKERS SUMMARIES

Distinguishing Your Firm in the Marketplace

Timothy J. Bartz

We've entered a new era in our profession. The time of significant opportunities constantly begging for our attention and firms growing (literally) in spite of themselves is now in the past. The Big Four are back in the market for smaller engagements and the clients they shed during the Sarbanes Oxley crunch. This competition is working its way through the chain, and more and more firms are struggling to maintain – let alone grow. In a market where everyone claims to deliver exceptional service, how do you differentiate your firm in a way that retains your best clients and attracts quality prospects? This session will discuss how to become a unique and dynamic firm and provide solid recommendations on how to distinguish your firm from the competition.

The future is upon us! Can we cope? Some challenges facing professionals in changing times.

Henry E. Frye

Are "trends" reliable predictions of the future? Much hype surrounds current trends and what the future will bring, but history reminds us that speculation is just that - a guess of what is to come. Speculators said the telephone could never be seriously considered as a means of communication, that nuclear energy couldn't be attained, and that dot-com businesses were a sure bet for investors. How wrong they were! Current trends indicate a globalization of law; commerce no longer stops at state or even national boundaries. The trend of global commerce rests on the rule of law - on the expectation that agreements will be enforced and outcomes will be predictable. It is a complex environment the 21st century professional must navigate as he/she seeks to manage uncertainty in a changing world that demands greater public access through technology, social media, and specialized services and programs. But uncertainty in a changing world is not unique to the 21st century professional. What can we learn from those who came before us and set inspirational examples of how not only to cope, but to thrive, in such an environment?

So What's „Upstream Academy“ – and Why Should I Care?

Timothy J. Bartz

A fair question – and here's the answer. Upstream Academy is a premier team of highly creative, passionate professionals who know CPA firms and have an exceptional track record of designing processes, tools, and programs to help firms achieve greater success. Join us for this brief presentation where we'll spotlight one of our most exciting programs, Emerging Leaders Academy, and discuss how your GGI membership qualifies you for special discounts and promotions on our offerings.



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Anti Corruption Outlook

Deborah Matz

- Domestic anti corruption laws (this would include a focus on the US Foreign Corrupt Practices Act which has enjoyed an almost unprecedented resurgence in prosecutions here in the past few years along with the recent SEC Cooperative Initiative. It would also include a section on the Dodd-Frank Act whistle blower provisions.)
- International anti-corruption treaties/laws: (OECD Guidance and UK Anti-Bribery Act).
- Creating and Sustaining an Ethics and Compliance Culture (if there's time, I would speak to how US corporations can reduce their exposure to fraud by instituting an effective compliance and ethics program. This is useful for auditors to look for such a program at clients when performing the audit and for lawyers as they are often asked to write or at least review these programs.)

Perspectives on the Risk-Filled Recovery

Craig Alexander

Mr. Alexander will present an outlook for the Global Economy and the Canadian Economy. He will discuss prospects for real estate, commodity prices, interest rates and exchange rates.