




## Bridging the GAAP to IFRS

Thursday, July 23, 2009 - Somerset, NJ

A one day symposium on Implementing International Financial Reporting Standards (IFRS) worth 8 CPE Credits in Accounting.

**CLICK HERE**  
To Register for **JULY**  
Symposium

"The line-up of distinguished speakers includes industry experts that bring hands-on IFRS implementation experience to you!" said Brandon S. Weinstock, CPA, Director of Project Consulting, Relevante Inc.

UPCOMING SYMPOSIA	Bridging the GAAP to IFRS	
<b>Bridging the GAAP to IFRS</b> 8 Accounting CPE Credits (Thursday, August 20, 2009) 7:30 AM - 4:00 PM Mt. Laurel, NJ	<b>Date</b> Thursday, July 23, 2009 <b>Time</b> 7:30 AM - 4:00 PM <b>CPE Credits</b> 8 Accounting credits <b>Cost</b> \$199 (Includes Continental Breakfast, Snacks & Lunch) <b>Venue</b> The Doubletree Somerset Hotel & Executive Meeting Center, Somerset, NJ	
<b>Realigning Priorities of Internal Audit to Add Value</b> (Thursday, Sep. 24, 2009)	 (Click Here to save the date on your Outlook Calendar)	
<b>BI &amp; FP&amp;A Symposium</b> (Thursday, Oct. 22, 2009)	<b>To Register Please visit <a href="http://www.relevante.com">www.relevante.com</a></b>	

WHO SHOULD ATTEND	FULL DAY ON SITE SESSION TOPICS	TIME (EST)
<ul style="list-style-type: none"> <li>• CFOs</li> <li>• VP- Finance</li> <li>• Internal Audit Directors</li> <li>• Controllers</li> <li>• Audit Managers</li> <li>• Finance Directors</li> <li>• Finance Managers</li> <li>• Risk Management professionals</li> <li>• Consultants</li> <li>• Internal Controls Managers</li> <li>• Staff Accountants</li> <li>• IT Managers</li> <li>• Information Security Managers</li> <li>• Accountants</li> <li>• Staff/Senior Auditors</li> <li>• Project Managers</li> <li>• SOX Managers</li> </ul>	<ul style="list-style-type: none"> <li>• <b>An Overview of IFRS</b>, including a brief history, the regulating entities involved, and a current global status.</li> </ul>	08:10 – 09:00 AM
	<ul style="list-style-type: none"> <li>• An analysis of <b>IFRS vs. US GAAP</b> covering financial statement presentation differences and a drill down to key line item accounting treatment.</li> </ul>	09:00 – 09:50 AM & 10:05 – 11:45 AM
	<ul style="list-style-type: none"> <li>• <b>IFRS Preparedness</b>, an exploration of where your company fits in the conversion time-line and what your organization needs to consider now.</li> </ul>	12:25 – 01:15 PM
	<ul style="list-style-type: none"> <li>• <b>IFRS Implementation</b>, project management considerations with an in-depth coverage of IT challenges and industry solutions.</li> </ul>	01:15 – 02:05 PM & 02:20 – 03:10 PM
	<ul style="list-style-type: none"> <li>• <b>Expert Panel Discussion</b>, submit questions to professionals with working knowledge of IFRS Standards and experience with IFRS implementation and case studies.</li> </ul>	03:10 – 04:00 PM

WEBINAR TOPICS	TIME (EST)
<ul style="list-style-type: none"> <li>• <b>An Overview of IFRS</b>, including a brief history, the regulating entities involved, and a current global status.</li> </ul>	08:10 – 09:00 AM
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**REGISTER NOW**

**FEATURED SPEAKERS****Stephen A Litzenberger, CPA**

Managing Partner and CFO  
BROADSTONE LLC

Steve is a CPA with approximately 13 years of professional experience, including a blend of public accounting, consulting, and large corporation experience. A 1996 Accounting and International Business graduate from Penn State University, Steve started his career at Wal-Mart where he worked in an Internal Audit capacity. His public accounting experience began at a Philadelphia based local CPA firm, where he supervised financial statement compilations, reviews and audits, pension plan audits, not-for-profit audits (including A-133 Gov't compliance), as well as tax return compilations.

Subsequently, Steve worked as an Audit Manager at both Ernst & Young Philadelphia and London. While in the UK, he advised internationally-based clients on SEC filings and Local GAAP / IFRS to US GAAP conversions. While working within E&Y London's Capital Markets Group, Steve was able to gain an overall knowledge of IFRS through both E&Y training and hands on experience. As a US GAAP expert, Steve advised internationally-based clients on SEC filings and Local GAAP / IFRS to US GAAP conversions in both the UK and in Switzerland.

In fall of 2007 Steve and his business partner Tim Hilferty, formed BROADSTONE LLC and in January of 2008 they went "live" with their service offerings. Steve's primary focus is developing BROADSTONE's internal methodology to converting companies from US GAAP to IFRS as well as leading other IFRS initiatives.

Steve's IFRS focus areas included:

- Financial Instruments (Hedging and Derivatives)
- Debt, Borrowing Costs, Provisions and Contingent Liabilities and Leases
- Cash Flow Statement Presentation
- Business Combinations

**W. Allen Sullivan, CPA, MBA, MST**

Senior Consultant  
Relevante Inc.

Allen Sullivan is a senior consultant with Relevante, Inc. His practice areas include financial reporting, process improvement, internal auditing, business planning, financial analysis and cost accounting.

Allen has held a variety of division financial executive and corporate staff positions with public multinational manufacturers. The staff positions include global consolidations and SEC and shareholder reporting. He also was CFO of the US operations of a public UK corporation. He began his career in accounting and finance as a member of Ernst & Young's audit staff. He has presented continuing professional education seminars for the AICPA, PICPA and CPE, Inc. and has served as a technical manager on the AICPA's Exams Team.

Allen holds a BS degree in accounting from Lehigh University, a Master of Business Administration degree from the University of Maryland and a Master of Science in Taxation degree from Temple University. He is a member of the Institute of Management Accountants, the American and Pennsylvania Institutes of Certified Public Accountants, the Institute of Internal Auditors, the Association of Certified Fraud Examiners and the Society of Manufacturing Engineers.

**Julien Berke, CPA**

IFRS Director  
Mazars

Julien Berke has more than 10 years experience in Industry and Services companies audit, both public and private, of which 5 years in Mazars Paris office. Since he has joined Mazars New York office, Mr. Berke focused his expertise on cross border issues, including differences between US GAAP and IFRS. His industry experience in servicing multi-national companies includes manufacturing, nuclear, perfume and publishing.

Mr. Berke graduated Bordeaux Business School in France and he is a Certified Public Accountant.

He is co-writer of the articles of the Mazars' newsletter on IFRS for the USA and also co-writes articles for various accounting publications.

**Sherif Sakr**

Partner  
Deloitte & Touche LLP

Sherif Sakr is a Partner in Deloitte's Accounting, Valuation & Analytics service line of the Enterprise Risk Services Practice. In his role, Mr. Sakr provides financial accounting & reporting consulting services and serves as a capital markets specialist for several of Deloitte's global strategic clients. He is considered one of the Firm's specialists in areas around financial instruments, structured transactions, fair value measurements and consolidations under both U.S. GAAP and IFRS; he has extensive experience assisting different financial services companies in implementing several complex accounting standards related to these topics. He has experiences dealing with IFRS first-time adoption, implementing U.S. GAAP and IFRS standards, and reconciling IFRS financial statements to U.S. GAAP and vice versa. He also has experiences with mergers & acquisitions and initial public offerings. Mr. Sakr currently leads the technical accounting work stream within the northeast region for Deloitte's IFRS Integrated Market Offering in both Banking & Securities and Investment Management industries.

**FEATURED SPEAKERS**

Prior to joining the U.S. member firm of Deloitte, Mr. Sakr was based in EMEA region where he worked on several audit and consulting engagements specifically providing accounting and consulting services to a variety of companies, including investment banks, insurance companies, finance and investments companies and different multinational corporations with specific focus on international accounting standards. He also had experience with derivatives and treasury-related infrastructure projects, including accounting and risk management policy development, process design and reengineering, best practice and controls assessments, compliance reviews, and implementation of derivatives and treasury workstation systems.

Mr. Sakr is a frequent speaker on accounting topics related to global capital markets, structured transactions, derivatives and hedging activities, fair value measurements and IFRS in front of national and international conferences. Mr. Sakr is the Recipient of the 2007 President's Volunteer Service Award from the President of the United States in recognition for his global volunteer activities while working with the United States Agency for International Development providing IFRS education for local standard setters, exchange commissioners and central bankers in several emerging markets.

Mr. Sakr, who is a Certified Public Accountant, is a member in the American Institute of Certified Public Accountants and a member of the New York State Society of Certified Public Accountants. He currently serves as a member of the executive board of the New York State Society of Certified Public Accountants (Manhattan/Bronx Chapter).

**Patricia A. Ritchie, MBA, CIA, CPM**

Senior Consultant  
Relevante Inc.

Patricia Ritchie has 10+ years experience working in accounting, finance and audit roles for businesses ranging from small/mid-size private/public to Fortune 1000 firms. She began her career as a Staff Auditor and advanced professionally to develop the skill set for success in positions such as Internal Audit Manager, Corporate Controller, and Project Manager. She attained a Masters Degree in Accounting at Wilkes University, is a current CIA via the Institute of Internal Auditors and attained a CPM from the Project Management Leadership Group.

Patricia is currently testing for the PMP and CPA Designation in the State of PA Presently, as a Senior Consultant with Relevante, Patricia is deployed at various clients to provide excellent project, compliance, accounting, and audit services with a commitment to add value that exceeds customer expectations.

Patricia's industry experience includes

- Insurance, P&C
- Financial Services, Compliance
- IT, Prof. Services, Software Development
- Chemical Logistics
- Non Profit
- Customer Service Operations
- Training & Development

**Craig Remar**

Former PwC IFRS expert and Controller of PwC's Capital Markets group.

Craig Remar is a seasoned accounting consultant with extensive experience in SEC reporting, GAAP technical research, IFRS conversions, project management, process improvement, internal controls, and systems implementations. Craig started his career in PricewaterhouseCoopers' Audit and Business Advisory Services High-Tech practice in Research Triangle Park, NC. Craig then moved to Zurich, Switzerland with PwC to assist Serono SA, the third largest bio-tech company in the world, as the field team leader and project manager for their \$1.8 billion initial public offering, which included converting the company's financial statements from IFRS to US GAAP and developing SEC disclosures. Craig was also an integral member the PwC team that served Novartis AG, one of the world's largest pharmaceutical companies, on their New York Stock Exchange listing project, which included converting the company's financial statements from IFRS to US GAAP and developing SEC disclosures. Craig also spent five years serving a Philadelphia-based, NASDAQ listed technology firm as its Controller and VP-Finance.

**Sara DeSmith**

Partner, Transaction Services  
PricewaterhouseCoopers

Sara has spent the past six years specializing in International Financial Reporting Standards, and assisting US-based companies and their audit teams in applying IFRS. Since joining the Transaction Services practice in 2008, Sara has focused on helping clients reconcile and convert from US GAAP reporting to IFRS in connection with M&A activity, capital market listings and IFRS preparedness projects. Prior to joining Transaction Services, Sara was a partner in Global Accounting Consulting Services, part of PwC's National Professional Services Group. While in Global ACS, she participated in PwC's global IFRS consulting network, helping establish consistent global policies for IFRS application. Sara has over 18 years of experience serving companies primarily in the Technology, Entertainment, Media and Communications sectors. Her clients have included Thomson Reuters Corporation, DRS Technologies-Finmeccanica, the largest privately-owned US company, Capgemini, Dow Jones & Company, and Verizon Communications Inc.

Sara holds a Bachelor of Business Administration in accounting from St. Bonaventure University. She is a licensed CPA in New York and New Jersey. Sara is a member of the American Institute of Certified Public Accountants and is a frequent lecturer on IFRS-related matters.

**FEATURED SPEAKERS**



**Steven Haffner**  
Partner  
PricewaterhouseCoopers LLP

Steve is an IFRS expert resident in Philadelphia with 20 years of varied experience in the business world across several geographies and industries.

After graduating from Penn State, Steve began his career with PwC in Pittsburgh in 1989. From 1994 - 1997, he participated in the firm's Manager International Program as an audit manager based in Milan, Italy. In that capacity, he assisted US multinationals doing business in Italy and oversaw several cross border transactions. As an audit senior manager in PwC-US, Steve managed PwC's involvement in major acquisitions and divestures and oversaw PwC's audits of major oil and gas and chemicals companies. Later, Steve spent 3 years in Moscow, Russia as a partner working with one of the world's largest gas companies where he was involved in the conversion of the company's accounts to International Financial Reporting Standards (IFRS). Upon his return from Moscow, Steve joined Philadelphia's Transaction Services Practice has been focused on helping major US companies in their evaluation of the implications of converting from US GAAP to IFRS.

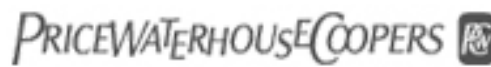
Steve's a member of the firm's IFRS Experts Committee (Energy industry) and was the lead technical partner in a recent acquisition of a US company by a foreign based company that reported under IFRS. Steve assisted the company in evaluating US GAAP to IFRS differences in producing their opening balance sheet under the current IFRS standards.

Steve is a frequent speaker at Industry conferences, client audit committees and Round Table sessions.

This Symposium also gives you the opportunity to network with senior professionals from various Fortune 1000 companies. Attendees at our prior events were from companies including:

ACE INA	AIG Inc.	American Water	AmerisourceBergen	Aqua America, Inc	Aramark
Bank of America	Bryn Mawr Trust Company	Campbell Soup Company	Cardone Industries	Carpenter Technology	Checkpoint Systems, Inc
Destination Maternity Corporation	Dover International Speedway, Inc	DuPont	Einstein Healthcare Network	Endo Pharmaceuticals	Exelon Corp
GlaxoSmithKline plc.	Harleysville Insurance	Highmark	IKON Office Solutions, Inc.	ING	Johnson & Johnson Services, Inc.
JP Morgan Chase	National Penn	Prudential	Ricoh	SKF USA Inc	Technitrol, Inc
The Glenmede Trust Company	Towers Perrin	Triumph Group, Inc	Tyco Electronics	UGI Utilities	United Way of SEPA
Universal Health Svc	University of Pennsylvania	Vanguard	Wawa, Inc.	West Pharmaceuticals	Wyeth Pharmaceuticals

**CO-PRESENTERS**



## SCHEDULE

**An Overview of IFRS, including a brief history, the regulating entities involved, and a current global status.**

**Time** 08:10 – 09:00 AM (EST)  
**CPE Credits** 1 - Accounting

**Speaker**  
**Stephen A Litzenberger, CPA**  
 Managing Partner and CFO  
 BROADSTONE LLC

**An analysis of IFRS vs. US GAAP covering financial statement presentation differences and a drill down to key line item accounting treatment.**

**Time** 09:00 - 09:50 AM (EST)  
**Break** 09:50 – 10:05 AM (EST)  
 continued 10:05 – 11:45 AM(EST)  
**CPE Credits** 3 - Accounting

**Speakers**  
**Allen Sullivan, CPA, MBA, MST** Senior Consultant  
 Relevante Inc.  
**Julien Berke, CPA** IFRS Director  
 Mazars

**Sherif Sakr**  
 Partner  
 Deloitte & Touche LLP

**IFRS Preparedness, an exploration of where your company fits in the conversion time-line and what your organization needs to consider now.**

**Time** 12:25 – 01:15 PM (EST)  
**CPE Credits** 1 - Accounting

**Speaker** **Patricia A. Ritchie, MBA CIA CPM**  
 Senior Consultant  
 Relevante Inc.

**IFRS Implementation, project management considerations with an in-depth coverage of IT challenges and industry solutions.**

**Time** 01:15 – 02:05 PM (EST)  
**Break** 02:05– 02:20 PM (EST)  
 continued 02:20 – 03:10 PM (EST)  
**CPE Credits** 2 - Accounting

**Speakers**  
**Sara DeSmith**  
 Partner, Transaction Services  
 PricewaterhouseCoopers

**Craig Remar**  
 Former PwC IFRS expert and Controller of PwC's Capital Markets group.

**Expert Panel Discussion, submit questions to professionals with working knowledge of IFRS Standards and experience with IFRS implementation and case studies.**

**Time** 03:10 – 04:00 PM (EST)  
**CPE Credits** 1 - Accounting

**Moderator**  
**Brandon S. Weinstock, CPA**  
 Director of Project Consulting  
 Relevante Inc.

**Panelists**

**Julien Berke**  
 IFRS Director  
 Mazars

**Patricia A. Ritchie, MBA CIA CPM**  
 Senior Consultant  
 Relevante Inc.


**Sherif Sakr**  
 Partner  
 Deloitte & Touche LLP

**Sara DeSmith**  
 Partner, Transaction Services  
 PricewaterhouseCoopers

**Allen Sullivan, CPA, MBA, MST**  
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**Craig Remar**  
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<b>Thursday, July 23, 2009 - 7:30 AM - 4:00 PM</b>	
<b>Date &amp; Time</b>	 <a href="#">(Click Here)</a> to save the date on your Outlook Calendar
<b>Location</b>	The Doubletree Somerset Hotel & Executive Meeting Center, Somerset, NJ
<b>Cost</b>	\$199 (Includes Continental Breakfast, Snacks & Lunch)
<b>CPE</b>	<b>8 Accounting credits</b>
<b>Contact</b>	(215) 259-5162 or E-Mail <a href="mailto:symposiums@relevante.com">symposiums@relevante.com</a>
<b>Directions</b>	<a href="#">Directions/transportation information</a>

<b>Payment Options</b>	We accept MasterCard, Visa, Amex or Discover. For more information regarding administrative policies such as complaints, cancellations and refunds, please contact our offices at (215) 259-5162.
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<b>Other Events of Interest – 2009</b>	
Accounting Executive Symposium (Thursday, Nov. 19, 2009)	Corporate Taxation Symposium (Thursday, Dec. 17, 2009)

**About Relevante**

Relevante is a leading consulting practice providing Accounting & Technology Solutions to Fortune 1000 and other industry leaders. The company services clients from four locations throughout the metro markets of Philadelphia, New York, and Hyderabad, India. For more information about Relevante, please visit our website at: [www.relevante.com](http://www.relevante.com).



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