

Arizona Society of CPAs

Projections

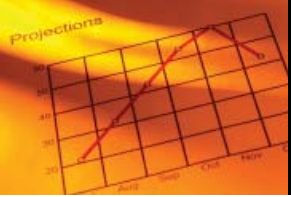


Business Valuation Conference

October 2, 2009

ASCPA Learning Center – Phoenix





Program

This conference is designed for all practitioners who are involved in business valuations. The conference includes national and local speakers that will deliver informative, progressive and dynamic sessions on business valuation and litigation services.

CONFERENCE AGENDA

7:30 – 8:00 **On-Site Registration & Continental Breakfast**

8:00 – 8:05 **Welcome**
Adam Miller – Conference Committee Chair

8:05–9:15 **Divorce Mediation: Where Do We Fit In?**
Judith Wolf

Wolf will discuss divorce mediation; the role of the valuation expert in divorce mediation—how a valuation expert is selected; what factors impact the preparation of a valuation for mediation vs. litigation; how does the valuation expert participate in the mediation process; how to work with the mediator, as well as the attorneys and clients.

9:15–10:30 **Fraud Auditing**
Ronald Durkin

Audit or Investigation? What Professional Standards Apply? Forensic thinking: forensic procedures and data analytics, the role of valuation professionals in fraud audits, and reporting pitfalls.

10:30–10:45 **Refreshment Break**

10:45–12:15 **Fair Value Measurements Update**
Mark Zyla

Zyla will discuss the latest specific implementation issues with fair value measurements and how the measurements are currently applied, particularly in business combinations and impairment testing. Recent clarifications by the FASB on fair value and current status of the various best practices in valuation for financial reporting will be touched on, as well as the impact of fair value on the recent credit crisis.

12:15–1:25 **Luncheon – Small Talk, Big Results: How to Market in a Room Full of Strangers**
Norm Hulcher

For many professionals, the ability to function effectively in a social setting – whether in a large group or across a restaurant table – is essential to practice growth. “Small Talk, Big Results’ is designed to help you meet new people, deepen

your existing friendships and turn casual social contacts into meaningful business relationships.

1:30–2:45 **Economic Outlook: Rebound or Relapse?**
Dr. Lee McPheters

The recession seems to be bottoming out, but credit remains tight and unemployment is high. This presentation reviews economic conditions globally, nationally, regionally and in Arizona, with emphasis on the economic outlook for 2010.

2:45–3:00 **Afternoon Snack and Refreshment Break**

3:00–4:30 **CONCURRENT SESSIONS**

A. Feelin’ Hot, Hot, Hot

Moderator: John Gorman

Panel members: Ed Dupke, Lynton Kotzin and Kevin Yeanoplos

Everything you ever wanted to know about hot button valuation issues but were afraid to ask. Here’s your chance to ask tough questions about cutting edge topics. Are the new methods for quantifying company specific risk worthwhile? How useful is the market approach during an economic crisis? Everything is fair game. You won’t want to miss the chance to ask questions that have been keeping you up at night.

B. Providing Expert Witness Testimony

Dwight Duncan and Craig Reinmuth

Whether you are considering your first testimony before the court or have already done so, this session will provide invaluable information from seasoned professionals such as: what the court is looking for; deposition do’s and don’ts; as well as provide relative case law and professional standards. Practical examples will also be an integral part of this presentation.



Find out more about the Business Valuation & Litigation Services Section by going to

www.ascpa.com

and click on Sections under the Member Activities tab.

Registration



Arizona Society of CPAs
Business Valuation Conference

October 2, 2009

ASCPA Learning Center - Phoenix

Course Code — BVC

ASCPA Member Fee: \$240 Nonmember Fee: \$315

**CONFERENCE PLANNING
COMMITTEE**

Adam J. Miller, CPA, CFF—Chair
Clifton Gunderson LLP

Ira S. Feldman, CPA
Phoenix Tax Workshop

Melissa J. Hulke, MBA, CPA
Lancaster Consulting LLC

Don Wenk, MBA, CPA, DFA, ASA
Ringel Kotzin Valuation Services

Name: _____

Company: _____

Address: _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Check here if there is any change above

- Check all that apply:** CPA Not a CPA ASCPA Member
 Staff Nonmember
 Conference Committee Member

Special Services: Description: _____

Breakout Session:

- Select one: A. Hot Button Valuation Issues
 B. Providing Expert Witness Testimony

To Register by Credit Card:

Credit card registration may be faxed to **(602) 252-1511**

- Visa MasterCard American Express

Name as it appears on card: _____

Card Number _____

Exp. date _____

Signature of Card Holder _____

To Register by Check:

Check Enclosed — Make check payable and mail to:

**Arizona Society of CPAs
4801 E. Washington St., Ste. 225-B
Phoenix, AZ 85034-2021**

LOCATION:

ASCPA Learning Center
4801 E. Washington St., Ste. 225B
Phoenix, AZ 85034
(602) 252-4144

Location is on the southeast corner of 48th Street and Washington. The ASCPA Learning Center is located on the second floor of the First American Title Building. The main entrance is on the south side of the building. For best directions from your location, go to www.mapquest.com.

Recommended CPE Credit – 8 hours

The ASCPA will be processing checks submitted in payment as an Electronic Funds Transfer (EFT) transaction. Funds may be withdrawn from your account as soon as the same day we receive your payment. Note: All rules and policies of the Arizona Society of CPAs apply to this conference. Refer to the 2009-10 ASCPA CPE Resource Catalog for more details or call the ASCPA CPE Department at (602) 252-4144, ext. 213.

Save Time — Register Online

www.ascpa.com



Arizona Society of Certified Public Accountants
4801 E. Washington St., Ste. 225-B
Phoenix, AZ 85034-2021

PRSRT STD
U.S. Postage
PAID
Phoenix, Arizona
Permit No. 952

Speakers

Edward J. Dupke, CPA/ABV, CFF, ASA, is a senior consultant at Clifton Gunderson LLP. He has more than 35 years of experience in public accounting and business valuation practice. Dupke is a member of the AICPA Joint Trial Board, the Forensic and Valuation Services Executive Committee and the Merger and Acquisition Dispute Resolution Task Force. He chairs the AICPA task force writing the business valuation standards for CPAs.

Ronald L. Durkin, CPA, CFF, CFE, CIRA, has 30 years combined experience in public accounting and the FBI. Before retiring from KPMG, he was the national partner in charge of the fraud and misconduct investigations practice. He investigated a multi-national corporation, publicly traded company, political and public corruption, and Ponzi schemes. As an FBI special agent, he investigated allegations of fraud, corruption and organized crime.

Dwight J. Duncan, MS, CFA is the founder and managing director of EconLit LLC. He is an economist with more than 16 years of experience in financial and economic consulting. Duncan has been engaged as an expert witness for companies from sole proprietorships to Fortune 500. Currently he serves on the board of trustees for the National Institute for Trial Advocacy (NITA).

Norm Hulcher started his career path helping his father. When his dad began to liquidate several businesses, he became his advocate working with the attorneys. In 1984, he became the law firm marketing director with a Mesa firm. In 1993, he left to start Hulcher & Hays LLC, Client Development Consulting. His firm helps legal, accounting, business valuation and engineering professionals.

Lynton M. Kotzin, CPA/ABV, CFA, ASA, CBA, CIRA, is the vice president of Ringel Kotzin Valuation Services and director of their business valuation and litigation support group. He has performed extensive industry and financial analysis and developed valuation models across a broad spectrum of industries including manufactur-

ing, retail, wholesale, service, professional practices and real estate.

Dr. Lee McPheters is research professor of economics in the W. P. Carey School of Business, ASU and director of the school's J.P. Morgan Chase Economic Outlook Center. The Center specializes in economic forecasts for the Western states. McPheters is editor of the Arizona Blue Chip Economic Forecast and the Western Blue Chip Economic Forecast newsletters.

Craig A. Reinmuth, CPA, is president of Expert Insights, Inc., a litigation support firm. He has testified as an expert witness in federal district courts as well as a number of state courts. Reinmuth is a licensed EnCase Certified Examiner. He is the chairperson of the ASCPA Business Valuation and Litigation Services Steering Committee.

Judith M. Wolf Ph.D., Esq., has focused her practice on litigation, mediation and arbitration for 25 years. Her vast experience in the legal field has shaped her concentrated practice. Along with a doctorate of psychology, her two backgrounds inspired a successful approach in achieving conflict resolution. She also trains lawyers on how to better represent clients in mediation.

Kevin R. Yeanoplos, CPA/ABV, ASA, is the director of valuation services for Brueggeman and Johnson Yeanoplos, P.C. He co-authored the AICPA's "Accredited in Business Valuation Exam Review" course. Yeanoplos is the current chair of the AICPA's ABV Credential Committee and on the *Journal of Accountancy's* Editorial Advisory Board.

Mark L. Zyla, CPA/ABV, CFA, ASA, is a managing director of Acuitas, Inc., a valuation and litigation consultancy firm. He has provided consulting for various types of entities for mergers and acquisitions, tax planning, corporate recapitalizations, as well as valuing various types of intellectual property and other intangible assets.