

Charleston Carolinas Council Winter Conference
February 25-27, 2010 - Preliminary
Harbour Club, 35 Prioleau Street, Charleston, SC

We could not find reasonable hotel pricing so far in advance of the date. Recommend waiting until closer to date to make your hotel arrangements when hotels will be more reasonable. We will send out some hotel recommendations. On Charleston peninsula expect to pay \$109-\$235 per night depending on hotel or be willing to drive a few miles out for a better rate. Great deals are often found on on priceline.com, hotwire.com or orbitz.com, etc.

I am working on brochure for event but here's an overview:

Friday, February 26th Continuing Professional Education 8:30 am to 5:00 pm (8 hours)
Early Bird \$150 through February 5th, Late Registration \$175

Dress code for CPE: Business casual, no jeans.

If you are ready to reserve send checks payable to IMA to Sharon Smith, 110 Dove Lane, Summerville, SC 29485.

ECONOMIC OUTLOOK (1 hr)

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.

DECODING GENERATIONAL DIFFERENCES (1 hr)

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.

GROWING YOUR BUSINESS IN A RECESSION (1.5 hrs)

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, who manages a venture capital fund, 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.

ALTERNATIVE FINANCING (1 hr)

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.

EMPLOYMENT LAW UPDATE (1 hr)

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

ACCOUNTING UPDATE (1.5 hrs)

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.

TECHNOLOGY UPDATE: THE MORE THINGS CHANGE, THE MORE FUN IT GETS! (1 hr)

This year, we'll focus on four broad topic areas of discussion:

- (1) 10 Things to Do to Your PC Now (Security and Performance Issues)
- (2) The Internet Expands Beyond the PC
- (3) Digital Radio
- (4) Laptop and Desktop Recommendations

Friday evening, February 26th after CPE – cash bar at the Harbour Club.

Friday evening, February 26th 7 pm: Dinner at the Harbour Club. \$35 per person.

Saturday, February 27th 8 am – 12 pm: Carolinas Council Meeting

Continental Breakfast from 8 – 9 am

Meeting from 9 – 12 pm

Activities Saturday afternoon or Sunday:

Carriage Tours – see beautiful Charleston in comfort with Old Southe Carriage Tours. Reservations required by February 5, 2010 for IMA group tour. Pricing estimated at \$15 per person. Contact Sharon Smith at sharonsmithcpa@yahoo.com or (843) 810-8150.

Shopping at the Market or along King Street

Visit Museums and Historic Homes