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**Announcing . . . Friday, April 30, 2010
36th Annual Meonske Professional Development Conference
8 Hours CPE Credit – Register by April 23rd to Receive Discount**



Ohio
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Council

**KENT STATE UNIVERSITY
36th ANNUAL MEONSKE
PROFESSIONAL DEVELOPMENT
CONFERENCE
Friday, April 30, 2010**

**LATEST FINANCIAL REPORTING
DEVELOPMENTS**

Financial Reporting Panel

FASB Developments/Updates from the Chair
U.S. GAAP: Codified and Converging
SEC Division of Corporation Finance - Chief Accountant's Agenda
"Dear CFO" Letters and SEC Rule Proposals
IFRS: If So and Why?

"Use Your Strengths to Succeed"

Umberto P. Fedeli, President and Chief Executive Officer,
The Fedeli Group
Pillars of Networking Magic, Relationships and Success

**"Leading With Kindness - - How Good
People Consistently Get Superior
Results"**

Guidance from the World's Most Successful Business Leaders
Get the Best Performance of Employees in Troubled Times

"How to Find Fraud in Clear Sight"

Chilling Straight-Talk
The Mind, Motivation, Manipulations and Techniques of a
White-Collar Fraudster

Attendees Will Get the Best-Selling Book



Speakers

Wayne E. Carnall is Chief Accountant of the Division of Corporation Finance for the Securities and Exchange Commission ("SEC"). He is responsible for advising the Director and working with the other senior officers in planning and developing policies, programs and procedures relating to accounting matters with respect to the work of the Division; rendering decisions on accounting, reporting and auditing issues; collaborating with the Chief Accountant of the SEC and other Divisions and Offices on unique issues and policy matters. Previously, Mr. Carnall was a partner with PricewaterhouseCoopers. He was responsible for establishing policy and resolution of complex or contested issues involving GAAP, GAAS and the SEC's accounting and disclosure requirements; addressing all accounting and reporting issues involving non-U.S. companies; and drafted several amendments to rules and forms that simplified the SEC's reporting requirements as well as drafting Staff Accounting Bulletins and other staff publications.



Robert H. Herz is Chair of the Financial Accounting Standards Board ("FASB"), appointed July 1, 2002. Previously, he was a senior partner with PricewaterhouseCoopers ("PwC"). Prior to joining the FASB, Mr. Herz was PwC's North America Theater Leader of Professional, Technical, Risk & Quality and a member of the firm's Global and U.S. Boards. Mr. Herz joined Price Waterhouse in 1974 upon graduating from the University of Manchester in England with a B.A. degree in economics. Mr. Herz has authored numerous publications, including having coauthored the recent book, *The Value Reporting Revolution: Moving Beyond the Earnings Game*. Mr. Herz's has chaired the AICPA SEC Regulations Committee and the Transnational Auditors Committee of the International Federation of Accountants, and served as a member of the EITF, the FASB Financial Instruments Task Force, the American Accounting Association's Financial Accounting Standards Committee, and the SEC Practice Section Executive Committee of the AICPA.



Carlo D. Pippolo is a Partner and the Director-Standard Setting in Ernst & Young's Accounting Standards Department in New York. Carlo is responsible for leading EY's efforts involving standard setting activities of the Financial Accounting Standards Board and the U.S. Securities and Exchange Commission. Carlo is a member of the FASB's Emerging Issues Task Force and of the Institute of Management Accountants' Financial Reporting Committee. Prior to joining EY's Accounting Standards group, Carlo served as an auditor in the firm's Houston Office and in Ernst & Young's National SEC Practice in Washington D.C. He also participated in a two-year fellowship at the Financial Accounting Standards Board, and worked for two years in the SEC's Division of Corporation Finance.



AGENDA

Friday, April 30, 2010

Conference Registration Opens

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

Conference Welcome /Morning Session

Student Center, Kiva Theater 8:00 a.m.

Financial Reporting Panel

Wayne E. Carnall – Chief Accountant – Division of Corporation Finance, U. S. Securities and Exchange Commission
Robert H. Herz – Chair, Financial Accounting Standards Board
Carlo D. Pippolo – Partner, Director-Standard Setting, Ernst & Young LLP
Donal Byard – Associate Professor of Accountancy, Baruch College, CUNY
Nicholas R. Sucic, Vice President and Controller, Davey Tree Expert Company, Panel Moderator

Lunch

Student Center, Ballroom 11:50 a.m.

Keynote Address

"Use Your Strengths to Succeed"

Umberto P. Fedeli, President and Chief Executive Officer, The Fedeli Group

Afternoon Session

Student Center, Kiva Theater 2:25 p.m. – 5:00 p.m.

**"Leading With Kindness - - How Good
People Consistently Get Superior
Results"**

Dr. William F. Baker – Professor, Fordham University Executive-in-Residence-Columbia Business School and President Emeritus of Educational Broadcasting Corporation

"How to Find Fraud in Clear Sight"

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

For more program details, visit our website

www.ohioima.org

*or contact the Conference Bureau at
(330) 672-3161*

Speakers

Donal Byard is Associate Professor of Accountancy, Baruch College, CUNY. He is an ad hoc reviewer for The Accounting Review; Contemporary Accounting Research; The Journal of Accounting, and Public Policy; the Journal of Accounting, Auditing, and Finance; the Journal of Business, Finance, and Accounting, the Financial Review; and Review of Finance and Accounting. He is author of numerous articles that have appeared in The Accounting Review, Journal of Accounting and Public Policy, Investor Relations Quarterly, and Review of Accounting and Finance. Mr. Byard is a faculty advisor for the Association of Latino Professionals in Finance and Accounting. He is a member of the Dean's Taskforce on Research, Zicklin School of Business and the review panel for PSC-CUNY awards, CUNY.



Umberto P. Fedeli is President and Chief Executive Officer of The Fedeli Group, one of the largest privately held insurance brokerage firms in Ohio and multi-year recipient of Weatherhead 100's list of the fastest growing companies in northeast Ohio. He was selected by Inside Business as one of Cleveland's most "powerful" people in the Business/Community/Political Arena. He has been recognized by John Carroll University's Business School as one of Fifty of Its Finest, and has been the recipient of both the Grand Illusion Award from the Ohio Cancer Research Associates and the National Multiple Sclerosis Society's Norman Cohn Hope Award for Outstanding Philanthropic and Community Service.



Dr. William F. Baker is University Professor of Fordham University, NY, Executive-in-Residence at the Columbia Business School and president emeritus of Educational Broadcasting Corporation, becoming president emeritus in 2008 after 20 years as CEO. During his tenure, the broadcasting station grew and prospered, creating new programming, such as "Charlie Rose.". He established the Educational Resources Center, which has become America's most prolific teacher trainer in multimedia techniques, and developed Metro Arts/Thirteen's first cable channel. He also helped stabilize the finances of the station by building the largest endowment in public television history, and oversaw the station's transition to digital broadcasting. Baker is recognized as one of America's most prolific fundraisers, having raised more than \$1 billion in his career.



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.



Program Moderator

Nicholas R. Susic is Vice President and Controller for The Davey Tree Expert Company in Kent, Ohio. Mr. Susic is Program Chairman of the Meonske Professional Development Conference. Mr. Susic 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 past national director of Financial Executives International ("FEI") and past president of the Northeast Ohio chapter of FEI.



Program Chairman

Dr. Norman R. Meonske is Professor of Accounting, Kent State University. Dr. Meonske is past president of the Cuyahoga Valley Chapter of IMA and an Ohio Council IMA director. He was the 2004 recipient of the prestigious R. Lee Brummert Award (IMA national professor of the year) and the Ohio Council IMA's distinguished service award.



Conference Committee

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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., recognizing his "outstanding contributions to the field of management accounting education through his (then) 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."

Conference Outline

The **36th 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, SEC, academia, public accounting, Corporate America and experts to discuss the latest external financial accounting, regulatory and corporate governance issues.

The Financial Reporting Panel

This year's conference continues the tradition of providing one of the best conferences available for accounting and financial executives. The conference kicks off with the popular financial reporting panel which includes **Wayne E. Carnall**, Chief Accountant – Division of Corporation Finance U. S. Securities and Exchange Commission ("SEC"), **Robert H. Herz**, Chair of the Financial Accounting Standards Board ("FASB"), **Carlo D. Pippolo**, Partner – Director of Standard Setting – Americas Accounting Standard, Ernst & Young LLP and **Donal Byard** – Associate Professor of Accountancy, Baruch College, CUNY. **Nicholas R. Susic**, Vice President and Controller of The Davey Tree Expert Company, will be the panel moderator.

The panel will provide a complete update of FASB recently-issued standards, exposure drafts, project updates as well as SEC rule proposals. The SEC's Workplan as to International Financial Reporting Standards ("IFRS") will be discussed, including the impact on issuers' controls and procedures, corporate governance considerations, cost and human capital considerations, the impact on other regulatory filings, as well as investor understanding and education issues. You will not want to miss the update to the agenda of the Chief Accountant of the SEC's Division of Corporation Finance. The question and answer session provides the opportunity to ask thought-provoking questions from the leading financial regulators and obtain a quick update on the critical topics.

Keynote Address at Lunch "Use Your Strengths to Succeed"

Umberto P. Fedeli, President and CEO of The Fedeli Group, will speak about the unique "Fedeli Difference," having catapulted the company into one of the largest privately-held insurance brokerage firms in Ohio. The Fedeli Group has succeeded by identifying its unique strengths, including The Fedeli Difference pillars of networking magic; (b) personalized, phenomenal service; and, (c) figuring out how to offer a warm touch in this sometimes cold world. In this exciting keynote, you will hear how relationships and the power of networking are the strengths of The Fedeli Group. You will be challenged to identify your unique strengths while you hear about: (a) the four cornerstones of The Fedeli Group's success; (b) three ways to compete in any profession; and, (c) three things you have to do in any business to succeed.

Afternoon Sessions

"Leading With Kindness - - How Good People Consistently Get Superior Results"



Dr. William F. Baker, a Cleveland native, will discuss thought-provoking guidance based on research with some of the world's most successful business leaders. "Leading With Kindness" identifies those successful leadership qualities that help emerging and aspiring leaders bring out the best performance to motivate their employees to excellence, nurture all employees while recognizing unique talents, stimulate calculated risk-taking, adapt to change in troubled economic times, and prepare the next generation of leaders. All conference attendees will receive his best-selling book.

"How to Find Fraud in Clear Sight"

Sam E. Antar, former CPA and former CFO of Crazy Eddie, Inc. was one of our most highly-rated conference speakers. He is one of the nation's foremost white collar crime authorities. Before "Sammy the Crook" was caught, he masterminded one of the largest securities frauds of its time as CFO of Crazy Eddie, Inc. by deceiving shareholders, employees, creditors, public accounting firms, Wall Street firms, the press and others. He has appeared on the national television and radio networks providing insights on white collar crime. He has written numerous guest articles for national publications and spoken at major national conferences and leading universities.

REGISTRATION FORM

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 36th Annual Meonske Professional Development Conference
 Friday, April 30, 2010**

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