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Joe Woodard, CEO of Woodard Events and manager of the annual Scaling New Heights event has shared some updated information with *CPA Practice Advisor* regarding the 2018 conference scheduled for June 17-20 in Atlanta.

Update: Scaling New Heights 2018 will be located at the Georgia World Congress Center in Atlanta. The dates are June 17-20. More information can be found at <https://woodard.com/2018-scaling-new-heights-home/>

Reported March 19, 2018: The company filed for Chapter 11 bankruptcy protection earlier this month and had announced that the originally scheduled event venue, the Hyatt Regency hotel in Atlanta, had been changed to the Cobb Centre, also in Atlanta, however the Cobb Galleria removed its bid the week of March 5 causing Woodard Events to seek another location for the show.

According to Woodard, the expectation continues that the event will occur, in Atlanta, on the scheduled dates of June 17-20. Woodard Events plans to announce a new venue this week, along with information regarding guest room accommodations.

Some social media discussion circulated last week regarding a possible partnership with Andrew Argue, CPA, and CEO of The Argue Company. "A partnership with

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When asked how the company's current financial issues might impact the future of the Scaling New Heights conference, Woodard said that, "In the past we produced the conference heavily. Some would even say we over-produced the conference." After polling of regular conference attendees and information gathered from focus groups, Woodard determined that 80% of those polled 'said they receive the same value without the theatrical elements of the previous shows, like fog machines, CG-created effects, lasers, confetti canons, live animals on the stage, etc. And 50% said that these theatrical elements were a distraction to their learning and networking.

"Due to that feedback, as well as a desire to maximize profits on behalf of our creditors, we will reduce the theatrical elements of the show beginning this year. The same scope and nature of our education, main stage speakers and exhibit floor will be in place in future years, so the value proposition of the show will remain in place."

Woodard indicated that it is expected that Scaling Hew Heights will continue to grow in the future.

Accounting

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