SAVE THE DATE!!

<u>TAKING CARE OF BUSINESS:</u>
The 2nd Long Island Non-profit
SUNY Old Westbury Fiscal Conference

A one day fiscal "best practices" update, training and immersion experience *just for* Executive Directors and Board Members of small to mid-sized nonprofit organizations on Long Island.

Although the speakers will be accounting professionals and experts, in every sense of the word; they will provide the expertise you need in a ***language you can understand.***

Your instructors will be the most highly regarded certified public accountants from the membership of the New York State Society of CPAs, members of the accounting faculty from SUNY College at Old Westbury's School of Business, and financial management experts from Cerini & Associates, Long Island Financial Management Services and many regional LI CPA firms. They will be joined by our celebrated keynote speaker, **"The Column," Newsday journalist**, **Joye Brown,** luncheon speaker **Randi Shubin Dresner, President & CEO of Island Harvest and Dr. Calvin O. Butts, President of SUNY Old Westbury** in covering the most pressing topics facing nonprofit leaders today.

Friday, October 22, 2010
8:30 a.m. – 4:00 p.m.
Campus Center
SUNY College at Old Westbury

Join your fellow Long Island Board members and Executive Directors for an exciting day exploring nonprofit finance. Get answers to the questions you have always wanted to know but were afraid to ask. Hear information on the topics you want and geared entirely towards "non-accountants."

A complete conference schedule can be found on the conference website:

www.LIFMS.com

Registration Information and Instructions are attached.

For all other information and conference questions please contact

(516) 557-2325 ext. 2 or e-mail us at:LINFPConf@optonline.net

LIFMS

Bank of America

THE COLLEGE AT OLD WESTBURY STATE UNIVERSITY OF NEW YORK

CERINI & ASSOCIATES LLP CERTIFIED PUBLIC ACCOUNTANTS

Long Island Nonprofit Fiscal Conference
Friday, October 22, 2010 8:30 a.m. - 4:00 p.m.

Conference Registration Form

First Name: ______________________ **Last Name:** ______________________

Telephone: ______________________ **E-Mail:** ______________________

Nonprofit Organization/Affiliation: ______________________

Role:

☐ Executive Director

☐ Board Member ***Role on Board:*** ______________________

Street Address: ______________________

City: ______________________ **State:** __________ **Zip:** __________

Registration Fee: $25 per attendee

(Payable to the Old Westbury College Foundation, Inc.)

Registration Fee includes: all materials, parking, continental breakfast, catered luncheon, afternoon refreshments/snack

Registrations: Need to be received by Monday October 18th.

You can pay SUNY Old Westbury Foundation directly and securely online through PayPal at www.LIFMS.com or mail your registration form and check to:

Long Island Financial Management Services (LIFMS)
Attention: Nonprofit Conference Registrations
3535 Jerusalem Avenue, Rte 105
Wantagh, N.Y. 11793

SPACE IS LIMITED!

<u>BREAK OUT SESSION REGISTRATION</u>

Please review and make one selection from each “Break Out” Session and return with your registration form and payment.
(Speaker bios appear on pages 4-8 of the this registration packet)

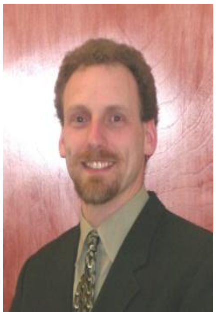
Topic	Presenter	Time
Continental Breakfast & Check-In *Campus Center Atrium*		8:30-9:00 a.m.
Welcoming Remarks	Susan Rich, MBA, CPA Conference Chair	9:00 a.m.
Conference Opening Remarks:	Dr. Calvin Butts	9:15 am
Keynote Address: **The Column**	Joye Brown, Newsday Columnist	9:30-10:15 a.m.
General Session Presentation: **The Results of the 2010 Nonprofit Survey**	Ken Cerini, CPA	10:15-11:00 a.m.
<u>Session I</u>		**<u>11:15 a.m. – 12:15 p.m.</u>**
New 990 Update: A Practical Look	Allan Blum, CPA	☐
Managing Nonprofit Cash & Investments	Sirousse Tabriztchi, Ph.D., CPA	☐
Nonprofit Tax Update	Peter Egan, Esq.	☐
Nonprofit Internal Controls	Lauren Bernstein, CPA	☐
Establishing and Running the Nonprofit Finance Committee	Zev Nathan, CPA	☐
<u>Luncheon Speaker</u> **Fiscal Lessons for the New Executive Director** *Student Union, Multi-Purpose Room*	Randi Shubin Dresner President & CEO Island Harvest	**<u>12:30– 1:15 p.m.</u>**
<u>Session II</u>		**<u>1:30-2:30 p.m.</u>**
Budgeting for the Nonprofit	Frank Slutter, CPA	☐
How To Read A Nonprofit Financial Statement	David Rottkamp, CPA	☐
How Do I Hire The Right Auditor?	Robert Cordero, CPA, Matt G. McCrosson, MBA,CPA	☐
Retirement Planning for Nonprofits	Richard Schwamb & John O’Day, Merrill Lynch Louis F. LiBrandi, Fellow, ISCEBS, O’Connor Davies Munns & Dobbins, LLP	☐
Fiscal Issues for Foundations	Terri Jacobson, UBS, MBA,CPA	☐
<u>Session III</u>		**<u>2:45-3:45 p.m.</u>**
Social Networking, the New Wave of E-philanthropy	John Murcott, MBA Karma 411	☐
Social Entrepreneurism, Adding Business Concepts to your Nonprofit	Ken Cerini, CPA & Paul Arfin, MSW	☐
Multistate Registration, Have You Crossed the Line?	Tony Martignetti, Esq.	☐
Religious Organization Accounting Issues	Lynn Kiraly, CPA	☐
Turning Around the Fiscally Distressed Organization	Susan Rich, MBA, CPA	☐

About Our Special Guests:

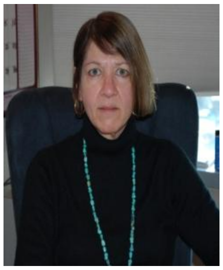
Joye Brown, a columnist at Newsday, knew she wanted to be a reporter the day her high school newspaper advisor marked up a first pathetic attempt at a story with a bleeding red pen. The piece looked like a crime scene when he was done, but there on the page was a story (a really, really short story), just like the ones she read at home in the Washington Post, Washington Star, Washington Daily News and the Washington Afro-American. That was enough to switch the biology-loving student from going after a career in medicine to one in journalism. Brown went on to become editor of newspapers at her high school and her college, The George Washington University. She went on to work at Mutual Broadcasting/Mutual Black Network, The News and Observer in Raleigh, N.C. and The Chicago Tribune before joining Newsday. During 30 years at the newspaper, Brown has worked as a reporter, editor, administrator, editorial writer and, most recently, a columnist. She has won several awards, including a sliver of the Pulitzer Prize Newsday won for a team report on the Baby Jane Doe case in the 1980's, along with a National Headliner award for editorial writing and a Long Island Press Club award for column writing.

Randi Shubin Dresner, CFRE, serves as President and CEO of Island Harvest, whose mission is *to end hunger and reduce food waste on Long Island*. Randi has led the increase in Island Harvest's collection and delivery of donated food from an annual 2.5 million pounds to 8 million in just a few short years, an increase of more than 250 percent. She has also overseen a doubling of revenues, the creation of education and outreach, advocacy, job training programs, a sizable rise in the number of registered volunteers, and the implementation of a unique nonprofit business model where 97 cents of every dollar contributed is directed toward program expenses. She earned her CFRE (Certified Fundraising Executive) designation in 1992 and with more than 30 years of progressive experience in the nonprofit sector she remains very active as a mentor, board member and volunteer with many organizations. Randi serves on Senator Kirsten Gillibrand's NY State Agriculture Working Group Committee, is an active member of the Association of Fundraising Professionals, LI Chapter; Women Economic Developers of LI; and the Academy for Regional Stewardship of the Energeia Partnership at Molloy College. She served 14 years as an adjunct faculty member at the LI University at CW Post/AFP Fundraising Management Program and is currently an adjunct in the nonprofit management program at Molloy College.

Dr. Calvin O. Butts, III, is President of State University of New York College at Old Westbury and Pastor of the nationally renowned Abyssinian Baptist Church in the City of New York. Since being named Old Westbury's President in September 1999, Dr. Butts has reinvigorated among the most diverse public college campuses in America. In addition to his educational and religious experiences, Dr. Butts has a broad background in nonprofit leadership including his board service for such organizations as North General Hospital, Abyssinian Development Corporation, Youth On the Move, The Long Island Association, the Boy Scouts of America-Theodore Roosevelt Council, The Long Island Housing Partnership, New Visions for Public Schools, New York Blood Center, and the Community Development Corporation of Long Island. He is the Chairman of the Board of the National Black Leadership Commission on AIDS (NBLCA) and a founding member of the organization's Board of Commissioners.



Ken Cerini, CPA, CFP is the Managing Partner at Cerini & Associates, a 40 person full service accounting firm in Suffolk County. Ken specializes in nonprofit and educational organizations. In addition to working with nonprofits in a professional capacity, Ken is very involved with his community and profession. He serves on the board of several agencies and is involved in leadership roles in various professional service organizations. Ken also writes a weekly column in Long Island Business News where he spotlights various Long Island based nonprofit organizations. In addition, he is a frequent lecturer on nonprofit topics and is a significant contributor to the Firm's newsletters geared towards the nonprofit and educational arenas.



Susan Rich, MBA, CPA – Conference Organizer, Founder, Long Island Financial Management Services (LIFMS), SUNY College at Old Westbury Adjunct Accounting Instructor, Government & Nonprofit Accounting. She has held positions as CFO at many organizations including a large LI surgical group/ambulatory surgical facility, a major NYC foster care agency operating a SED funded school for medically frail children, an international medical clinical research foundation, and a for-profit international B-to-B internet trading exchange. Susan was previously Chief Administrative Officer at NYC's largest senior citizen social service and advocacy organization which includes senior centers, HUD housing and home care services. Susan believes that "giving back" is the key to her success and has performed public service as Treasurer with the Nassau County Interim Finance Authority, the state overseers for the county's budget.

About the Session Speakers:

Paul Arfin, MSW has served as Executive Director of Long Island nonprofit organizations since 1970. He founded numerous earned income projects including HomeShare Long Island and The Community Programs Center of Long Island, where he established three large intergenerational day care centers. He is a member of the Long Island Volunteer Hall of Fame; was honored to be selected for "An Art of Caring Award" by former Governor George Pataki; and was selected for recognition by "Sixty-over-Sixty" for his community service. Currently, Paul is President/CEO of Intergenerational Strategies, a nonprofit organization that he founded in 2002. He is also an Instructor at Hofstra University, teaching courses in "Nonprofit Employment and Volunteerism" and "Earned Income Strategies: Entrepreneurial Ventures in the Nonprofit Sector." He has served as a consultant to numerous nonprofit organizations.

Lauren Bernstein, CPA, CFE is a Partner of Nathan & Bernstein Certified Public Accountants, P.C., is a CPA and CFE with a Masters Degree in Labor and Industrial Relations. She worked as an auditor of a "BIG 4" public accounting firm for several years with a concentration in audits of small business and nonprofits. She has over fifteen years of auditing and consulting experience. She has consulted regarding the implementation of internal controls and Financial Accounting Standards 116 and 117 for nonprofit financial reporting. Lauren has consulted with various CPA firms on Quality Control in Audits of Financial Statements of small business, nonprofit and employee benefit plan audits.

Allan M. Blum, CPA, is an Audit Partner and the Partner in Charge of Tax Services of Loeb and Troper LLP, a professional services firm dedicated solely to the Nonprofit and Health Care sectors. He serves as the lead audit partner for many prominent nonprofit and health care organizations in the New York Metro Area. In his role as Partner-in-Charge of Tax Services, Mr. Blum has responsibility for the firm's full range of nonprofit tax services. He is currently working with board members and executives in identifying the strategic implications of the new Form 990. Mr. Blum was also involved with the development of "CPAs on Boards" a program run through the NYSSCPA and several outside agencies that matches volunteer CPAs with nonprofit organizations. He has also co-chaired the 27th and 28th Annual NYSSCPA Nonprofit Conference.

Robert Cordero, CPA is a Manager with O'Connor Davies Munns & Dobbins, LLP. Rob's responsibilities include the supervision of governmental audits. He specializes in budget and financial statement analysis, internal control review, systems implementation and management reporting. Since Rob joined the firm in 2001, Rob has serviced governmental and municipal entities including school districts, other educational institutions such as charter schools, counties, cities, towns, villages, agencies and nonprofit organizations.

Peter Armstrong Egan is a partner of Nixon Peabody, LLP's Health Services practice group. His practice includes routine and complex business transactions, as well as regulatory and tax analysis on behalf of for-profit healthcare companies, medical centers, and nonprofit providers. He has particular focus in structuring joint ventures and implementing relationships between clients and their employed/affiliated physician groups. Peter's extensive experience in structuring joint ventures allowed him the opportunity to represent the lead agency in an accountable care organization demonstration project and structured the merger of four local medical practices. Peter serves on the Development Board for the Hagedorn Little Village School - Jack Joel Center for Special Children. He has been named by Long Island Business News as one of the "40 Under 40 - Class of 2010" (January 2010), Ones to Watch - Growth Strategies in August 2010 and Ones to Watch - Law (September 2008). Peter was also named in Newsday's Long Island People on the Move and by The Attorney of Nassau County - Who's Who List in November 2008.

Teresa A. Jacobsen (Terri) is Senior Vice President-Investments of UBS Financial Services Inc. Terri joined UBS in 1999. Terri was named in *Barron's* Top 100 Women Advisors in 2007, 2008 and 2009. Terri was also named in *Barron's* as one of the top 20 advisors in Connecticut and one of the top 1000 advisors in the United States. Terri is responsible for delivering a full range of private banking services and investment banking products to High Net Worth individuals, nonprofit and corporate clients. Prior to joining UBS, Terri worked at U.S. Trust for 12 years. During that time she was the Manager of the Private Business Advisory Service. She also held positions as Senior Financial Planner and Portfolio Manager focusing on wealth management strategies for High Net Worth individuals and businesses. Prior to joining U.S Trust she was an analyst at Pfizer, Inc. and a tax specialist with Peat Marwick. Terri is a Certified Public Accountant. She has lectured on a variety of tax topics and has authored numerous tax articles. Terri holds an M.B.A. from Pace University.

Lynn G. Kiraly, CPA is the principal and owner of LGK CPA, PLLC., a public accounting firm serving the needs of small to medium-sized businesses and nonprofit organizations. Lynn began her career with Deloitte & Touche where she became their governmental and nonprofit specialist. She has been an adjunct professor for SUNY College at Old Westbury teaching this subject for over twenty years. During this time she has worked with many local nonprofit organizations; forming new entities, securing tax-exempt status, performing annual audits, and serving in an advisory capacity on several boards.

Louis F. LiBrandi, **Fellow, ISCEBS** is a principal with the Employee Benefit Services Group of O'Connor Davies Munns & Dobbins, LLP, one of the largest full service Certified Public Accounting and consulting firms in the tri-state area. Lou is a Certified Employee Benefit Specialist ("CEBS") and has attained the American College's Chartered Financial Consultant designation. He is the former president of the New York Metropolitan Area Chapter of the International Society of Certified Employee Benefit Specialists and is the reviewer for the AICPA's Tax Task Force regarding the Form 5500. He frequently presents on retirement plan topics, including an annual presentation on the Form 5500 and related schedules for the NY Chapter of CEBS. Previously, Lou served as director with the law firm McDermott Will & Emery in their compensation and benefits advisory services practice. He was responsible for the preparation of the Form 5500 and other employee benefit reporting for many of the firm's clients. Lou also held a senior management position with a Big Four firm's Compensation and Benefits Practice and was a revenue agent with the IRS in the Employee Plans Division. Lou holds a Bachelor of Science degree in Accounting from Long Island University.

Tony Martignetti, Esq. has been serving the needs of non-profits since 1997, through his expertise in state charity registration and his work in planned giving. Tony is a recognized authority on state charity registration. He is the author of the e-book *Charity Registration: State-by-State Guidelines for Compliance* and has been quoted on the laws and trends by *Dow Jones Newswires, Nonprofit Business Advisor* and other widely recognized publications. As founder and managing director of Martignetti Planned Giving Advisors, LLC, he leads a company that supports compelling nonprofit missions. Thousands of conversations with older Americans have shaped his understanding of how our elders plan for their future. Based in New York City, Martignetti is expert in the technical, marketing and relationship-building aspects of gift planning. Martignetti served as Captain in the U.S. Air Force. He holds a BS from Carnegie Mellon University and a JD from Temple University School of Law.

Matthew G. McCrosson is a partner with O'Connor Davies Munns & Dobbins, LLP (ODMD), a full service Certified Public Accounting and consulting firm. As the partner-in-charge of the Firm's consulting practice, Matt advises clients on issues of critical importance to finance, operations, planning and performance improvement. He provides a broad scope of management advisory services to a diverse range of clients. Matt has significant experience assisting his clients in planning for and dealing with organizational change to remain "on the right track" in a rapidly changing environment. He also frequently gives speaking engagements on the issues of improving financial reporting, organizational efficiency and operations. Matt earned a Master of Business Administration degree in finance with a second concentration in information systems and a Bachelor of Science degree in accounting from Manhattan College.

John Murcott has 15 years of technology startup experience in Products, Strategy, and Marketing and has started four companies in his career. In 2007, John started Karma411, a social networking site that raises money and awareness for nonprofits. He is responsible for product development and runs the engineering and QA efforts. He works with nonprofits to get them started in their Web 2.0 initiatives. Previously, John cofounded FatWire Software, a Web Content Management company, in 1996 with business partners Mark Fasciano and Ari Kahn. He began by creating FatWire Professional Services working with clients such as IBM, United Technologies and EyeWeb. John later managed the FatWire Products Group and Engineering Team and was responsible for product strategy and direction. He grew an offshore Engineering team in Hyderabad, India to support development and QA processes for product development. He became an expert on Persuasive Content Centric Applications and has spoken many times on personalization strategies and targeted marketing best practices. John received his MBA from the University of Maryland with a concentration in Information Technology and Operations Management. He received his BA from Tufts University in Political Science and German.

Zev Nathan, CPA, is a partner of Nathan & Bernstein, Certified Public Accountants, P.C. and has more than 25 years of experience in nonprofit financial management. Previously Zev was Vice President and CFO of Community Food Bank of New Jersey for 6 years, prior to that, Chief Financial Officer of Food-For-Survival for over 5 years. Mr. Nathan has over 12 years of public accounting experience. His areas of expertise are in nonprofit accounting and auditing of retirement plans.

John E. O'Day is a Vice President and Senior Financial Advisor in the Garden City, New York Merrill Lynch office. He is also the Producing Sales Manager for the Garden City and Hewlett complex and holds the designations of Certified Financial Manager and Chartered Retirement Planning Counselor. John has been with Merrill Lynch since June 2000. Prior to joining Merrill, he had a career in the corporate treasury departments of three Fortune 500 firms, RJR Nabisco, Carter-Wallace and Marsh & McLennan. He has an undergraduate degree from Manhattan College and has a Masters in Business Administration in Finance from Fordham University. Active in the community, John is active in the New York City chapter of Financial Executives International. He also participates in the Leukemia & Lymphoma Society Team in Training and is involved in the Rockville Centre Little League Program.

David M. Rottkamp is an Audit Partner and leader of Grassi & Co.'s nonprofit niche practice group. David has more than 23 years of experience providing audit and advisory services to the nonprofit industry where he works very closely with a wide variety of nonprofit organizations. David also provides OMB A-133 compliance audits, retirement plan audits, internal control reviews financial forecast development and quality board education and governance advice. An authority in the industry, David has presented on a variety of topics and has conducted educational seminars for clients, accounting industry groups, and nonprofit member organizations. David serves on the board of the National Multiple Sclerosis Society – Long Island Chapter as chairman. David is also a member of the national audit committee of the National Multiple Sclerosis Society. David has co-chaired the NYSSCPA Nonprofit Conference for the past two years and will be chairing it again in 2011.

Richard Schwamb Richard Schwamb, Accredited Retirement Plan Consultant, First VP with over 10 years experience at Merrill Lynch. He also holds a Masters of Finance degree from Pace University, with a BS degree in Business from King's College in Pennsylvania. Before Merrill Lynch, Richard had 20 years experience as a Corporate Treasurer & Controller for Fortune 500 & 1,000 type companies. In fact he helped start one of the first 401(k) plans in the State of NJ for a former employer.His experience in Corporate America brings valued insight to the over 200 Companies & Organizations we service across the Country with these important benefits. He specializes in Retirement plans (401k, 403b, Pensions, Profit Sharing, Deferred Compensation, ESOP, and Stock Option plans). We provide a totally "Open Platform" both within and outside Merrill Lynch so we can customize the best solution for our clients. He also sits on Merrill Lynch's Retirement Plan Financial Advisor Board, and was named one of the Country's Top 40 Retirement Plan Advisors in April 2010.

Frank Sluter, CPA is a partner at the accounting and business advisory firm, Satty, Levine & Ciacco, CPAs, P.C. Mr. Sluter heads the firm's auditing and review department. Frank specializes in auditing and consulting for governmental units and nonprofit organizations, including recipients and sub-recipients of federal awards, private foundations, governmental agencies and civic/charitable organizations. He also specializes in pension, profit-sharing and 401K plan audits. Frank serves on the boards of various nonprofits. In October, 2005, he was featured in "Who's Who in Accounting

Audits" in the Long Island Business News. Frank also has extensive experience working with clients in manufacturing, construction and medical industries.

Professor Sirousse Tabriztchi, PhD, CPA has been one of the founding faculty of the SUNY College at Old Westbury School of Business. He has served as a professor since 1976 and the chairman of the Department of Finance, Risk Management and Business Economics for many years. He is a partner in Tabriztchi & Co., CPA, P.C., a public accounting firm registered with the Public Companies Accounting Oversight Board. He has over twenty five years of experience in non-profit, governmental and public company audit and consulting. He has served as independent auditor of the City of Glen Cove, City of Long Beach, Village of Hempstead and all major Community Development Agencies, Industrial Development Agencies and Water Authorities in Long Island. He is a consultant to the County of Nassau, Department of Housing and Intergovernmental Affairs on Federal awards regulations and compliance requirements. As a United Nation expert he participated in five year planning of the countries of Jamaica and Marshall Islands and has provided training to the high level planning and ministerial staff of several countries.

Directions to SUNY College at Old Westbury:

SUNY College at Old Westbury is located immediately north of the Long Island Expressway (Route 495, exit 41N) in the village of Old Westbury, N.Y., approximately 16 miles east of the New York City line. The main entrance to the college is located on the west side of Rte. 107 approximately one mile north of Jericho Turnpike

From the Long Island Expressway (Route 495), east or west: Travel to exit 41 north, Route 106/107. Proceed north for 1½ miles to the campus entrance.

From the Northern State Parkway, east or west: Travel to exit 35 North, Route 106/107. Proceed north for 1½ miles to the campus entrance.

NOTE: If using a GPS, use the address for St. Paul's Church (2534 Cedar Swamp Road, Jericho, NY) for easiest access to the College's main entrance.)