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NSA Annual Convention & Expo to “AMP IT UP” in Tampa, FL August 17-20, 2016

ALEXANDRIA, VA, May 3, 2016 — The National Society of Accountants (NSA) 71st Annual Convention and Expo will be held August 17-20, 2016 at the Grand Hyatt Tampa Bay in Tampa, FL.

The meeting theme is “AMP IT UP,” and it will draw accountants and tax professionals from across North America. Courses at the convention offer continuing professional education (CPE) and networking opportunities that will help attendees ramp up their marketing, customer service, and growth strategies; reduce risk; save time and money; and amp up profits and the value of their businesses.

Two full days of top-notch CPE featuring the industry's best thought leaders and influencers include SSARS 21, accounting, innovative marketing strategies, positioning your practice for growth, social media, retirement, ethics, due diligence, estate planning and more.

Speakers and courses include:

- Karen Hawkins, the former director of the IRS Office of Professional Responsibility, speaking on “Ethics in the Eye of the Beholder: What Conduct is Most Likely to Result in Discipline Under Circular 230?” She will also lead two roundtable discussions on the topic, “Ethics in the Eye of the Beholder – Putting Knowledge to Practice.”
- Josh Dye, president and founder of Convene, LLC, a speaking, training, and marketing consulting company, speaking on “From A to Zuckerberg: New Tech &

Social Media for Tax Accountants.” He will also lead two roundtable discussions on the topic, “Social Media & Technology for a Tax Accountant’s Business.”

- Joseph Santoro, CPA, ABA, the 2015 NSA Accountant of the Year and a member of the NSA Accounting Standards Committee and the Board of Directors for the Accreditation Council for Accounting and Taxation (ACAT), speaking on “SSARS 21 and Accounting.” Over almost three decades, he has provided manuals and seminars for the AICPA, NSA at the national level, NSA affiliates at the state level, NCPE, Gear-Up from 1994 - 2015, and, beginning with 2016, Bob Jennings Tax and Accounting Seminars.
- Jeffrey A. Schneider, EA, CTRS (Certified Tax Resolution Specialist), a National Tax Practice Institute (NTPI) Fellow and principal at SFS Tax & Accounting Services, speaking on “Time Management in Your Practice.” He will also lead two roundtable discussions on this same topic.
- Steven G. Siegel, JD, LL.M., president of The Siegel Group, which provides consulting services to attorneys, accountants, business owners, family offices and financial planners, speaking on “Retirement; Estate Planning for the 99% & Common Estate Planning Mistakes.”
- Katie Tolin, founder of CPA Growth Guides, LLC and a past president of the Association for Accounting Marketing, speaking on “Positioning Your Practice for Growth.” She will also lead two roundtable discussions on overcoming obstacles to specialization and which growth strategies produce the greatest return. For the past two years, Accounting Today named Tolin one of the top 100 most influential people in accounting, and she was one of CPA Practice Advisors’ Most Powerful Women in Accounting in 2015.

NSA is also offering a preconference Enrolled Agent (EA) Exam Review Course August 15-17. The course will be taught by two leading experts:

- John O. Everett, CPA, Ph.D., Professor Emeritus of Accounting at Virginia Commonwealth University in Richmond, VA. His teaching specialty is federal taxation. Everett has authored or co-authored over 90 articles in academic and professional journals and is the coauthor of several textbooks, including *CCH*

Practical Guide to Schedule M-3 Compliance, The HBJ Federal Tax Course, Income Tax Fundamentals, and Tax Planning with the Computer.

- Bill Duncan, CPA, Ph.D, Associate Professor of Accounting at Arizona State University. He was formerly a Director with Ernst & Young where he guided tax education for the firm. Duncan is the author or co-author of three textbooks and has published a number of articles on a variety of tax topics in publications including *Taxes, The CPA Journal, and The Journal of the American Taxation Association*. He has taught in the AICPA National Tax Education program for over 20 years.

An Accredited Tax Preparer (ATP) Exam Review Course – also taught by Everett and Duncan – will take place on August 15 with the optional exam given on August 16. Earning the ATP credential from the Accreditation Council for Accountancy & Taxation (ACAT) exempts practitioners from taking and passing Annual Federal Tax Refresher courses and exams each year, which are a component of the Internal Revenue Service (IRS) Annual Filing Season Program (AFSP).

NSA is approved as an official provider of CPE by the National Association of State Boards of Accountancy (NASBA), Internal Revenue Service (IRS), Accreditation Council for Accountancy & Taxation (ACAT) and California Tax Education Council (CTEC).

The conference offers many networking opportunities and social events, beginning with the Welcome Reception on August 17 and concluding on April 20 with an exciting dinner and show, “Experience the Fire of Flamenco,” at the original Columbia Restaurant – Florida's oldest continuously operating restaurant – in Tampa's historic neighborhood of Ybor City.

Full conference registration packages are available for \$579 for NSA members and \$725 for nonmembers (including a full year of NSA membership) until July 8. After that date, member registration is \$679 and nonmember registration is \$825.

The hotel room rate is \$139 per night and the reservation deadline for this rate is July 22, 2016.

For more information and to register, visit www.nsatampa2016.org or contact NSA at 800-966-6679 or members@nsacct.org. Learn more about NSA at www.nsaacct.org.

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