

**19<sup>TH</sup> Annual Conference on Financial Reporting  
Santa Clara Marriott Hotel – October 24, 2008**

7:30 - 8:00am

**Registration & Continental Breakfast**

8:00 - 8:30am

**Opening Remarks**

**Solomon Darwin**, Executive Director, CFRM, Haas School of Business

**Berkeley Award for Distinguished Contributions to Financial Reporting**

**Presenter: Richard Lyons**, Dean, Haas School of Business

8:30 - 9:15am

**The Path to Global Reporting: Opportunities and Challenges**

**Joint Presenters:**

**Sir David Tweedie**, Chairman, IASB

**Robert Herz**, Chairman, FASB

9:15 – 10:45 am

**IASB PANEL**

**SEC Proposal for US Companies' Adoption of IFRS**

- ❖ Adoption from US GAAP to IFRS – challenges, concerns & benefits
- ❖ Benefits of mandatory vs optional adoption for US companies
- ❖ Special treatment for multinationals vs national/smaller companies.
- ❖ Timeline and adoption of Phase 1
- ❖ FASB's role as US moves to IFRS given the reduced board membership

Moderator: **Solomon Darwin**, Executive Director, CFRM, Haas School of Business

Panelists:

- **D.J. Gannon**, National Partner, Deloitte & Touche
- **Robert Herz**, Chairman, FASB
- **Barry Melancon**, President & CEO, AICPA
- **Sir David Tweedie**, Chairman, IASB
- **John Whiting**, Vice President, Finance, Genentech

10:45 - 11:00 am

**Break**

11:00 - 12:30 pm

**FASB PANEL**

**Impact of Key FASB Projects and Initiatives on US entities**

- ❖ Revenue recognition
- ❖ Liabilities and equity
- ❖ Accounting for income taxes
- ❖ Transfers of financial assets
- ❖ Consolidation of special purpose entities
- ❖ Business combinations & non-controlling interests (FAS 141R & 160)

Moderator: **Benjamin Neuhausen**, National Director, BDO (AcSec Member)

Panelists:

- **Mark Bielstein**, National Partner, KPMG (EITF Member)
- **Robert Herz**, Chairman, FASB
- **Bob Laux**, Director of Technical Accounting & Reporting, Microsoft
- **Conrad Hewitt**, Chief Accountant, SEC

12:30 – 1:30 pm

**Lunch**

1:30 – 2:10 pm

***“Lessons Learned from the Subprime Debacle and Current Credit Crisis”***  
**Gregory Jonas**, Managing Director, Moody's Corporation

2:10 – 2:20 pm

**Break**

2:20 - 3:30 pm

**SEC/PCAOB PANEL**

**Impact of Key Regulatory Projects and Initiatives on US Entities**

- ❖ Readiness of US Accountants & Auditors to meet the proposed timetable.
- ❖ SEC's role as US moves to IFRS given the reduced board membership
- ❖ Impact of IFRS on PCAOB
- ❖ XBRL Project Update – overview and reaction to proposed rules & guidelines
- ❖ Benefits, challenges, and concerns of XBRL to businesses

Moderator: **Cindy Fornelli**, Executive Director, Center for Audit Quality

Panelists:

- **Ken Lewis**, CFO, Franklin Templeton
- **Christine DiFabio**, Vice President, FEI
- **Conrad Hewitt**, Chief Accountant, SEC
- **David Kaplan**, National Partner, PwC
- **Mark Olson**, Chairman, PCAOB

3:30 - 3:45 pm

**Break**

3:45 - 5:00 pm

**SPECIAL TOPICS PANEL**

**Improvements to Financial Reporting**

- ❖ Committee on Improvements in Financial Reporting (CIFR) update
- ❖ Implementation challenges of CIFR recommendations
- ❖ Benefits and effectiveness of CIFR recommendations
- ❖ Update & issues relating to financial statement presentation—IASB/FASB joint project

Moderator: **Steve Hobbs**, Managing Director, Protiviti

Panelists:

- **James Campbell**, Vice President & Corporate Controller, Intel
- **Conrad Hewitt**, Chief Accountant, SEC
- **Christopher Holmes**, National Director of SEC Matters, Ernst & Young
- **Gregory Jonas**, Managing Director, Moody's Corporation (CIFR Member)
- **G. Edward McClammy**, SVP, CFO, & Treasurer, Varian, Inc. (CIFR Member)
- **Sir David Tweedie**, Chairman, IASB