



Big IDEas for Your Business Conference

May 10, 2018

Sheraton Wilmington South

Timed Agenda

7:45am-8:30am	Registration, Breakfast, Networking
8:30am-8:45am	Welcome
8:45am-9:15am	Keynote: Cyber Crime Today
9:15am-10:00am	General Session: How to Improve Your Business with (Big) Data
10:00am-10:15am	Networking Break
10:15am-11:00am	Concurrent Session: The Recipe for Good Books and Internal Controls Concurrent Session: Raise the Bar on Your People Management Skills
11:00am-11:15am	Networking Break
11:15am-12:00pm	Concurrent Session: Hitting it Out of the Park: Choosing a Business Structure That's a Home Run Concurrent Session: The Success in Succession Planning
12:00pm-1:15pm	Networking Lunch
1:15pm-2:00pm	Concurrent Session: Maximizing Your Banking Relationship Concurrent Session: Staying Secure in an Insecure World
2:00pm-2:15pm	Networking Break
2:15pm-2:45pm	General Session: Where Do We Go From Here?
2:45pm-3:30pm	General Session: HR Stuff You Really, REALLY Need to Know
3:30pm-3:35pm	Closing
3:35pm-4:30pm	Networking Reception



Big IDEas for Your Business Conference

May 10, 2018

Sheraton Wilmington South

Session Descriptions

8:30am Welcome

Myunghee Geerts, CPA, Senior Manager, Ernst & Young, LLP; Chair, Delaware Society of CPAs

8:45am Keynote

Cyber Crime Today

Robert Anderson, Managing Director, Navigant Legal Technology Practice

Rogue nation states and the scale and sophistication of today's digital attacks are but harbingers of things to come. During this Ted-style talk, former FBI Agent Robert Anderson will highlight the nation states to watch, the reach of today's hackers, share a profile of victims, and update you on hackers' payment of choice - virtual currency. Also included - how do you protect your company and its people?

9:15am General Session

How to Improve Your Business with (Big) Data

Guido Geerts, Professor and EY Scholar, University of Delaware

Big Data has caught our imagination with cases such as real-time fraud detection, real-time marketing, flu outbreak prediction based on social media postings, and many more. Learn what Big Data is and how it can create value for your business. Free, easy-to-learn, technologies will be discussed so you can get started right away.

10:15am Concurrent Session 1A

The Recipe for Good Books and Internal Controls

Tim Mihok, CPA, Partner and CFO, The Archer Group

Douglas Kook, CPA, Managing Partner, Bumpers & Company

Gain insight as to best bookkeeping practices and internal control procedures, including common mistakes and how to avoid them. You'll also learn about some common fraud practices and tips for preventing and detecting fraud within your organization.

10:15am Concurrent Session 1B

Raise the Bar on Your People Management Skills

Mary Schaefer, President, Artemis Path, Inc.

This interactive session offers you tactics to increase employee productivity, engagement, and retention. Learn how to break unhelpful habits and mindsets and communicate in a more clear, direct, and engaging manner. Feel free to bring your questions about turning around an under-performer, managing organization politics, improving morale, and more.

11:15am Concurrent Session 2A

Hitting It Out of the Park: Choosing a Business Structure That's a Home Run

Bryan Keenan, Esq., Gordon, Fournaris & Mammarella, P.A.

You've got your team, but do you have the right game plan? Making the proper call on your business structure may be challenging, and choosing the wrong one could impact your bottom line. Discover the ramifications, including the tax implications, for a variety of business structures and learn the top five elements to take into consideration.

11:15am Concurrent Session 2B

The Success in Succession Planning

Vince Thomas, Esq., Young Conaway Stargatt & Taylor, LLC

Christopher Vincent, Wealth Advisor, Covenant Wealth Strategies, LLC

The recipe for the success of a business always comes down to planning. We'll dissect two tales of succession planning – one that went right and one that went wrong – so you can plan for your business' successful future!

1:15pm Concurrent Session 3A

Maximizing Your Banking Relationship

Matthew Grygiel, Senior Relationship Manager, Applied Bank

Lisa Kirkwood, Senior Vice President, TD Bank

John Matarese, Vice President, WSFS

Rachel Baldini, Director of Lending, First State Community Loan Fund

Our panel of bankers will discuss different ways to maximize your relationship with your banker and how to gain access to capital through a variety of different structures. Bring your questions for our panel.

1:15pm Concurrent Session 3B

Staying Secure in an Insecure World

Byron Patrick, CPA, Network Alliance

Cyber-attacks and unauthorized access to confidential data continue to be concerns for all businesses. Learn about some basic security risks and actions you can take to keep your data secure.

2:15pm General Session

Where Do We Go From Here?

Dana Rubenstein, President/CEO, Delaware Society of CPAs

Find out what we have planned to help you with the next steps to your business' success. Attend this session for your chance to win prizes!

2:45pm General Session

HR Stuff You Really, REALLY Need to Know

Linda Pappajohn, Principal, Santora CPA Group

There are a lot of compliance details every company needs to understand and get right or it can cost them big \$\$\$. Unfortunately, federal and state employment regulation agencies do not allow the "I didn't know about that" excuse. Linda will cover a variety of best HR practices and tips in order to help you keep your company out of trouble.

3:30pm Closing

Myunghye Geerts, CPA, Senior Manager, Ernst & Young, LLP; Chair, Delaware Society of CPAs



Big IDEas for Your Business Conference

2018 Task Force

Myunghee Geerts, CPA, Senior Manager, Ernst & Young, LLP; Chair, Delaware Society of CPAs

Jacqueline M. Doody, CPA, MSA, Senior Staff Accountant, Gunnip & Company LLP

Sarah M. Grantham, Staff Accountant, Santora CPA Group

Evelyn M. Joiner, CPA, CDFA™, Partner, Sparano, Vincelette & Joiner, CPAs

Douglas S. Kook, CPA, CVA, Managing Partner, Bumpers and Company

Tim Mihok, CPA, Partner and Chief Financial Officer, The Archer Group

Sara Whitaker, CPA, MSA, Supervisor, Albero, Kupferman & Associates, LLC

Kimberly S. Zarett, CPA, Principal, Master, Sidlow & Associates, P.A.