

85th Annual SYMPOSIUM

Wednesday, November 20, 2024 | Grandover Resort & Spa

TIME		SESSION TITLE	SPEAKER	LOCATION
7:00 am	8:00 am	Registration & Breakfast		
8:00 am	9:00 am	(9A) Managing the Black Holes of Client and Engagement Management	Jennifer Louis	Whitehall
		(9B) State Board Update	TBA	Grandville C/D
		(9C) ChatGPT: Custom GPTs for Accountants - What They Are and How to Use Them	Don Tomoff	Grandville A/B
9:00 am	9:10 am	Networking Break		
9:10 am	10:15 am	(10A) Strengthening Inquiry Skills – Tips for Gathering the Information You Need on Audits	Jennifer Louis	Whitehall
		(10B) Elevate Your Retirement: Social Security Strategies for Success	Paula McMillan	Grandville C/D
		(10C) ChatGPT: Building Your First Custom GPT	Don Tomoff	Grandville A/B
10:15 am	10:30 am	Networking Break		
10:30 am	11:45 am	(11A) High Value AI Use Cases in Professional Services	Zackery Reichenbach-Carr	Whitehall
		(11B) Balancing Retirement Health Care Quality and Cost: Medicare and Long-Term Care	Paula McMillan	Grandville C/D
		(11C) The FTC Safeguards Rule: Compliance Overview, IT Vendor Selection, and Cyber Liability Insurance	Rafe Martin	Grandville A/B
11:45 am	1:00 pm	Lunch		
1:00 pm	2:15 pm	(GS7) Creating a Dynamic Firm Culture	Mark Sotichack Deetra Watson Kimberly Jessup Ripberger Vickie Martin Kelly Puryear	Grandville Ballroom
2:15 pm	2:25 pm	Networking Brea		
2:25 pm	3:30 pm	(GS8) Economic Update	Michael Walden	Grandville Ballroom
3:30 pm	3:40 pm	Networking Break		
3:40 pm	4:45 pm	(GS9) Technology Update	David Cieslak	Grandville Ballroom

