

ROSS ROUNDTABLE

on

Are Investors and Investment Entities Well-Served by Fair Value Accounting?

Date/Time: Tuesday, October 19, 2010/3:45 – 5:45 p.m.

Location: New York University
Leonard N. Stern School of Business
44 West Fourth Street
Kaufman Management Center, Room 1-70
New York, NY 10012

Contact: 212-998-4143 or email aallison@stern.nyu.edu

Register at: http://w4.stern.nyu.edu/ross/whatsnew.cfm?doc_id=1753

Roundtable Coordinators:

Eli Bartov, Professor of Accounting, Department of Accounting, Taxation & Business Law

Seymour Jones, Clinical Professor of Accounting, Department of Accounting,
Taxation & Business Law

Mark Lilling, CPA, Lilling & Company, LLP

Roundtable Theme:

There have been attempts over the years to influence the Financial Accounting Standards Board in establishing Generally Accepted Accounting Principles. Recently, such efforts have been directed towards abolishing or at least redefining the “fair value” standard of accounting in order to reduce its alleged impact on the economic recession and better serve investors in the public interest. Recently, the FASB proposed an expansion of fair value for financial institutions.

Our roundtable of distinguished academics, professionals, journalists, and industry experts will address the question of fair value accounting with particular reference to whether mark to market accounting should be changed.

The roundtable will discuss the following specific questions:

1. Has the current accounting principle of fair value achieved accuracy of reporting economic events for the benefit of investors, creditors and business in general?
2. How should the accounting principle of fair value be changed to achieve the proper goals?
3. Should investor protection be a primary goal in revising the fair value principle of valuing investments?
4. Regarding the recent FASB expansion of fair value, is the IASB (International Accounting Standards Board) right in **not** endorsing it?

CONTINUING PROFESSIONAL EDUCATION CREDITS (CPE)

Learning Objectives:	The Ross Roundtable provides a forum for "public opinion shapers" -- business writers, financial analysts, educators, corporate financial executives, regulators, etc. -- to discuss with policymakers important developments in capital markets and the financial world. To provide ample opportunity for participants to voice their opinions, the size of the Roundtable is limited.
Delivery Method:	Group-live
Program Level:	Update
Prerequisites:	Applicable involvement in the business and/or academic experience in the subject matter.
No fee involved.	
No advance preparation needed.	
To register for this course, contact Autherine Allison, Vincent C. Ross Institute of Accounting Research at 212.998.4143 or visit our website, http://w4.stern.nyu.edu/ross	
Complaint Resolution Policy: For information regarding complaint and program cancellation policies, please contact our office at 212.998.4143	
Earn 2 CPE credits (based on a 50 minute credit hour).	



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