

MISSISSIPPI SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS ANNUAL CONVENTION



**CHANGES IN LATITUDES,
CHANGES IN ATTITUDES**

June 19-23, 2024

Sandestin Golf and Beach Resort
Destin, Florida

Program Sponsored By:



MSCPA 2024 Annual Convention

June 19-23, 2024 • Sandestin Golf and Beach Resort | Destin, FL

The MSCPA 2024 Annual Convention and Business Meeting will be held at the Sandestin Golf and Beach Resort in Destin, Florida. This year's theme is **Changes in Latitudes, Changes in Attitudes** in honor of the late Mississippi Native Jimmy Buffett.

Sandestin's Baytowne Conference Center will be the meeting venue for the convention, located just steps from the activities and attractions of the Village of Baytowne Wharf.



Photo Credit: Sandestin Golf and Beach Resort



June 19-23, 2024

ACCOMMODATIONS DISCOUNT

MSCPA has reserved a block of rooms at the Sandestin Resort. Book directly with Sandestin before the cut-off on **May 19** to secure your room using the group code **24U4ON**.

Call: **1-800-320-8115** • Book Online: <https://bit.ly/3OCFPqX>

Beachside Studio*	\$335	Village 1 Bedroom	\$270
Beachside 1 Bedroom*	\$395	Village 2 Bedroom	\$385
Beachside 2 Bedroom*	\$535	Grand Complex Studio	\$250
Osprey Pointe 3 Bedroom	\$564	Grand Complex 1 Bedroom	\$280
Westwinds 1 Bedroom*	\$410	Grand Complex 2 Bedroom	\$415
Westwinds 2 Bedroom*	\$565	Grand Complex 3 Bedroom	\$510
Westwinds 3 Bedroom*	\$710	Luau Studio	\$250
Lakeside 2 Bedroom	\$335	Luau 1 Bedroom	\$280
Lakeside 3 Bedroom	\$435	Luau 2 Bedroom*	\$385
Bayside 2 Bedroom	\$305	Luau 3 Bedroom*	\$500
Village Studio	\$240		

*A minimum stay of 5 nights is required on Beachfront accommodations; a minimum stay of 4 nights is required in Luau 2- and 3-bedroom accommodations. Village units consist of accommodations in Observation Point North and South, Market Street Inn, and Pilot House. The Grand Complex consists of accommodations in the Grand Sandestin, Lasata, Bahia, and Elation.

ATTIRE

Resort casual to all events!



Thursday Welcome Reception:
Jimmy Buffett attire—
tropical, laid-back, and beachy!

BABYSITTING SERVICE

Precious Ones Nanny Care is a babysitting service that has been servicing Sandestin for over 20 years. They have a full staff to serve you 24/7 and are CPR certified, bonded and insured. Call 850-376-7704 for more information.

SATURDAY'S SPECIAL ENTERTAINMENT

As one of the most well-known, well-liked, and in-demand beach bands in the world, **The Landsharks** have played shows at the Super Bowl, Disney, Universal Studios, Margaritaville, MGM Studios, and at major concerts with Jimmy Buffett, The Beach Boys, Bob Marley's Wailers, Patti Labelle, Pablo Cruise, Alan Jackson, Black-Eyed Peas, Three Dog Night, WAR, Inner Circle, and more.



SPEAKERS & CPE Sessions

WEDNESDAY, JUNE 19



Mike Morgan

Navigating Current Financial Dynamics

Wednesday, June 19 • 8:30 a.m. – 12:00 p.m.

Credits: 4 General • **Member Price:** \$160

This interactive seminar will address dynamics that can affect you, your firm or business, and your clients. Topics covered include: Cybersecurity for non-IT professionals, trends in private equity, pensions-they affect you whether you realize it or not, latest data from the Fed, banking crisis-what your clients want to know, unique issues local governments face, and more.



Bob Mims

Strategy Begins with Employees and Succeeds with Execution

Wednesday, June 19 • 1:00 – 4:30 p.m.

Credits: 4 General • **Member Price:** \$160

So many strategies fail for companies, and there are several main reasons. Whether it is the definition, the goal setting, the execution, they all have something in common. They fail to start with your employees and their core understanding of where your company wants to go. This session is highly interactive and will walk through the basic elements for both for profits and nonprofits of developing a successful executable road map. Further, it will inform the participants on the latest research on employees, why it is important, and the critical need to involve them in your execution to generate success.

THURSDAY, JUNE 20

Bob Mims

Tackling Our Communication GAAP-Knowing You, Your Team, and the Economy We Now Face

Thursday, June 20 • 8:30 a.m. – 12:00 p.m.

Credits: 4 General • **Member Price:** \$160

We are notoriously stereotyped into a bucket of our inability to communicate effectively to our leadership and our peer group. Even though we are subject matter experts and always “right”, there is work to be done for us to grow our broader leadership skills by both understanding those around us and the bigger picture of the economics of our world.



Tracy Cooper

Life-Changing Excel Tips and Tricks for Everyone!

Thursday, June 20 • 1:00 – 4:30 p.m.

Credits: 4 General • **Member Price:** \$160

Let's face it, Excel is a cornerstone in the life of most CPAs. Yet, many of us find ourselves tethered to the same old skills, watching as Excel leaps forward with innovative features that time hasn't allowed us to embrace fully. If you dream of spending more time with your toes in the sand, and a drink in your hand, it's high time you explore and master the latest Excel features. These tools can revolutionize your workflow and give you more time for those well-deserved moments of relaxation!



Keynote Speakers • FRIDAY, JUNE 21



Tom Morrison

AI...Be a Friend or Be Afraid

Friday, June 21 • 9:00 – 10:00 a.m.

Credits: 1 General

Artificial intelligence (AI) is the tsunami of changes coming at every industry. Too many are caught up in what AI will look like in 10 years instead focusing on what AI can do for them now. In this powerful and energizing session, Tom will share: What AI is and is NOT; 4 Key Elements to Change Management in an AI World; 5 Core Traits of a High Performing Worker in an AI World; Why Embrace AI; Fears and Best Practices in Using AI; and 6 Key Elements to Succeed in an AI World.

Tom Morrison, a 1990 graduate of Florida State University with a B.S. in Finance, is currently CEO of the Metal Treating Institute and President of Tom Morrison & Associates. With over 25 years of experience in business and association management, he's led three organizations to success. Under his guidance, his current association's net worth has surged by over 2,600% since 2006. Recognized as the Association Executive of the Year by the Florida Society of Association Executives in 2012, Tom is also an author of two personal development books and a renowned speaker, addressing future thinking, market disruption, customer value, and personal growth at over 100 conferences in the last six years.



Jane Mims, Ph.D.

Empowering Employees in a Changing Culture: Thriving Amidst Transformation

Friday, June 21 • 10:30 – 11:30 a.m.

Credits: 1 General

Delve into the significance of organizational culture and its profound impact on employee engagement. Our keynote with Dr. Jane Mims will center around the benefits and strategies of employee empowerment, including how to overcome obstacles and resistance to new initiatives. We'll also explore ways to cultivate sustainable staff involvement efforts through effective leadership and cultural change. The discussion is focused on helping each of us drive positive change in our organizations.

Dr. Jane Mims, an Emmy Award winning journalist, is an Executive Success Coach, Mindset Mentor, Emotional Intelligence Expert and teacher, author, and international speaker. She and the GILD team partner with focused people who want to live happier and more successful lives. Thousands of lives have been changed with GILD's proven and proprietary methodology: Life Compass Recalibration, Power Reality Conversion, Freedom Design Matrix, and their Trauma and Addiction recovery service – Recovery Focus Reset. They help everyone from Fortune 500 CEOs to stay-at-home moms get everything on track so they're successful and fulfilled on a daily basis.

MSCPA 2024 Annual Convention: Changes in Latitudes, Changes in Attitudes

AGENDA

June 19-23, 2024

Baytowne Conference Center, Second Level

REGISTRANTS

WEDNESDAY

JUNE 19

8:30 a.m.

Navigating Current Financial Dynamics — *Mike Morgan* | 4 Credits, Camellia Room

12:00 p.m.

Lunch

1:00 – 4:30 p.m.

Strategy Begins with Employees and Succeeds with Execution

Bob Mims | 4 Credits, Camellia Room

THURSDAY

JUNE 20

8:30 a.m.

Tackling Our Communication GAAP-Knowing You, Your Team, and the Economy We Now Face

Bob Mims | 4 Credits, Camellia Room

12:00 p.m.

Lunch sponsored by **CPACharge**

1:00 – 4:30 p.m.

Life-Changing Excel Tips and Tricks for Everyone! — *Tracy Cooper* | 4 Credits, Camellia Room

1:00 – 5:30 p.m.

Registration and Welcome Refreshments sponsored by **Jones Walker LLP**

7:00 – 8:45 p.m.

Welcome Reception with Hors d'oeuvres, Cocktails, and **NEW!** 360 Photo Booth

Calling All Parrotheads for a Jimmy Buffett Evening! Wear tropical, laid-back, and beachy attire!

FRIDAY

JUNE 21

8:00 a.m.

Continental Breakfast sponsored by **Brunini, Grantham, Grower & Hewes, PLLC**

Exhibit Booths Open

9:00 a.m.

Welcome by Jerry Goolsby, MSCPA Chairman

Al...Be a Friend or Be Afraid — *Tom Morrison* | 1 Credit, Azalea Ballroom

10:00 a.m.

Refreshments sponsored by **Phelps**

10:30 a.m.

Empowering Employees in a Changing Culture: Thriving Amidst Transformation

Jane Mims, Ph.D. | 1 Credit, Azalea Ballroom sponsored by **alliantgroup**

11:30 a.m.

Pick up box lunch sponsored by **Brown & Brown Insurance**

1:00 p.m.

Golf Tournament on the Baytowne Course sponsored by **Renasant Retirement Plan Solutions/ Renasant Private Client**

1:30 p.m.

NEW! Pickleball at the Tennis Courts sponsored by **Southeastern Financial**

1:30 p.m.

Deep Sea Fishing aboard the Destiny sponsored by **Mississippi Kidney Foundation** and **Paychex**

FREE EVENING

Network and Enjoy the Resort!

SATURDAY

JUNE 22

8:00 a.m.

Past Chairmen's Breakfast in the Jasmine Room

Continental Breakfast sponsored by **Butler Snow**

Exhibit Booths Open

9:00 a.m.

Annual Business Meeting, Jerry Goolsby, MSCPA Chairman

- Election of Officers • Secretary's Report • Treasurer's Report • President's Report
- Insurance Report • AICPA Council Report • Mississippi State Board of Public Accountancy Report • Legislation Report • State Auditor Report • Young CPA Network Report

Awards Presentation sponsored by **MSCPA Central Chapter**

- Public Service • Outstanding Educator • CPA Exam Medal Winners • Rising Star

Election Results

11:00 a.m.

Refreshments sponsored by **Phelps**

11:20 a.m.	Exhibitor Prize Drawings
1:30 – 4:00 p.m.	Volleyball Tournament and Beach Party (behind The Beach House) sponsored by The Bailey Family, Baker Donelson, and CPACHarge <i>(in case of inclement weather, activities will be moved to the Bayside Conference Center Ballroom)</i>
6:30 p.m.	Reception sponsored by Regions
7:30 – 10:00 p.m.	Dinner <ul style="list-style-type: none"> • Tables sponsored by Accelerated Cost Recovery Solutions, CPACHarge, Nail McKinney, Peoples Bank, PriorityOne Bank, Regions, and Restore Health & Wellness • Introduction of New Officers, Jerry Goolsby, MSCPA Chairman • Presentation of Bailey Volleyball Trophy • Passing of the Gavel • Presentation of the Chairman’s Plaque sponsored by Watkins & Eager, PLLC • Prize Money and Sandestin Getaway Drawings, and NEW! \$1,000 Drawdown • Interactive Special Entertainment by The Landsharks, a Jimmy Buffett Tribute Band, and Party!
SUNDAY	JUNE 23
8:00 a.m.	Prayer Breakfast in the Azalea Ballroom sponsored by Phelps
SPOUSES	
FRIDAY	JUNE 21
9:00 a.m.	Breakfast with Charcuterie Board Demonstration and Wine Pairing by Annmarie-The Board Chef in the Camellia Room with Prizes sponsored by Barnes, Bailey & Janoush, P.A.
10:30 a.m.	Spouses are invited to hear keynote by Jane Mims, Ph.D.
SATURDAY	JUNE 22
9:00 a.m.	Bingo in the Camellia Room (Prizes made possible by the MSCPA Chapters)
CHILDREN • AGES 4-12	
THURSDAY	JUNE 20
6:30 p.m.	Registration in the Camellia Room
7:00 – 9:00 p.m.	Arts, Crafts, Games, Movie, and Snacks
FRIDAY	JUNE 21 <i>(in case of inclement weather, activities will be moved to the Camellia Room)</i>
8:30 a.m.	Registration on the Grand Lawn
9:00 – 10:00 a.m.	Lawn Party with Games
10:00 a.m. – 12:00 p.m.	Pool Party and Snacks at the Grand Pool
SATURDAY	JUNE 22
6:00 p.m.	Registration in the Camellia Room
6:30 – 10:00 p.m.	Juggling Performance, Arts, Crafts, Games, Movie, and Dinner



Get ready for an exhilarating addition to this year’s lineup: **PICKLEBALL**

We’re thrilled to introduce this exciting sport and invite you all to join in on the action. Don’t miss out on the fun – come out and play pickleball with us!

Friday, June 21 • 1:30 p.m. • \$40 per person

MSCPA OFFICERS 2023-2024



CHAIRMAN
Jerry Goolsby, Canton



VICE CHAIRMAN
Tom Walker, Jackson



SECRETARY
Julia Jesuit, Ridgeland



TREASURER
Chase Farmer, Tupelo

MSCPA Board of Governors

Scott Adams, Natchez
Hollie Ballard, Tupelo
Scott Christian, Natchez
Randa Craig, Gulfport
Wil Crawford, Jackson
Allison Garner, Oxford
Penny Godwin, Ridgeland
Annette Herrin, Hattiesburg

Ed Jones, Pascagoula | Liaison
Linda Keng, Jackson
Alan Lamar, Meridian
John McCallum, Ridgeland
Virginia Morris, Ridgeland
Sim Mosby, Natchez
Josh Norris, Jackson | Liaison
Jeana Rich, Hattiesburg

Clayton Richardson, Starkville
Maria Saylor, Gulfport
Ashley Sullivan, Ridgeland
Fred Sutphen, Greenwood
Cheryl Sykes, Clinton
Mary Margaret White, Ridgeland
Allison Wilson, Bolton

Exhibitors

Exhibitors will have information tables set up in the foyer of the Baytowne Conference Center.



*Members are encouraged to visit each exhibitor table to have their exhibitor cards stamped to be eligible for the **cash prize drawing** at the Saturday night dinner.*

Accelerated Cost Recovery Solutions, LLC

Bradley Leggett • bradleyL@acrs.co

Advantage Business Systems

Mason Williams • mwilliams@absms.com

alliantgroup

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Tyler Noesser • tyler.noesser@alliantgroup.com

BankPlus

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Aaron Lacey • aaronlacey@bankplus.net

Brown & Brown Association Services Programs and Camico Insurance Co.

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Cadence Bank

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Jason Brooks • jason.brooks@cadencebank.com

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Mississippi State University Foundation

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Renasant Retirement Plan Solutions / Renasant Private Client

Alasha Rhea • arhea@renasant.com
Gabe Godbold • gabe.godbold@renasant.com

Southeastern Financial

Randy Keng • rkeng@southeastern1.com
Jason Hahn • jhahn@southeastern1.com

University of Southern Mississippi School of Accountancy

Blaise Sonnier • blaise.sonnier@usm.edu

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REGISTRATION FORM

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PRIMARY REGISTRATION As a member, is this the first time you have attended the MSCPA Annual Convention? _____ Yes* _____ No

Name _____ Company _____

Address _____ City/State/Zip _____

Email _____ Phone _____

For planning purposes, will the registered member and spouse/guest attend Saturday night's banquet? _____ Yes _____ No

_____ ***MEMBER FIRST TIME ATTENDEE GENERAL REGISTRATION** \$255

Includes welcome reception, three breakfasts, two speaker presentations, Friday box lunch, Saturday beach party/volleyball tournament, reception, banquet, and special entertainment.

_____ **GENERAL REGISTRATION** \$325

Includes welcome reception, three breakfasts, two speaker presentations (approved for 2 CPE credits), Friday box lunch, Saturday beach party/volleyball tournament, reception, banquet, and special entertainment.

_____ **SPOUSE/GUEST REGISTRATION** \$175

Includes welcome reception, three breakfasts, Friday morning demonstration/prizes, Friday box lunch, Saturday bingo/prizes, beach party/volleyball tournament, reception, banquet, and special entertainment.

Spouse/Guest Name: _____

\$ _____
SUBTOTAL

CPE SEMINAR SELECTION

_____ **Wednesday, June 19 • 8:30 a.m. – 12:00 p.m. • CPE Credit: 4** \$160

Navigating Current Financial Dynamics, Mike Morgan

_____ **Wednesday, June 19 • 1:00 – 4:30 p.m. • CPE Credit: 4** \$160

Strategy Begins with Employees and Succeeds with Execution, Bob Mims

_____ **Thursday, June 20 • 8:30 a.m. – 12:00 p.m. • CPE Credit: 4** \$160

Tackling Our Communication GAAP-Knowing You, Your Team, and the Economy We Now Face, Bob Mims

_____ **Thursday, June 20 • 1:00 – 4:30 p.m. • CPE Credit: 4** \$160

Life-Changing Excel Tips and Tricks for Everyone!, Tracy Cooper

\$ _____
SUBTOTAL

ACTIVITIES *Spouses and Guests Welcome! Cash Prizes Will Be Awarded!*

_____ **Golf Tournament: Friday, June 21** \$85

Includes green fee, cart fee, tournament registration, and refreshments. Reservation must be received by May 31 to guarantee availability. Tee time is offered on a space available basis after cutoff date.

Player(s) and Handicap(s): _____

_____ **Deep Sea Fishing: Friday, June 21 (Children allowed)** \$50

Includes fishing license, bait, tackle, fish cleaning, and refreshments on board the Destiny. Advance registration recommended. This trip usually sells out!

Participant(s): _____

_____ **NEW! Pickleball: Friday, June 21** \$40

Includes registration, paddles, balls, and refreshments.

Player(s): _____

\$ _____
SUBTOTAL

CHILDREN'S EVENTS *Ages 4 to 12 years old • Only register children attending these free activities.*

_____ **Thursday Evening: Arts, crafts, games, movie, and snacks** FREE

Number of Children Attending: _____

_____ **Friday Morning: Lawn and pool party with games and snacks** FREE

Number of Children Attending: _____

_____ **Saturday Evening: Juggling performance, arts, crafts, games, movie, and dinner** FREE

Number of Children Attending: _____

\$ _____
TOTAL AMOUNT DUE

ONLINE: www.ms-cpa.org/education/annual-convention

FAX: Registration form to 601-856-8255

CALL: Noma Gillis at 601-856-4244 or 800-772-1099

MAIL: Registration form with credit card details or check made payable to:
MSCPA, 306 Southampton Row, Ridgeland, MS 39157

___ AMEX ___ Discover ___ MasterCard ___ VISA ___ Other _____

CREDIT CARD # _____

EXP DATE ____/____/____ CVV _____ BILLING ZIP _____

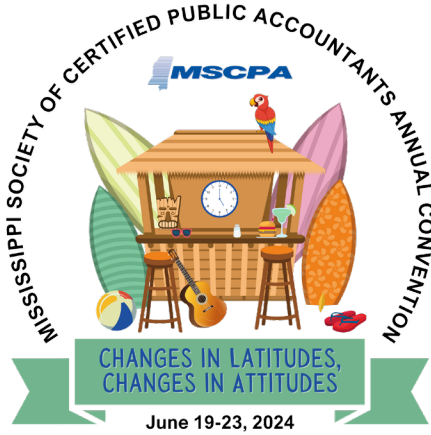
SIGNATURE _____

REGISTER NOW!

Cancellations through June 14, 2024 accepted without penalty. Cancellations/no-shows on the date of the event forfeit the entire registration fee.

No refunds or transfer of fees will be made after the date of the event.

To download a printable and fillable form, visit ms-cpa.org/education/annual-convention.



Thank You, Sponsors!

