

## Featured Keynote Speakers

### Steve Forbes

Chairman & Editor-In-Chief of Forbes Media, Best-Selling Author

Mr. Forbes writes editorials for Forbes under the heading of "Fact and Comment." A widely respected economic prognosticator, he is the only writer to have won the highly prestigious Crystal Owl Award four times. The prize was formerly given by U.S. Steel Corporation to the financial journalist whose economic forecasts for the coming year proved most accurate.

In both 1996 and 2000, Mr. Forbes campaigned vigorously for the Republican nomination for the Presidency. Key to his platform were a flat tax, medical savings accounts, a new Social Security system for working Americans, parental choice of schools for their children, term limits and a strong national defense. Mr. Forbes continues to energetically promote this agenda.



### Daniel Susskind

Daniel Susskind is the co-author of the best-selling book, *The Future of the Professions*. He is a Fellow in Economics at Balliol College, Oxford University, where he teaches and researches.

Previously he worked in the British Government – as a policy adviser in the Prime Minister's Strategy Unit, as a policy analyst in the Policy Unit in 10 Downing Street, and as a senior policy adviser in the Cabinet Office. He was a Kennedy Scholar at Harvard University.



TAME  
THE  
MACHINES

HYATT REGENCY / ATLANTA, GEORGIA

# Tame the Machines

At the 2018 Scaling New Heights® Conference we highlight an imminent and unprecedented technology shift impacting accounting professionals. New and enhanced technologies like data automation, machine learning, and artificial intelligence are reshaping the way professionals perform services and are creating a powerful opportunity for accountants to reduce manual processes by as much as 80%. Those who fully leverage the technologies will increase profits, position their firms to scale, and generate a competitive advantage within the accounting profession. Join us in Atlanta in June 2018 to “Tame the Machines!”

## Atlanta, Georgia

We selected Atlanta Georgia as the home of the Scaling New Heights® Conference 2018 to provide you with highly affordable transportation. As the home to the busiest airport in the world, direct flights are plentiful and priced competitively, and Atlanta offers an affordable rail system directly from the baggage claim at the airport to the lobby of the hotel - without ever stepping outside! Atlanta is also a powerful destination location offering attractions like World of Coke, a world-renowned aquarium, CNN Studio tours... and more!



### Stay Current

Stay on the cutting edge of small business trends, changes within the accounting profession and rapid-fire shifts in small business technology.

### Grow Your Practice

Grow your practice through strategic alliances, niche marketing, content marketing and online communities.

### Launch New Services

Broaden your expertise to include financial analysis, business coaching, management consulting, and consulting on QB-integrated solutions.

### Explore Technology Innovations

Explore one of the profession's largest small business technology exhibit halls, packed with solutions that integrate with QuickBooks.

### Build Relationships

Network with hundreds of accounting professionals and dozens of Intuit executives, product managers and technical experts.

### Be Inspired

Enjoy world-class main stage experiences and keynote presentations and choose from over 100 in-depth, highly-rated breakout sessions.

*“The sharing of knowledge and expertise amongst these generous, caring individuals is unmatched in my 20 years as a business professional. Going to this conference will give you the competitive advantage that will put you at the front of the pack.”*

**Kathy Zaroczynski**

*“This event is a win win (education for me and take away resources for clients)! The conference is a journey. Pack up your gear and set out on an adventure of a lifetime.”*

**Deborah Defer**

*“Scaling New Heights lives up to its name every year. It keeps getting better and better. The training, the vendors and the very talented, helpful attendees have helped me bring my practice to a new level. The real beneficiaries are my clients.”*

**Sharon McNeal**



CNN Center



The World of Coke



The Georgia Aquarium



Six Flags Over Georgia



Nationally-Renowned Education



Over 100 Exhibits



Dramatic Moments



Main Stage Experiences