

**BUSINESS AND FINANCIAL CRISES:
SOME URGENT PRIORITIES FOR ACCOUNTING AND
ACCOUNTANTS**

According to the late John Kenneth Galbraith, the famous Canadian economist, economic crises are a basic component of the expanding and contracting cycles that characterize a market economy.

However, nowadays, economic crises seem to be occurring with alarming frequency and great depth. In addition, these crises seem to be more disruptive and have more harmful consequences that impact corporations, their stakeholders, and society in general.

Historically, accounting has played a leading role in managing a firm's activities in order to keep them in balance and ensure the firm's prosperity and sustainability. Business continuity has also been recognized as an important accounting principle, as reflected in the going concern assumption. Lately, however, these traditional roles played by accounting seem to have been challenged.

The present crises offer very timely opportunities for accounting and accountants to reflect, innovate and reengage in a number of areas to help revive and redirect the economy. For example, what role should accounting and accountants have in: risk management and strategic development; performance measurement and monitoring; protecting company assets and shareholders wealth; and promoting good governance, transparency and disclosure?

This conference provides an opportunity for accountants and business professionals to explore urgent priorities for the profession to ensure its ongoing relevance in a turbulent and challenging environment. In particular, this conference addresses ways that accounting and accountants may be encouraged to play more proactive roles in preventing, managing and solving future business crises.

Keynote Speaker: Carl Zehr, FCGA, Mayor, Kitchener, Ontario, Canada

**Speakers: Gary L. Sundem, Professor, Foster School of Business,
University of Washington, USA**

**Michelle Causton, FCGA, Professor - Canadore College,
Lecturer-Nipissing University, Ontario, Canada**

**Andrey Pavlov, Professor, Simon Fraser University,
British Columbia, Canada**

**David Conklin, Lawyer company Goodmans,
Lecturer-Schulich MBA program, Ontario, Canada**

Christine Cooper, Professor, University of Strathclyde, Scotland

There is no charge to participants. Please turn over for registration details.

Date: Friday , April 16, 2010
 Time: 8 a.m. - Registration and complimentary continental breakfast
 8:30 a.m. to Noon - Conference session
 Place: National Arts Centre, Panorama room, Ottawa

This conference is organized by the CGA Accounting Research Centre at the University of Ottawa, with the generous support of the Certified General Accountants Association of Ontario.

There is no charge to participants. However, early registration is recommended as seating is limited. To register, please complete and return the registration form below. You will be contacted regarding your registration only in the event your registration request cannot be accommodated.

For more information about this conference, you can e-mail Ludmila Pauk at pauk@telfer.uOttawa.ca or Dr. Daniel Zéghal, Welch & Co. LLP, Professor of Accounting at zeghal@telfer.uOttawa.ca or fax the registration form to: (613) 562-5164.

You can register by email through our website:

www.cga-arc.com

IN CAPITAL LETTERS PLEASE

<p>REGISTRATION FORM 17th Annual Conference 2010 CGA Accounting Research Centre at the University of Ottawa</p>	
<p>Send by mail or fax to:</p> <p>Daniel Zéghal, FCGA Welch & Co. LLP, Professor of Accounting CGA Accounting Research Center Telfer School of Management University of Ottawa 55 Laurier East. Ottawa, Ontario, K1N 6N5</p> <p>Email: pauk@telfer.uOttawa.ca Fax: (613) 562-5164</p>	<p>Name: _____</p> <p>Organization: _____</p> <p>Phone: () _____</p> <p>Fax: () _____</p> <p>E-mail: _____</p>

See conference description on reverse.