



Fair Value Measurements Workshop

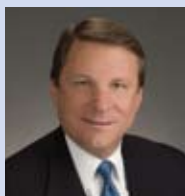
MARCH 22-23 & SEPTEMBER 27-28, 2012

AICPA Offices
New York, NY



Attend in March or September
Limited seating • Interactive learning
Each open to just 50 participants

- In-depth coverage of the standards and best practices for applying fair value measurements
- Real-world case studies
- Hands-on technical training
- Update on qualitative assessments in measuring impairments
- 16 CPE credits targeted to senior financial executives and CPAs



Don't Miss!

Mark Zyla, who leads this high-level interactive workshop, is a member of the AICPA faculty and a Managing Director of Acuitas. An expert in fair value measurements, Mark has written multiple books on the subject.

NYC Hotel Discounts Available

FVS Section Members, ABV/CFF Credential Holders
SAVE AN ADDITIONAL \$50

Learn more or register
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Expert insights, training, and group interaction create a highly stimulating atmosphere for understanding current trends in fair value measurement.

In the wake of today's volatile business world, understanding how Fair Value Measurement standards "operate" as well as interrelate is crucial for CPAs and financial professionals.

During an intensive two-day workshop, filled with valuable interaction with the instructor, real-world case studies, and extended Q&A opportunities, the 2012 **AICPA Fair Value Measurements Workshop** will provide state-of-the-art technical training and an authoritative framework for applying fair value accounting rules. Benefit from detailed examples of measuring the fair value of individual assets, especially as prepared by an outside valuation specialist. Compare and contrast fair value measuring between IFRS and U.S. GAAP. Exchange ideas with colleagues as you network with other financial leaders. For staying ahead of the curve on fair value measurements, this is one event you don't want to miss.

Leading Valuation Expert. Real World Perspective.

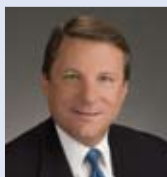
This highly interactive and informative learning experience is led by Mark Zyla, CPA/ABV, CFA, and ASA. A leading practitioner and author specializing in fair value measurements, Mark provides a real-world approach to complex valuation issues.

Hot Topics

- Review of ASC 820 (SFAS 157), Fair Value Measurement
- Applying ASC 805 (SFAS 141R), Business Combinations
- Fair Value Measurement in the Current Economic Environment
- Valuation of Intangible Assets in Financial Reporting
- Fair Value of Contingent Consideration and Other Contingencies
- Fair Value Under IFRS
- Qualitative Assessments in Impairments

Who Should Attend

Senior financial executives of both public and private companies and their finance/accounting staff, as well as CPAs and other business valuation specialists.



Mark Zyla, Managing Director, Acuitas, Inc., Atlanta, GA

Mark is a Managing Director of Acuitas, Inc., an Atlanta-based valuation and litigation consultancy firm. He received a BBA in Finance from the University of Texas at Austin, and an MBA with a concentration in Finance from Georgia State University. Mark also completed the Mergers and Acquisitions Program at the Aresty Institute of the Wharton School of the University of Pennsylvania, and the Valuation Program at the Graduate School of Business at Harvard University. Mark frequently presents and writes on valuation issues. He is the co-author of *Fair Value Accounting: A Critical Skill for All CPAs*, and author of *Accounting for Goodwill and Other Intangible Assets* courses published by the AICPA. Mark is the co-author of *Fair Value Measurements: Valuation Principles and Auditing Techniques* published in 2009 by Tax Management, Inc., a division of the Bureau of National Affairs. He is also the author of *Fair Value Measurements: Practical Guidance and Implementation* recently published by John Wiley & Sons, Inc.

Register by 12/13/11 SAVE \$100!

Conference Agenda

Topics and speakers are subject to change

THURSDAY, MARCH 22 • SEPTEMBER 27 / DAY ONE

8:00 am - 8:30 am
8:30 am - 4:30 pm

Registration and Continental Breakfast

1 Introductions and Seminar Overview

2 Overview of Fair Value Accounting

- a. The Changing Economic and Regulatory Environment
 - b. A Vision from the CEOs of International Audit Networks
 - c. The FASB and IASB Convergence Project
 - d. The Conceptual Framework Project
 - e. Current FASB Statements Requiring Fair Value Measurements
- ### 3 Topic ASC 820 (SFAS 157), Fair Value Measurement
- a. History and Background
 - b. Definition of Fair Value
 - c. Highest and Best Use Application Criteria Applied to Assets
 - d. Application to Liabilities
 - e. Fair Value at Initial Recognition
 - f. Introduction to the Three Approaches to Value
 - g. Other Guidelines
 - h. Other Definitions/Inputs
 - i. Fair Value Hierarchy
 - j. Disclosures

4 Fair Value in the Current Economic Environment

5 Fair Value Measurements in Business Combinations, Topic ASC 805 (SFAS 141R)

- a. Introduction and Background
 - b. Accounting Overview
 - c. Steps in Applying Fair Value Measurements in a Business Combination
- ### 6 Testing for Subsequent Impairment of Fair Value
- a. Overview of Testing for Impairment of Assets
 - b. Analyzing ASU 2011-08 "Qualitative Factors"
 - c. Topic ASC 350 (SFAS 142), Testing Goodwill for Impairment
 - d. Topic ASC 360 (SFAS 144), Accounting for the Impairment or Disposal of Long-Lived Assets, including "Qualitative Factors"
 - e. Impact of Topic ASC 820 (SFAS 157), Fair Value Measurement

7 Fair Value of Contingent Consideration and Other Contingencies

- a. Identifying Contingencies
- b. Advanced Techniques for Measuring Value of Contingencies

8 Current Issues in Fair Value Accounting

- a. Impact of Fair Value Accounting

9 Fair Value Measurements Under IFRS

10 Update of Other FASB Projects

- a. FASB Projects Related to Fair Value Measurements
- b. ASU 2011-04
- c. Valuation Resource Group

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8:00 am - 8:30 am

8:30 am - 4:00 pm

Registration and Continental Breakfast

1 Introduction to Fair Value Measurements

2 Fair Value Measurements Interactive Discussion: How Do You Handle These Common Issues

3 How Identifiable Intangible Assets Create Value in a Business

4 The Cost Approach

- a. Economic Basis
- b. Basic Formula
- c. Determining Cost to Recreate New
- d. Determining Time to Recreate New
- e. Determining Obsolescence
- f. Additional Considerations

5 The Market Approach

- a. Relief from Royalty Method
- b. Comparable Transaction Method
- c. Rules of Thumb
- d. Transaction of Intangible Assets of the Subject
- e. Court Cases
- f. Additional Information

6 The Income Approach

- a. Excess Earnings Method
- b. Loss of Income Method
- c. Multi-Period Excess Earnings
- d. Rates of Return on Intangible Assets
- e. Contributory Charges
- f. Economic Life
- g. Tax Effect and Amortization Benefit

7 Using Option Pricing Methods for Valuation of Intangible Assets

- a. Limitations of Traditional Income Approach
- b. Assets that Can Be Valued Using Options Methodologies
- c. Introduction to Using Option Methods for Intangible Assets
- d. Using the Binomial Method
- e. Monte Carlo Simulations

8 Useful Life Analysis of Intangible Assets

- a. Factors that Determine Useful Lives

9 Case Study: Valuation of Intangible Assets in Financial Reporting Workshop Adjourns

4:00 pm

New York City



Experience Manhattan at its most magnificent and find excitement around every corner—from Broadway theaters to top museums, from world-class dining to Fifth Avenue shopping—you'll never run out of options!

4 WAYS TO REGISTER FAST

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FAX*: 1.800.362.5066 or 1.919.419.4795

MAIL: Complete and mail the form along with your promotion code to:
AICPA Member Service Center, Conferences, 220 Leigh Farm Road, Durham, NC 27707-8110
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RECOMMENDED CPE CREDIT 16

This conference was prepared in accordance with the Joint AICPA/NASBA Statement on Standards for Continuing Professional Education (CPE) Programs effective on January 1, 2002. The recommended CPE Credits are in accordance with these standards; however, your individual state board is the final authority on the acceptance of programs for CPE credit.

CONFERENCE FEE

Registration fees are determined by current membership status in the AICPA. Please indicate member number on the registration form to obtain the correct discount. Conference fee includes all conference materials, continental breakfasts, refreshment breaks, luncheons and a reception.

GROUP REGISTRATION

Registration for 2 or more individuals at the same time may qualify for group discounts; additional savings may be available for groups of 10 or more. For more information please call the AICPA Service Center at 888.777.7077 (9AM-6PM ET). **Program Code: FVM12 (March) / FVM312 (September)**

CANCELLATION POLICY

You may cancel without penalty if written cancellation requests are received by February 6 (March) / August 13, 2012 (September). Due to financial obligations incurred by the AICPA, a credit voucher less 50% of the registration fee will be issued for written requests received by March 1 (March) / September 6, 2012 (September). No refunds or credits will be issued on cancellation requests received on or after March 2 (March) / September 7, 2012 (September). For further information, call the AICPA Service Center at **888.777.7077**.

DRESS CODE: Business Casual

CONFERENCE LOCATION

AICPA Boardroom

1211 Avenue of the Americas, 19th Floor
New York, NY 10036

(PLEASE NOTE: Photo ID is required for building check-in.)

RECOMMENDED HOTEL ACCOMMODATIONS

Below is a list of recommended hotels. Please check with the hotel using the AICPA corporate rate.

Sheraton Manhattan at Times Square* 790 7th Avenue (at 51st Street) New York, NY 10019 Hotel Phone: 1.212.581.3300 Hotel Reservations: 1.800.325.3535	The Muse Hotel 130 West 46th Street New York, NY 10036 Hotel Phone: 1.212.485.2400 Hotel Reservations: 1.877.NYC.MUSE Ask for the AICPA Corporate Rate	Sheraton New York Hotel & Towers* 811 7th Avenue (at 53rd Street) New York, NY 10019 Hotel Phone: 1.212.581.1000 Hotel Reservations: 1.800.325.3535
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*Ask for the American Institute of Certified Public Accountants (as opposed to AICPA) Preferred Rate.
Reference SET/Corporate Account Number 69569. All rates are subject to availability and are not guaranteed.

AIRLINE INFORMATION

The AICPA has a special arrangement with Maupin Travel, Inc. of North Carolina to assist you with your travel arrangements. This travel agency may be reached at 800.345.5540. If you prefer to make your own travel plans, be sure to mention the participating airline's reference number (listed below) to take advantage of deeply discounted "Zone Fares" that do not require a Saturday night stay-over. Discounts are valid for round trip registered AICPA meetings or conferences only. Some restrictions may apply.

American Airlines	800.433.1790	Index #21445
United Airlines	800.521.4041	Refer to Meeting ID #531SI
Delta Airlines	800.328.1111	Refer to Meeting ID #NM66P

For up-to-date airline information regarding special travel discounts, please visit cpa2biz.com/conferences. Due to recent airline industry fare restructuring, we cannot guarantee that the above group travel agreements will be in effect at the time when you are making your travel arrangements. Please contact the airline and/or your travel agency for latest applicable discounts and arrangements.

CAR RENTAL

Hertz Car Rental — AICPA Member Discounts: Call 800.654.2240. Ref. Code CV#021H0018. Airline and car rental discounts are available only when you or your travel agent book through the 800 number. We strongly advise you to confirm your conference registration and hotel reservation prior to making your travel plans.



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AICPA Member? Yes No

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E-MAIL ADDRESS _____

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If the information on your label is incorrect, please complete the following:

LAST NAME _____ FIRST NAME _____ MI _____

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In accordance with the Americans with Disabilities Act, do you have any special needs/dietary restrictions?

Yes No (If yes, you will be contacted.)

CONFERENCE FEES Please circle appropriate rate.

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MARCH 22-23 - NEW YORK, NY, NV (FVM12)

- Super Early Bird Registration** **\$1,000** **\$1,050** **\$1,350**
- SAVE \$100 by 12/13/11**
- Early Bird Registration** **\$1,025** **\$1,075** **\$1,375**
- SAVE \$75 by 2/6/12**
- Regular Registration** **\$1,100** **\$1,150** **\$1,450**

SEPTEMBER 27-28, 2012 (FVM312)

- Super Early Bird Registration** **\$1,000** **\$1,050** **\$1,350**
- SAVE \$100 by 6/9/12**
- Early Bird Registration** **\$1,025** **\$1,075** **\$1,375**
- SAVE \$75 by 8/13/12**
- Regular Registration** **\$1,100** **\$1,150** **\$1,450**

Total \$ _____ \$ _____ \$ _____

PAYMENT INFORMATION Full payment must accompany registration form.

My check for \$ _____ payable to AICPA is enclosed.

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