

### 4th Annual "Hot Topics" Seminar

**Presented by Swenson Advisors and Sponsored by Sheppard Mullin**

10.04.2011

#### 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

##### REGISTRATION

To register, please email [rsvp@swensonadvisors.com](mailto:rsvp@swensonadvisors.com) or call 619-237-3400 ext. 101. \$35 per person (cash or check)

## LOCATION

The McMillin Companies Event Center  
2875 Dewey Road  
San Diego, CA 92106

## 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.

## Practice Areas

Corporate