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UNIVERSITY
Conference Bureau
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Kent, OH 44242

**Announcing . . . Friday, April 25, 2008
34th Annual Meonske Professional Development Conference
8 Hours CPE Credit – Register by April 18th to Receive Discount**



**KENT STATE UNIVERSITY
34th ANNUAL MEONSKE
PROFESSIONAL DEVELOPMENT
CONFERENCE
Friday, April 25, 2008**

**LATEST FINANCIAL REPORTING
DEVELOPMENTS**

Beresford's Back! Don't Miss it!

- ✓ **Improvements in Financial Reporting**
- ✓ **Reduction In Unnecessary Cost & Complexity**
- ✓ **FASB Update**
- ✓ **SEC Enforcement Actions Update**
- ✓ **Initiating Enforcement Actions**

**Taking the Financial Press into
Account**

- ✓ **Increasing the Journalist's Understanding of Your Financials**
- ✓ **Build & Maintain Relationships of Trust**

**Chilling Straight-Talk from Crazy
Eddie's CFO—Insights into the
Motivation, Manipulation and
Techniques of Financial Fraudsters**

- ✓ **Protecting your Company from White Collar Crimes**
- ✓ **A Different Perspective on Combating a New Generation of Criminals**
- ✓ **Maintaining Integrity of the Financials**

Speakers

Dennis R. Beresford is Ernst & Young Executive Professor of Accounting, J. M. Tull School of Accounting, Terry College of Business, University of Georgia. From January 1987 through June 1997, he was chairman of the Financial Accounting Standards Board. Previously, he was national director of accounting standards for Ernst & Young. In 2006, he was selected as one of the inaugural inductees of Financial Executives International's Hall of Fame. Denny serves on the boards and is audit committee chairman of Fannie Mae, Kimberly-Clark Corporation and Legg Mason, Inc. From July 2002 through January 2006, he served on the board of directors of MCI, Inc. (formerly WorldCom, Inc.) before MCI was merged into Verizon Communications. In July 2007, Denny was appointed to the SEC Advisory Committee on Improvements to Financial Reporting.



Susan Goetz Markel is the Chief Accountant of the Division of Enforcement of the Securities and Exchange Commission of the United States of America. She was appointed to this position in June 2003. Ms. Markel joined the Commission's Division of Enforcement in April 1994. She has worked on a number of the Commission's important accounting investigations, including the investigations of Cendant, WorldCom and Xerox, as well as matters relating to auditor independence. Prior to joining the Commission, Ms. Markel was an auditor for a national public accounting firm and also performed litigation support services for a Washington, D.C. law firm. Ms. Markel received a Bachelor of Business Administration degree from The University of Akron in Ohio in 1985 and became a certified public accountant in 1987.



Lawrence W. Smith was appointed to the Financial Accounting Standards Board ("FASB") for a five-year term beginning July 1, 2007. He is responsible for advancing the Board's mission to establish and improve financial accounting and reporting standards, to increase transparency for users of financial reports, and increasing investor confidence in the capital markets. Previously, Mr. Smith spent five years as FASB Director-Technical Application and Implementation Activities. In this role, he managed FASB activities related to application and implementation issues and served as chairman of its Emerging Issues Task Force (EITF). Mr. Smith joined the FASB staff in 2002 after a distinguished 25-year career at KPMG. He is a past member of the Technical Standards Subcommittee of the Professional Ethics Committee of the AICPA.



AGENDA Friday, April 25, 2008

Conference Registration Opens
Student Center, Room 204. 7:00 a.m.
Continental Breakfast

Conference Welcome / Announcements
Student Center, Kiva Theater 8:00 a.m.

Morning Session

Financial Reporting Panel

Moderator - Dr. Norman R. Meonske - Professor of Accounting, Kent State University

Dennis R. Beresford – E&Y Executive Professor of Accounting, University of Georgia, and Past Chairman of the FASB

Susan Goetz Markel – Chief Accountant, SEC's Division of Enforcement

Lawrence W. Smith – Board Member, Financial Accounting Standards Board

Lunch Address
Student Center, Ballroom 11:50 p.m.

Taking the Financial Press Into Account

Luncheon Speaker
Chuck Springston Jr. – news editor at *Washington Business Journal*

Afternoon Session
Student Center, Kiva Theater 1:45 p.m. – 4:30 p.m.

Moderator – Nicholas R. Susic—Vice President & Controller, The Davey Tree Expert Company

Chilling Straight-Talk from

Crazy Eddie's CFO:

"Our prices are INSANE!" and so were the financial statements

Sam E. Antar – President and former CFO, Crazy Eddie Inc.

*For more program details, visit our website
www.ohioima.org
or contact the Conference Bureau at
(330) 672-3161*

Speakers

Luncheon Speaker

Chuck Springston Jr. is news editor at the *Washington Business Journal*. A business journalist for more than 20 years, he previously worked as a reporter or editor for the Shreveport Journal and Times of Acadiana in Louisiana, Orlando Business Journal, Tampa Bay Business Journal, the Florida Times-Union in Jacksonville and Jacksonville Business Journal. He is a graduate of Kent State University's Honors College with a Bachelor of General Studies and has a Master of Arts in Journalism from the University of Missouri.



Sam E. Antar is President and former CFO of Crazy Eddie Inc. During the 1980s Mr. Antar helped to mastermind with his cousin



Eddie Antar and Uncle Sam M. Antar (co-founders of the company) one of the largest securities frauds of his times. Crazy Eddie Antar was coined by former U.S. Attorney Michael Chertoff as "the Darth Vader of Capitalism." The securities fraud cost investors hundreds of millions of dollars, cost many people their life savings, cost many people their careers, cost creditors hundreds of millions of dollars, and many people's suffering that cannot be measured. He was the government's key witness in both the civil and criminal prosecutions. He also fully cooperated with all civil plaintiffs in the prosecution of their claims.

Glen E. Woodson (1925 – 2006)

The 34th Annual Meonske Professional Development Conference is dedicated to the memory of **Glen E. Woodson** ("Woody") who originated the idea for the conference. He served as President of the IMA Akron Chapter, Chairman of the IMA Ohio Council, National IMA Chair, and President of Kent State University Alumni Association. Carol Woodson (wife of 57 years) and family continued his commitment to accounting education with a significant contribution to the Norman R. Meonske Endowed Scholarship Fund.

Program Moderators

Dr. Norman R. Meonske is Professor of Accounting, Kent State University. Dr. Meonske has conducted many professional education presentations for state CPA societies, corporations, CPA firms, IMA meetings, and other professional organizations. His public accounting experience was with Arthur Andersen & Co. He is an online instructor for the Becker CPA Review course. In March 2007, Dr. Meonske represented Kent State's College of Business Administration in China, learning more about their economic system as a guest of China's leading newspaper, *Guang Ming Daily*.



Nicholas R. Sucic, CPA is Vice President and Controller for The Davey Tree Expert Company in Kent, Ohio. Mr. Sucic is a member of the Institute of Management Accountants ("IMA") and past president of the Akron Summit chapter, past national director, and an Ohio Council IMA director. He is a national director of Financial Executives International ("FEI") and past president of the Northeast Ohio chapter of FEI. He is also a board member and president-elect of the Kent State University Alumni Association.



Conference Committee

Conference Chairman. Nicholas R. Sucic
 Program Chairman. Dr. Norman R. Meonske
 Kenneth P. Bechtol Dean C. Hull II
 Sandra M. Brenner Dewitt D. Harrell
 Jeffrey L. Bissell Susan H. Pope
 Dr. Thomas G. Calderon Robin C. Schade
 Tamra A. Emmett Patrick E. Smith
 Honey Wess

Program Outline

The 34th Annual Meonske Professional Development Conference, "one of the top-five financial reporting conferences in America," continues the tradition of presenting leading national authorities from the **FASB and SEC**, academia, public accounting and Corporate America to discuss the latest external financial accounting, regulatory and corporate governance issues. The conference features some of the top U. S. regulators in financial reporting and SEC matters. The panel format provides an opportunity to interact with a stellar group of speakers who are at the forefront of accounting regulation.

Beresford's Back!--SEC Chairman Christopher Cox appointed **Dennis Beresford** to the **SEC Advisory Committee on Improvements to Financial Reporting** that is examining the U. S. financial reporting system with the objective of reducing unnecessary complexity and making information useful and understandable for investors. The goal is to provide better guidance to preparers and provide user-friendly disclosures that better utilize advances in technology. He will discuss the opportunity to redesign the financial reporting system and welcomes input.

The Financial Reporting Panel

The popular financial reporting panel includes **Dennis R. Beresford**, Ernst & Young Executive Professor of Accounting, J. M. Tull School of Accounting, Terry College of Business, University of Georgia, former Chair of the FASB, **Lawrence W. Smith**, board member Financial Accounting Standards Board ("FASB"), and **Susan Goetz Markel**, Chief Accountant of the SEC's Division of Enforcement.

Luncheon Address - "Taking the Financial Press into Account"--**Chuck Springston Jr.** is news editor for the *Washington Business Journal*. He will provide attendees with his perspective on how to increase a journalist's understanding of a company's finances.

Afternoon Session

Sam E. Antar former CFO of Crazy Eddie Inc will provide a revealing peak into white collar crime by presenting a "How-to of what not to do."

Conference participants will have an opportunity to make their views known in the question/answer/comment portion of the group session.

The "Meonske" Conference

In January 2004, the Ohio Council of the Institute of Management Accountants named its annual conference in honor of Dr. Norman R. Meonske--"the **30th Annual Meonske Professional Development Conference**." Naming the conference recognizes Dr. Meonske's "outstanding contributions to the field of management accounting education through his 30 years of continuous meritorious service as the program chairman and numerous leadership positions at the IMA chapter, council, and national level. Through his vision, leadership, dedication and hard work, the Conference has become recognized as providing attendees an opportunity to learn the latest accounting, financial reporting, and management methods."

8 Hours CPE -- Please Register Early -- Sellout Expected
 Register by April 18 for Early Registration Discount

REGISTRATION FORM

OHIO COUNCIL IMA and KENT STATE UNIVERSITY
 34th Annual Meonske Professional Development Conference
 Friday, April 25, 2008

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COMPANY _____

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IMA CHAPTER _____

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106 Kent Student Center

P.O. Box 5190

Kent, Ohio 44242

Registration Questions? (330) 672-3161

REGISTER BY APRIL 18th TO RECEIVE EARLY REGISTRATION DISCOUNT.
 No refunds after April 18, 2008 please.