

April 4th 2009 FMN Viewing and Discussion

Host: IMA Peninsula-Palo Alto Chapter
Location: Accountemps / Robert Half Office
3600 W. Bayshore Rd, Suite 103,
Palo Alto, CA 94303 US
When: Saturday, April 4th, 8:45AM

Please note that the entrance to the Accountemps office is at the back of the building. Doors open at 8:45 AM.

Highly Acclaimed Financial Training Program from the Financial Management Network (FMN)

To Register: Simply send a reply to Mike Van Roy at m.vanroy@att.net. We will send an Evite invitation for tracking purposes. For questions call Gregg Rose at (408) 242-3603.

4 hours of NASBA-approved CPE for \$40!

About the series: One of the most valuable products offered by the IMA is a video-training program introducing and explaining up-to-the-minute accounting and finance issues. Viewing and participating in the group discussion following provide 4 hours of NASBA-approved CPE credit.

IMA chapters from Diablo Valley, Amador Valley, Oakland-East Bay, Peninsula-Palo Alto, and Silicon Valley Chapters proudly present weekend viewing and discussion of a recent FMN series to our membership for the remarkably low price of only \$40.00!

We gratefully acknowledge the generous sponsorship of Robert Half Intl. / Accountemps for providing a weekend facility for viewing the tapes in Palo Alto and sponsorship of our program and to IMA's Golden West Council for organizing this multi-chapter event.

We really want to emphasize that these videos are a genuinely interesting way of keeping current with impacts and changes in Accounting and Finance.

Light refreshments will be served.

TOPICS for the April 4th Program:

1) Financial Statements: An Early Look at Their New Look (Accounting)

(2) Good Tax News for Bad Economic Times (Taxes)

(3) A Delicate Balance: Users vs. Preparers of Financial Information (Accounting)

(4) Corporate Finance: From Failed M&A to Shareholder Activism (Finance)

Topic Descriptions:

1. Financial Statements: - An Early Look at Their New Look

Field of Study: Accounting

For the past six years, accounting standard setters have sought to create a common standard for the form, content, classification, aggregation and display of line items on the face of financial statements. In our opening segment, Resources Global's *Colleen Cunningham* describes how FASB and IASB propose to create a more orderly and cohesive presentation of financial information.

2. Good Tax News for Bad Economic Times

Field of Study: Taxes

Make no mistake about it: more businesses than ever are receptive to focusing on opportunities to cushion the current economic crisis with available tax benefits. *Professor Michael Tucker* examines some of the tax incentives that Congress is currently considering, along with a host of time-tested ways you can use the tax code to generate cash in today's tough times.

3. A Delicate Balance: Users vs. Preparers of Financial Information

Field of Study: Accounting

The recent report of the SEC's Advisory Committee recommended several ways to reduce unnecessary complexity in financial reporting while, at the same time, making that information more useful and understandable for investors. Our cameras were on hand at the FEI's Current Financial Reporting Issues conference as a panel of experts debated the "balancing act" between the needs of users and preparers.

4. Corporate Finance: From Failed M&A to Shareholder Activism

Field of Study: Finance

Not unexpectedly, the worldwide financial crisis has undermined the ability of many companies to make acquisitions. In our final segment, *Allen Overby*, a partner in the firm of Bass Berry & Sims PLC, assesses the impact of the recent rise in failed M&A deals – as well as the trend toward increased shareholder activism – on corporate finance.

Bonus Segment: The landscape of mergers and acquisitions changed forever as accounting standard setters, in the U.S. and globally, revised the rules on business combinations. On this month's **J.H. Cohn Accounting Report**, *Kenneth Goldmann* assesses the impact of the new standards on financial statements – both at the acquisition date and in subsequent periods.