

# 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:

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

**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](mailto: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.

### CONNECT WITH US



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