

## IMA - Charleston - Carolinas Council Winter Conference

All Events Held at Harbour Club, 35 Pringle Street, Charleston, SC 29401

Seating is limited so make your reservations early!

### On the Agenda

Friday, February 26

8:00 AM Continental Breakfast

8:30 AM [Decoding Generational Differences & Employee Motivation](#)

Jim Geffert, Dale Carnegie

How does a "fifty-something" relate to a "twenty-something"? How does a "twenty-something" relate a "fifty-something"? Today's employees are far different from those of the past. To thrive in this new world, you must understand the values and attitudes of both veteran and emerging professionals.

9:30 AM [Employment Law Update](#)

Molly Cherry, Nexsen Pruet

This session will provide you with the tools you need to know about recent employment law changes.

10:30 AM [Growing Your Business in a Recession](#)

Michael Hronchek, Elliott Davis Capital Partners

The recession has adversely affected many businesses. This session will explore ways any business can increase both its top and bottom lines despite a recession. The speaker will note the options a company has, the issues that should be addressed, and will note some pitfalls to avoid. This session will focus on practical solutions, not theory.

12:00 PM Harbour Club Luncheon

12:30 PM [Alternative Financing](#)

Harry Huntley, CPA, JEDA/Invest SC

Alternative financing refers to getting business capital from a source other than a bank, a private party or an investor, all of which are considered to be sources of traditional financing (or "lenders"). Most lenders require that business owners meet strict credit and collateral requirements before they can qualify for any form of traditional business financing, which isn't often easy for a small business owner to do. Attend this session and learn more about alternative financing.

1:30 PM [Economic Outlook](#)

Dr. Don Schunk, Coastal Carolina Univ BB&T Center for Economic and Community Development

This session will provide an overview of the major indicators regularly used to assess the short-and long-term health of the economy, from the national to the local level. In addition, this session will provide an update on the current state of the economy and what we may expect to see in the coming years.

2:30 PM [Accounting Update](#)

Charleston Southern University Professors

This session is designed to cover the most recent professional standards, staff positions and interpretations issued by the Financial Accounting Standards Board (FASB). In addition, IRFS and the "codification project" will be addressed.

4:00 PM [Technology Update](#)

Neely Loring, Matrix Consulting

10 Things to Do to Your PC Now (Security and Performance Issues), The Internet Expands Beyond the PC, Digital Radio, Laptop and Desktop Recommendations

5:00 PM CPE Adjourns

6:30 PM Carolinas Council Dinner

\$35 per person; prepaid reservations required

Saturday, February 27

8:30 AM Continental Breakfast

9:00 AM Carolinas Council Board Meeting

12:00 PM Carolinas Council Board Meeting adjourns

Reservations required; no charge to attend meeting

Institute of Management Accountants – Charleston

February 26 – 27, 2010

\*CPE (includes breakfast and lunch) \*FEB 26 DINNER \*CAROLINAS COUNCIL BOARD MTG  
Registration Form

First and Last Name:	
Company:	
Address:	
City:	
State:	
Zip:	
Phone:	
E-mail:	

CHECK ALL THAT APPLY: CPE \_\_\_ FEB 26 DINNER \_\_\_ SAT BOARD MTG \_\_\_

ALL EVENTS WILL BE HELD AT: Harbour Club, 35 Prioleau Sreet, Charleston, SC

CPE: Early bird registration through February 5, 2010: \$125, Late registration: \$150 (includes breakfast & lunch)

FEB 26 DINNER: \$35 per person

CAROLINAS COUNCIL BOARD MEETING: No charge

CPE: \$125 thru Feb 5, \$150 Feb 6 and later	\$
Carolinas Council Feb 26 Dinner: \$35 per person	\$
Carolinas Council Board Meeting: No charge	Circle one : attend not attend
Total Enclosed	\$

Please make checks payable to: IMA – Charleston

Please mail payment to: Sharon Smith, 110 Dove Ln, Summerville, SC 29485

Questions: sharonsmithcpa@yahoo.com

CPE Agenda – 8 hours of CPE Credit (Acctg 2, Mgt 3, Consulting 1, Other 2):

8:00 – 8:30 am	Continental Breakfast
8:30 – 9:30 am	Decoding Generational Differences
9:30 – 10:30 am	Employment Law Update
10:30 – 12:00 pm	Growing Your Business in a Recession
12:00 – 12:30 pm	Lunch
12:30 – 1:30 pm	Alternative Financing
1:30 – 2:30 pm	Economic Outlook
2:30 – 4:00 pm	Accounting Update
4:00 – 5:00 pm	Technology Update