



# McKonly & Asbury's Collaborate 2013 Conference

## Thursday, June 6

8:00AM - 8:40AM

Registration and Breakfast

8:40AM - 8:45AM

Welcome - McKonly & Asbury

8:45AM - 9:00AM

Introduction - RBS Citizens

9:00AM - 9:50AM

**Who Moved My Taxes? Preparing for and Adapting to a Rapidly Changing Tax Environment - Mark Heath, Jason Skrinak & Daniel Matarrese, McKonly & Asbury**  
*This session will discuss pertinent changes in current Federal & State taxes and also explore the tax planning opportunities that exist within the current tax landscape. A panel discussion will follow to offer different perspectives on the unique opportunities and challenges that businesses and individuals face in the current tax environment.*

9:50AM - 10:00AM

Break

10:00AM - 11:40AM

**Tax Reform and Business: The Real Outlook from the Hill - Dean Zerbe & Mark Everson, alliantgroup**  
*Hear directly from alliantgroup's experts, Dean Zerbe, former Senior Tax Counsel to the U.S. Senate Finance Committee, and Mark Everson, former IRS Commissioner, about what's really going on with critical legislation and developments from The Hill and the IRS. Now more than ever, businesses need timely information to help them plan for the future. These insiders share the outlook for short- and long-term changes in tax policy and regulations, budget issues, and other legislation impacting businesses. Learn steps you can take now to position you and your clients for success!*

11:40AM - 12:45PM

Lunch & Lieutenant Governor's State of PA Address

12:45PM - 1:40PM

**Hot Topics in Today's Legal Environment - Jill Sebest Welch, Barley Snyder**  
*This session will focus on the trends impacting small, middle-market, and family-owned businesses.*

1:40PM - 2:40PM

**Breakout Session A - Options are as follows:**

**Option A-1: Construction Training in the Current Economy - Daniel Wagner, Harrisburg Area Community College**

*This session will focus on the opportunities that HACC - Central Pennsylvania's Community College can provide for construction skills training. Emphasis will also be given to upskilling current employees and how the current trends in Energy and Green provide opportunities for enhancing skills.*

**Option A-2: Making Your LEAN Transformation a Success - Dave Freimuth & Mark Robertson, MANTEC and Glen Comegys, SPX**

*LEAN is all about people, operations, and a focus on continuous improvement. This session will focus on the concepts of LEAN and how it can transform a business through discussion of a real business case scenario.*

**Option A-3: IT Security: The Importance of IT - Samuel BowerCraft, McKonly & Asbury and Paul Hample, RBS Citizens**

*There isn't a business today that does not rely on technology for operations, finance, communication or more. Join this session to learn more about why securing this asset is vital to an organization's success, and how to further develop your IT protection strategy.*

Register today at [www.macpas.com/collaborate2013](http://www.macpas.com/collaborate2013)

Contact us at [events@macpas.com](mailto:events@macpas.com) or 717-972-5822

2:40PM - 3:35PM

**Breakout Session B - Options are as follows:**

**Option B-1: Managing Disagreements with OSHA - Joseph Heller, HORST Construction**

*A brief overview of the OSH Act, the OSHA inspection process, and the Occupational Safety and Health Review Commission will be provided. Following that, the source of disagreements with OSHA will be examined and a range of management options reviewed. Opportunities for participants to share their experiences with formal contests of OSHA allegations will be invited and shared subject to time allowances.*

**Option B-2: Boosting Top-Line Growth through Marketing and Sales Alignment - Jennifer Peterson, Wavelength Marketing, LLC**

*This session discusses the importance of aligning sales and marketing, the benefits, and some strategies to achieve integration. Collaboration strategies, timing, messaging, the use of technology are among the topics covered in this session. Objectives include: 1) Understanding of the importance of aligning sales and marketing efforts and the impact on top-line growth. C-Level buy-in is critical for enterprise-wide success. 2) Strategies for integrating teams that are used to working separately and may be resistant. 3) Discussion of customer acquisition and customer retention strategies within the context of the topic.*

**Option B-3: Health Care Reform Update - Mary Jane Boyle, ADP & Kent Evans, Willis of Delaware, Inc.**

*This session will cover recent updates on Health Care Reform and specifically the impact that these updates have on small businesses.*

3:35PM - 4:25PM

**Nonprofit: Governance Roles - Deborah Rohrer, Leadership Lancaster**

*Do you serve as a board member for a nonprofit organization? Do you understand your role and responsibilities? This session will help you to understand the legal and ethical responsibilities of Boards of Directors to enable you to be more effective in your governance role.*

4:25PM - 4:30PM

**Closing**

4:30PM - 6:00PM

**Reception**

*Join us after the day's sessions for a reception featuring networking, food and drinks, and a drawing with the opportunity to win some great prizes, including an iPad mini!*

*During the day, you will have the chance to earn entries for our drawing! Every attendee will receive an entry for attending. You can also earn additional entries by tweeting during the day using the hashtag #collaborate2013, by asking questions during Q&A sessions, and other ways! You must be present at the time of the drawing to win.*

Sponsored by:

**Barley Snyder**  
ATTORNEYS AT LAW



**RBS Citizens®**