

TAG Academy 2010 COURSE SCHEDULE

January 20	The Firm of the Future: What's In Store for CPA Firms in 2010 and Beyond <i>Charles Hylan, The Growth Partnership</i>
April 28	International Tax Update <i>Sean M. King, Williams Mullen</i>
May 5	Social Media Policies: Personal Privacy vs. Firm Policy <i>Kristin Gentry, Savvy Social Media Marketing</i>
May 26	The Evolution of Partner Compensation <i>Allan Koltin, PDI Global</i>
June 2	Making the Transition from Worker Bee to Rainmaker <i>Larry Bodine, Larry Bodine Marketing</i>
June 16	How to Keep Your Clients Happy by Getting Ahead of the Game on IFRS: Part 1 <i>David Potts, DMP Training</i>
July 7	The Loyalty Effect: How to Effectively Retain, Bill and Grow Key Client Relationships <i>Jeff Pawlow, The Growth Partnership</i>
August 4	Keeping Your Firm and Partners from Making Marketing Blunders <i>Melinda Guillemette, Melinda Motivates</i>
August 18	How to Keep Your Clients Happy by Getting Ahead of the Game on IFRS: Part 2 <i>David Potts, DMP Training</i>
September 1	Great Leaders, Great Teams, Great Results: People Development within Your Firm <i>The Growth Partnership</i>
October 6	Lateral Hires: Determining Who Will Work Out and Who Won't Before It's Too Late <i>John Sterling, Smock Sterling Strategic Management Consultants</i>
October 20	TBD <i>Allan Koltin, PDI Global</i>
November 3	ROI - The Challenge of Measuring the Success of Marketing <i>Larry Bodine, Larry Bodine Marketing</i>
December 15	How to be a Convincing Expert Witness <i>TBD</i>

Courses are \$99 each or you may purchase a 6-course packages for \$375.

(\$50 each or \$250 for 6 courses in Latin America; Asia/Pacific excluding Australia and Hong Kong; Africa; and the Middle East)
Courses are held on Wednesdays at 1 p.m. Eastern Time. Course names and topics are subject to change.

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