



# CPEconomy Event for Industry

Thursday, March 25, 2021  
Live Webcast

Please note: The views and opinions expressed by speakers and/or others who have provided materials to and for this meeting are not necessarily those of The Michigan Association of Certified Public Accountants.

TIME: 8:00 AM - 8:30 AM

ONLINE REGISTRATION

TIME: 8:30 AM - 9:20 AM

CPE hours: 1.0 hour

## FEATURED PRESENTATION

### Partnering through Panic and the Unknown

Explore the role that people and processes play in guiding a business during a pandemic. Additionally, what are some lesson learned and best practices gained during scenario planning and agile business modeling. Lastly, learn some future trends that will significantly impacts accounting, finance & FP&A teams for the foreseeable future.

Terrell A. Turner, CPA - *Managing Partner, TLTurner Group, Charlotte, NC*

TIME: 9:30 AM - 11:10 AM

CPE hours: 2.0 hours

## FEATURED PRESENTATION

### Technology Trends for 2021 and Beyond

The purpose of technology in business is shifting, creating more opportunities for growth. New trends are arising that will maximize these opportunities, and it will be crucial now more than ever to have the right IT strategy, structure, and budget in place. Discuss the changing IT landscape and which trends your business needs to embrace to rise above competitors.

Brent Yax - *CEO, Awecomm, Troy*

Session sponsored by:



CONNECT  
MICPA

Find answers within your network  
& interact like never before

TIME: 11:20 AM - 12:10 PM

CPE hours: 1.0 hour

FEATURED PRESENTATION

Unpacking MIOSHA Guidelines

Under its Emergency Order, the Michigan Occupational Safety and Health Administration (MIOSHA) established certain requirements for employers to control, prevent and mitigate the spread of COVID-19 among employees. Join us as we consult a labor & employment law attorney on a series of topics relating to employers' obligations under MIOSHA's guidelines including what is expected, how to respond, employee rights, what employer rights are in case of inspection or investigation and more.

Clifford L. Hammond - *Shareholder, Foster Swift Collins & Smith PC, Lansing*

Session sponsored by:

**FOSTER SWIFT**  
FOSTER SWIFT COLLINS & SMITH PC || ATTORNEYS

TIME: 12:10 PM - 1:00 PM

BREAK FOR LUNCH

TIME: 1:00 PM - 1:50 PM

CPE hours: 1.0 hour

FEATURED PRESENTATION

COVID-19 Crisis Recovery: Finance Demands and Future Plans

The COVID-19 crisis continues to create problems for companies and their employees. Dispersed workforces have presented challenges to the CFO organization in preparing financial statements and sustaining other critical activities. It has also forced finance functions to take a closer look at impairment, valuation, net realizable value, loss contingency and exposure considerations, to name just a few areas. By virtue of their role as strategic and financial managers and scorekeepers, CFOs, controllers and FP&A professionals are in a unique position to view corporate risks across the enterprise. They are also in a unique position to help develop plans for recovery, join in to hear how.

Matthew Watson, CSPO, CISA, CBCP - *Managing Director, Protiviti, McLean, VA*

Christopher P. Wright, CPA - *Managing Director, Protiviti, New York, NY*

KNOWLEDGE HUB  
**MICPA**

**NEW!** Access our library of information & resources provided by industry experts

**DOWNLOAD YOUR FREE CONTENT NOW**



TIME: 2:00 PM - 3:40 PM

CPE hours: 2.0 hours

FEATURED PRESENTATION

Upheaval Management: Long-Term Implications on Business Strategy and Value

In the course, we will discuss the increased imperative of managing to a pro-forma, the impact of 2020 on valuations, and the anticipated prominence of discounted cash flows. We will dig into external threat analysis, and strategic planning in times of economic volatility.

Jason Tuzinkewich, MBA, M&MI, CM&AP, CBI - COO, *Blue Sky Business Resources, Sandy, UT*

Session sponsored by:



TIME: 3:50 PM - 4:40 PM

CPE hours: 1.0 hour

FEATURED PRESENTATION

Research & Development (R&D) Tax Credit: 2021 and Beyond (CNTW1-T-00352-21-O)

Initiated in 1981 to stimulate research and development throughout the U.S., the R&D tax credit is a dollar-for-dollar offset of federal income tax liability and, in some cases, payroll tax liability. More than \$18 billion in credits were reported by businesses in 2020 making this an opportunity on the federal and even state levels. Learn about the legislative and regulatory aspects, IRS examination trends and amortization requirements that coincide with R&D tax credits.

Diane Stogiannes - *President, DST Advisory Group, Southfield*

Session sponsored by:



Courses with a number next to the title qualifies for Enrolled Agent (EA) credit.

## MICPA KEEPS TRACK FOR YOU!

### Your personal MICPA CPE Assistant Online

You can trust in us, MICPA education will qualify for CPE credits.

Did you know CPE credit you earn at MICPA events is automatically added to your personal CPE Tracker? Access your Tracker anytime at [www.micpa.org/MyCPE](http://www.micpa.org/MyCPE). The CPE Tracker tool also allows you to enter all other training to conveniently track your total hours earned.

CPE earned from today's program will be automatically entered into the MICPA Tracker within 7-10 business days.

