

January 10th 2009 FMN Viewing and Discussion

Host: IMA Peninsula-Palo Alto Chapter
Location: Accountemps / Robert Half Office
3600 W. Bayshore Rd, Suite 103,
Palo Alto, CA94303US
When: Saturday, January 10th, 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 DiabloValley, AmadorValley, Oakland-EastBay, 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 January 10th Program:

- (1) - Certifications: Risks in an Era of Restatements**
- (2) - Making Litigation Financing Your Newest Credit Line**
- (3) - Engaged Employees = Sustainable Ethics Programs**

(4) - IT Spending: Going Up in Down Times?

Topic Descriptions:

Session One - Certifications: Risks in an Era of Restatements

Field of Study: Auditing

Since 2002, many CFOs, along with their CEOs, have submitted quarterly certificates stating that their company's disclosure procedures and their internal controls are adequately designed and are operating effectively. In our opening segment, J.H. Cohn's *Glenn C. Davis* explains why the prevalence of financial restatements has not triggered, as feared, many enforcement actions.

Session Two - Making Litigation Financing Your Newest Credit Line

Field of Study: Business Law

Corporate executives traditionally view their role as avoiding legal disputes at all costs. But what should you do when your company is the plaintiff? According to Juridica's *Richard Fields*, the high cost of litigation has led some companies, unwilling to bear the risks of funding legal actions themselves, to utilize the financial resources of investors.

Session Three - Engaged Employees = Sustainable Ethics Programs

Field of Study: Behavioral Ethics

According to a recent survey, there has been little - if any - meaningful reduction in the enterprise-wide risk of unethical behavior at U.S. companies. In our next segment, ethics advocates *Tom Rausch* and *Catherine Finamore Henry* demonstrate how a fully engaged workforce can create a corporate culture of sustainable success.

Session Four - IT Spending: Going Up in Down Times?

Field of Study: Business Management & Organization

No matter how many times IT departments proclaim their strategic value, corporate America generally views information technology as a cost, plain and simple. In our final segment this month, technology guru *Howard Rubin* argues that most businesses, in fact, see better results when they make sound IT investments during economic downturns.

Bonus Segment: The recently enacted Emergency Economic Stabilization Act may be the most significant economic intervention by the U.S. Government in the nation's financial services industry since the Great Depression. On this month's **J.H. Cohn Accounting Report**, *Anthony Zecca* assesses the corporate opportunities stemming from the new law's Troubled Asset Relief Program.