

HOT TOPICS

4TH ANNUAL
SEMINAR



NAVIGATING YOUR BUSINESS GLOBALLY WITH SOCIAL MEDIA

Overview

This year's Hot Topics Seminar will feature the engaging topics of social media and "gamification." Keynote Speaker, **Jon Carder**, CEO of MOGL, will discuss why companies like Groupon and Foursquare are experiencing insane growth and related valuations.

Also this year, **Daisy Huang** from Dezan Shira's Guangzhou, China office (Integra International affiliate), will provide insight into the current business climate and utilization of social media in China.

Jeralin Cardoso of Sheppard Mullin will discuss how securities compliance is evolving to reflect the widespread adoption of social media and **Steve Austin** of Swenson Advisors will discuss the latest International Financial Reporting Standards (IFRS) developments.

"Ask the Experts" Panel

This year's program will include a panel discussion on the latest developments in securities law (SEC), tax, and accounting matters. Featured speakers include:

Steve Austin, CPA	Swenson Advisors
Jon Carder, CEO	MOGL
Jeralin Cardoso, Attorney	Sheppard Mullin
Scott Carpenter, CPA	Swenson Advisors
Daisy Huang, Manager	Dezan Shira - China
Bob Laffler, Partner	GAAP Seminars
Pete Palmer, CPA	Swenson Advisors
John Tishler, Partner	Sheppard Mullin

TUESDAY, OCTOBER 4, 2011

8:30 a.m. - 11:30 a.m.

NTC Promenade at Liberty Station

REGISTRATION

\$35 per person (cash or check)

To register, please email

rsvp@swensonadvisors.com

or call **619-237-3400** ext. 101

LOCATION

The McMillin Companies Event Center

2875 Dewey Road

San Diego, CA 92106

Free parking available
in parking lots M and G

CLE/CPE CREDIT

CLE/CPE is available.

Your State Bar or Accounting Board will make the final determination with respect to continuing education credit.

This will be a group-live session with no advance preparation needed.

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