

# 2008 Annual Convention Agenda

## Sunday, September 21st

9:00 - 11:00 AM	WAA Board Meeting
Noon	Tuscumbia Golf Outing 18 holes
6:00	Cash Bar
6:00 - 7:00 PM	Cocktail Cruise - Escapade Yacht
7pm	Tailgate Party - Packers vs. Dallas
9pm	Hospitality Room

## Monday, September 22nd

7:30 AM - 8:15 AM Registration, Coffee, Juice, Sweet Rolls

*Choose from one of the following venues - choice to be made day of convention:*

<i>Time</i>	<i>Venue One</i>	<i>Venue Two</i>
8:15 - 10:00 AM	Ethics by Ken Wundrow, EA, Mennenga Tax & Financial Services	Financial Aid 101 for taxpayers by Michelle Krajnik, Silver Lake College
10:00 - 10:15 AM	Mid Morning Break	Mid Morning Break
10:15 AM - Noon	Sales Use Tax - What to expect from an audit by Randall Lovell, CPA & Nate Weber, WI Dept of Revenue	International Taxes 1040 NR by Robert Brewer, Middleton WI
Noon - 1 PM	Lunch	Lunch
1:00 - 2:45 PM	Social Security - What you always wanted to know and more by Karyl Richson, SSA Public Affairs Specialist	Ethics by Ken Wundrow, EA, Mennenga Tax & Financial Services

2:45 - 3:00 PM	Mid Afternoon Break
3:00 PM	WAA Annual Business Meeting
6:00 - 7:00 PM	Cocktail Reception - Cash Bar
7:00 - 8:00 PM	Dinner
8:00 - 9:00 PM	WAA Banquet and Installation of Officers
9:00 - -	Hospitality Room

## Tuesday, September 23rd

7:30 AM Coffee, Juice, Sweet Rolls

8:00 - 4:30 PM **Gear Up - Practice Development and Management**

Make more...work less...have fun doing it! This course is designed to teach you the ten secrets to a successful tax and accounting practice. You will develop the relationships with clients and your team so that you can build a firm that has value whether you decide to work or sell it.

- Develop a vision and mission for your firm
- Customer pricing, retention, and relationships
- Innovative marketing and sales strategies
- Develop strategic alliances
- Establish systems and procedures for the practice and develop key indicators to monitor the business

POSSIBLE CPE CREDITS:  
12 HOURS ACCOUNTING AND 2 HOURS ETHICS