

Get More Out Of XBRL

Strategies For Public Companies

XBRL US
NATIONAL CONFERENCE
2011

Conference Program

3RD ANNUAL XBRL US NATIONAL CONFERENCE

SEPTEMBER 26-27, 2011

GAYLORD OPRYLAND RESORT

NASHVILLE, TN

Hosted by

xbri.us

Welcome to the 2011 XBRL US National Conference: Get More Out of XBRL, Strategies for Public Companies

This year the focus of our conference is on the people who are on the front lines of the XBRL process – public company financial executives. The largest public companies are now entering their third year of submitting data in XBRL and they're becoming more adept at the process, establishing internal processes to reduce the time spent in preparation, to check and recheck their work. Data quality is now a bigger concern as the SEC's limited liability provision is removed and as analysts and investors begin to actively use the corporate XBRL data created.

Smaller companies, those that fall into the third phase of the SEC rollout, are faced with different issues. Most are tagging for the first time – still working to understand the basics of XBRL creation and to navigate through the 17,000-element US GAAP Financial Reporting Taxonomy.

We've tailored the program so that financial executives can pick the level that best meets their needs – from novice to advanced levels of XBRL creation. Sessions are taught by experts from the top accounting firms as well as regulators from the Financial Accounting Standards Board (FASB) and the SEC. We're also looking for active participation during these sessions – through roundtable discussions and exercises designed to help you learn more and get connected to peers. We've also addressed the topic of how public companies can benefit from XBRL themselves through peer analysis and through using their own data internally.

As the Chairman of Pipeline Financial Group, an organization that operates electronic brokerages in Europe and the U.S., I understand the value of accurate, timely and actionable data. I've been an advocate of XBRL for many years because I can see how using XBRL will revolutionize the consumption of financial data, freeing it from static reports for better analysis.

I am proud to host an event that will give financial executives at public companies practical lessons in how to work with and use XBRL for their own purposes.

Thank you for joining us for two days that we hope will leave you with a greater understanding of how you can leverage XBRL in your own organization and with the kind of tools that you can put to work immediately.

Alfred Berkeley

Chairman, Pipeline Financial Group, Inc.
National Conference 2011 Advisory Chair



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Venue Information

Gaylord Opryland
2800 Opryland Drive
Nashville, TN 37214

www.gaylordhotels.com
P. 615.458.2824
F. 615.458.2869

Conference questions?
conference@xbri.us

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It becomes clear

Your current situation. The path forward. Your real options. Your needs and responsibilities. When you have quality, integrity and trust as the foundation for doing business, the issues become clear and often so do the answers.

Beyond compliance, XBRL offers a path to improved financial reporting as well as other benefits that can help yield long-term cost savings and efficiencies. When looking to streamline your financial reporting processes by implementing and maximizing the benefits of XBRL, you will find PwC providing insight, perspective and solutions.

To discover how PwC can help you address these and other complex business issues, visit www.cfodirect.pwc.com/XBRL



General Reminders

Registration Hours

The registration desk is located on Level 2 of the Gaylord Opryland and in the Presidential Ballroom lobby.

Hours of operation:

Monday, September 26th 7:00AM-5:00PM

Tuesday, September 27th 7:00AM-5:00PM

Mobile Devices

As a courtesy to our speakers and your fellow conference attendees, please turn-off or silence all mobile devices during the conference sessions.

Conference Materials

All materials presented at the conference will be posted to the conference website shortly after the conference at <http://conference.xbrl.us>. Printed handouts will not be provided on-site.

Internet Access

Internet & Social Media kiosks courtesy of Marketwire + Sysomos will be available in the registration area for general use. As a courtesy to our speakers, internet *will not* be available in the meeting rooms.

Continuing Professional Education (CPE) Credits - Earn up to 10 CPEs

Attendees of the National Conference have the opportunity to earn up to 10 CPE credits. CPE forms will be distributed and collected at all qualifying sessions. Completed forms may also be returned to the registration desk or faxed to +1.312.372.1427.



XBRL US, Inc. is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to:

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XBRL US, Inc.

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P. 888.810.6907

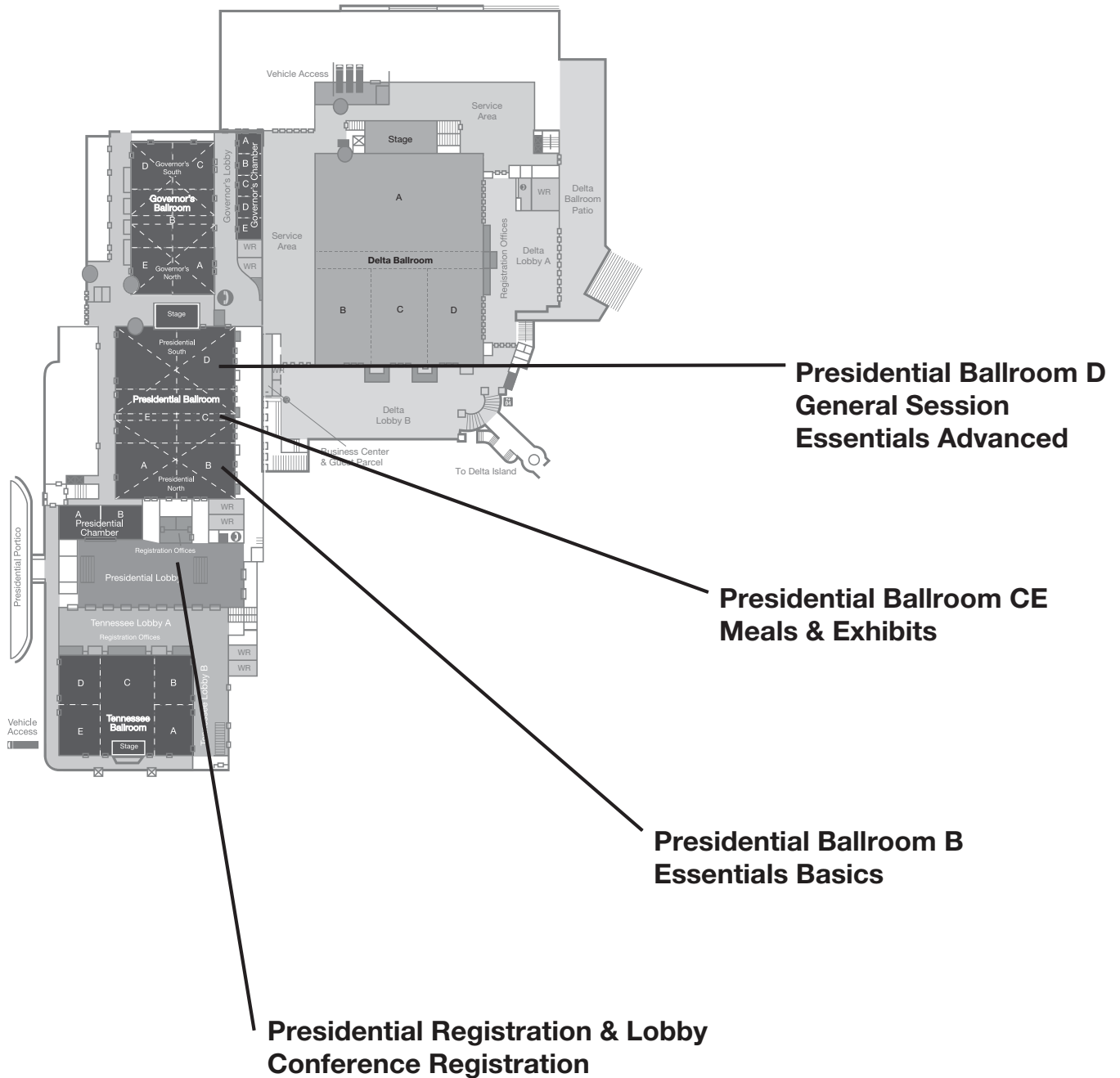
Visit our website at <http://xbrl.us>.



Follow the latest conference updates @ <http://xbrl.us/XBRL2011>. Use #XBRL2011 in-session or at kiosks.

Floor Plans

Level 2 - Presidential Ballrooms



Member Activities

Sunday, September 25th

XBRL US members, exhibitors and speakers are invited to join us in the Ryman Courtyard (Level 0) for a casual reception with our 2011 sponsors and exhibitors. Join the festivities from 6:30PM-8:00PM. Pre-registration will be available.

Monday, September 26th

XBRL US members are invited to join a half-day of meetings including the annual meeting and committee meetings. All XBRL US members are invited to attend committee meetings as observers if not committee members.

Monday Meeting Agenda

7:00AM-5:00PM	Registration <i>Presidential Registration - Level 2</i>
9:00AM-9:30AM	Continental Breakfast for Committee Meeting Attendees <i>Outside of Ryman Rooms - Level 0</i>
9:30AM-10:30AM	Domain Steering Committee <i>Ryman Studio A - Level 0</i>
9:30AM-10:30AM	Communications & Services Steering Committee <i>Ryman Studio B - Level 0</i>
10:45AM-11:45AM	Annual General Meeting <i>Presidential Ballroom B - Level 2</i>
11:45AM-12:45AM	Opening Lunch <i>Presidential Ballroom A - Level 2</i>

Not a member? Now is the time to join!

Our members are accounting firms, software providers, information intermediaries, consultants, sole practitioners and others with a stake in XBRL. Together, we promote transparency and quality in business information reporting. These organizations become members because of the access to tools and expertise, ability to influence the standard and adoption, and the visibility they can get through our many outlets.

For more information, please visit <http://xbrl.us/membership> and fill out the membership application or head to the registration desk to meet an XBRL US staff member.

xbrl.us

Agenda - Monday 9/26

Welcome Lunch with Exhibitors - Presidential Ballroom CE - Level 2	
11:45AM-12:45PM	Welcome Luncheon with Exhibitors
General Session - Presidential Ballroom D - Level 2	
12:45PM-1:15PM	Welcome Remarks Alfred Berkeley <i>Chairman, Pipeline Financial Group, Inc.</i> <i>XBRL US National Conference 2011 Advisory Committee Chair</i>
1:15PM-1:45PM	Keynote - Public Company Viewpoint Frank Brod <i>Corporate Vice President, Finance & Administration and Chief Accounting Officer</i> <i>Microsoft Corporation</i>
1:45PM-2:15PM	Keynote - Regulator Viewpoint J.W. Mike Starr <i>Deputy Chief Accountant, Policy and Market Risk, Office of the Chief Accountant</i> <i>U.S. Securities & Exchange Commission</i>
2:15PM-3:15PM	Beyond the SEC—Corporate Use of XBRL to Regulators, Industry Groups, Internal Stakeholders <p>Public companies today are often required to report to multiple regulatory agencies, e.g., Securities and Exchange Commission (SEC), the FDIC, the Federal Energy Regulatory Commission (FERC), IRS, the EPA, FDA, etc. Often companies report the same information multiple times to different agencies. With every public company now required to report their financial statement data to the SEC in XBRL format, the opportunity exists to leverage this technology to improve the efficiency of corporate reporting to other entities as well. In this panel session you'll hear the latest perspectives from corporate filers, regulators and other experts on global trends in XBRL adoption and how XBRL can be leveraged to ease the pain of reporting to multiple external and internal stakeholders.</p> <p>Moderated by John O'Rourke - <i>Vice President of Product Marketing, Oracle Corporation</i> Mark Montoya - <i>Sr. Business Analyst, Federal Deposit Insurance Corporation (FDIC)</i> Campbell Pryde - <i>President and CEO, XBRL US, Inc.</i> John Stantial - <i>Assistant Controller, United Technologies Corporation (UTC)</i></p>
3:15PM-3:30PM	Break with Exhibitors <i>Presidential Ballroom CE - Level 2</i>
3:30PM-4:30PM	Corporate Competitive Analysis <p>Learn to get a better understanding of your own industry through XBRL, using detailed footnote tags, face financial tags; conducting individual company competitive analysis.</p> <p>Moderated by John Truzzolino - <i>Managing Director, Technology Solutions, RR Donnelley</i> Rob Blake - <i>Senior Director Interactive Services, RR Donnelley</i> Elias-John Kies - <i>Director of Analytics, EDGAR Online</i> Ted Stavropoulos - <i>Director of Business Development, Rivet Software</i></p>
Breakouts 4:30PM-6:00PM - SEE NEXT PAGE	

Agenda - Monday 9/26 (continued)

Get presentations from this conference at <http://conference.xbrl.us>

	Essentials Basics Presidential Ballroom B - Level 2	Essentials Advanced Presidential Ballroom D - Level 2
4:30PM-6:00PM	<p>Selecting the Right Tag, Part I This two part session will cover understanding tag selection, considerations related to the taxonomy to accurately explain an item in your financial statement. Common issues and challenges will also be addressed, including recommendations made by the XBRL US Best Practice Committee, tools and techniques to make an appropriate selection and how to avoid common tag selection errors.</p> <p>Eric E. Cohen - Director, PwC Julie Valpey - Partner, National SEC Department, BDO USA Joe Luczka - Director, Advisory, XBRL Technical Lead, KPMG Scott Rosenfelder - Director, AERS National Technology & Knowledge Management Practice, Deloitte Matthew Slavin - Associate Director, Ernst & Young Ted Uehlinger - Associate Chief Accountant, Division of Corporate Finance, U.S. Securities & Exchange Commission</p>	<p>Getting into the Details—With Detailed Footnote Tagging, Part I This two part session will cover examples of simple and complex detailed footnote tagging and will include breakout sessions as well as exercises for attendees. Topics covered will include changes in the 2012 release that will impact detailed footnote tagging, plus common issues in tagging, e.g., data types, signs, dates, units. Recommendations made by the XBRL US Best Practice committee will be discussed.</p> <p>Christine Tan - XBRL Project Manager, FASB Louis Matherne - Chief of Taxonomy Development, FASB Yossef Newman - Audit Director & XBRL Global Program Leader, Deloitte Paul Penler - Executive Director, Professional Practice, Ernst & Young Lou Rohman - Vice President, XBRL Strategy & Development, Merrill Corporation Tony Mealey - Senior Accountant, Division of Risk Strategy and Financial Innovation, U.S. Securities & Exchange Commission</p>
6:00PM-7:30PM	<p>Opening Reception with Exhibitors sponsored by EDGAR Online Presidential Ballroom CE - Level 2</p>	

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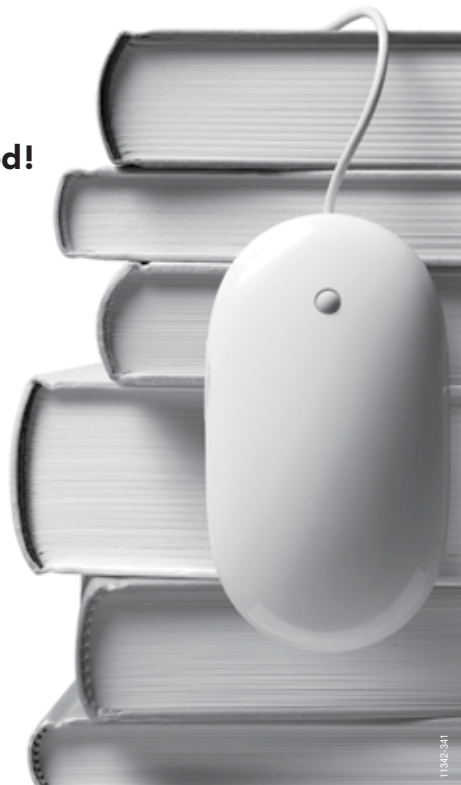
Working With Financial Reports? We Have eXacctly What You Need!

The AICPA is very proud to present **eXacct: Financial Reporting Tools & Techniques**, which takes the same indispensable *Accounting Trends & Techniques* content we have provided for more than 60 years and makes it interactive — ready to be searched, sorted and used exactly as you need it.

Interested in the recent XBRL reporting requirements and how companies are responding to them? This tool not only provides all the XBRL source documents supplied to the SEC by our 500 survey companies, it allows you to search these documents for specific attributes and disclosures, providing full tag information and highlighting company extensions with the click of a button. **eXacct** also allows you to search and view all 500 full annual reports in our survey for many of the common disclosures you need. You can even sort content by industry, giving you crucial insight into presentation and disclosure methods across a wide variety of nonregulated industries.

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Did you know?

There is a new reporting language for financial statements. But, to truly understand XBRL requires more than just a new vocabulary. You need a deep knowledge of how the taxonomy is changing and a clear picture of how to best implement the standards.

A recent Ernst & Young survey shows that most early-adopter companies severely underestimated the challenge and cost involved in moving to the new XBRL standard. The process was more complex than anticipated, and many found that relying only on a third party EDGAR preparer without an informed review was a risky proposition – resulting in significantly higher rates of error, time overruns and poor quality filings.

As both an auditor or independent advisor, Ernst & Young has helped a wide range of companies face the challenges of XBRL with confidence. Ask how we can help you learn to speak the language.

What's next?

ey.com



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Agenda - Tuesday 9/27

Get presentations from this conference at <http://conference.xbrl.us>

Continental Breakfast with Exhibits - Presidential Ballroom CE - Level 2	
7:45AM-8:30AM	Continental Breakfast with Exhibitors
General Session - Presidential Ballroom D - Level 2	
8:15AM-8:30AM	<p>Welcome Remarks</p> <p>Alfred Berkeley <i>Chairman, Pipeline Financial Group, Inc.</i> <i>XBRL US National Conference 2011 Advisory Committee Chair</i></p>
8:30AM-9:30AM	<p>Leveraging XBRL to Better Communicate with Investors</p> <p>Learn how the analyst community, data providers, and others are currently utilizing XBRL data to improve overall transparency in the market place. How exactly is XBRL data being used to better communicate with investors? Discover their vision for future usage as all public companies begin to comply with the SEC mandate and make their financials available for consumption by investors.</p> <p>Moderated by Raul Varela - <i>Vice President, Strategic Partnerships, Rivet Software</i> Mitch Abeyta - <i>Managing Director, McGraw-Hill Financial</i> Glenn Doggett - <i>Director of Standards of Practice, CFA Institute</i> Sara Noble - <i>Director of Product Strategy, BlueMatrix</i></p>
9:30AM-10:30AM	<p>Corporate Actions and Other Reporting Areas: the View from the Issuer Side</p> <p>Issuers of securities are exploring opportunities to leverage their mandated investment in XBRL into greater value. With the advent of the Corporate Actions XBRL taxonomy, issuers of American Depository Receipts are actively deploying a solution for dividend announcements and corporate issuers are considering the value proposition of XBRL for corporate actions. Once XBRL is integrated into the enterprise, what is the vision for reporting, data management and workflow improvement, for what areas and domains, with what net impact?</p> <p>Moderated by Max Mansur - <i>Global Program Manager - XBRL, SWIFT</i> Michael Becker - <i>Senior Vice President, Financial Product Strategy, Business Wire</i> Saba Gebremedhin - <i>Financial Reporting Accountant, AGL Resources</i> Craig Sisler - <i>Director of XBRL Product Marketing, Merrill Corporation</i></p>
10:30AM-10:45AM	<p>Break with Exhibitors</p> <p><i>Presidential Ballroom CE - Level 2</i></p>
10:45AM-11:15AM	<p>XBRL for Nonprofit Financials—Real-World Case Study from the Maryland Association of CPAs</p> <p>XBRL is not just for public companies – the Maryland Association of CPAs has taken the initiative to tag their nonprofit financials in XBRL. Learn how they did it, why they did it and what kind of efficiencies and data quality enhancements they have been able to recognize with XBRL. Find out about their next steps which could include XBRL filing of their Form 990 tax return.</p> <p>Skip Falatko - <i>Director of Finance & Administration, Maryland Association of CPAs</i> Thomas Hood - <i>Accounting Student & Accounting Technology Intern, Maryland Association of CPAs</i></p>
Breakouts 11:15AM-5:00PM - SEE NEXT PAGE	
5:00PM-5:30PM	<p>IFRS and US GAAP—Taxonomy Development Update</p> <p>The convergence of IFRS and US GAAP reporting has been a key topic among international regulators and standard setters. Attend this session to hear from the standard setters themselves about how the XBRL taxonomies that have been developed for both financial reporting standards are working together to improve the reporting framework. Get updates on developments for both taxonomies, learn about the differences and more.</p> <p>Moderated by Jaideep Shah - <i>Senior Product Manager, Fujitsu</i> Olivier Servais - <i>Director - XBRL Activities, IFRS Foundation</i> Louis Matherne - <i>Chief of Taxonomy Development, Financial Accounting Standards Board (FASB)</i></p>

Agenda - Tuesday 9/27 (breakouts)

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Essentials Basics Presidential Ballroom B - Level 2		Essentials Advanced Presidential Ballroom D - Level 2	
11:15AM-12:30PM	<p>Selecting the Right Tag, Part II This two part session will cover understanding tag selection, considerations related to the taxonomy to accurately explain an item in your financial statement. Common issues and challenges will also be addressed, including recommendations made by the XBRL US Best Practice Committee, tools and techniques to make an appropriate selection and how to avoid common tag selection errors.</p> <p>Eric E. Cohen - Director, PwC Julie Valpey - Partner, National SEC Department, BDO USA Joe Luczka - Director, Advisory, XBRL Technical Lead, KPMG Scott Rosenfelder - Director, AERS National Technology & Knowledge Management Practice, Deloitte Matthew Slavin - Associate Director, Ernst & Young Ted Uehlinger - Associate Chief Accountant, Division of Corporate Finance, U.S. Securities & Exchange Commission</p>	<p>Getting into the Details—With Detailed Footnote Tagging, Part II This two part session will cover examples of simple and complex detailed footnote tagging and will include breakout sessions as well as exercises for attendees. Topics covered will include changes in the 2011 release that will impact detailed footnote tagging, plus common issues in tagging, e.g., data types, signs, dates, units. Recommendations made by the XBRL US Best Practice committee will be discussed.</p> <p>Christine Tan - XBRL Project Manager, FASB Louis Matherne - Chief of Taxonomy Development, FASB Yossef Newman - Audit Director & XBRL Global Program Leader, Deloitte Paul Penler - Executive Director, Professional Practice, Ernst & Young Lou Rohman - Vice President, XBRL Strategy & Development, Merrill Corporation Tony Mealey - Senior Accountant, Division of Risk Strategy and Financial Innovation, U.S. Securities & Exchange Commission</p>	
12:30PM-1:30PM	<p>Lunch with Exhibitors, Closing Remarks & Raffles <i>Presidential Ballroom CE - Level 2</i></p>		
1:30PM-2:30PM	<p>Checking Your Work Common mistakes to watch out for, findings in XBRL submissions to date. Learn about the different forms of validation; process if you build it in-house or if you outsource, differences, pros and cons.</p> <p>Eric E. Cohen - Director, PwC Julie Valpey - Partner, National SEC Department, BDO USA Joe Luczka - Director, Advisory, XBRL Technical Lead, KPMG Scott Rosenfelder - Director, AERS National Technology & Knowledge Management Practice, Deloitte Matthew Slavin - Associate Director, Ernst & Young</p>	<p>Outsource versus In-House XBRL Creation Where is your company on the spectrum of outsourcing versus in-house XBRL? Learn the pros and cons and the factors to consider to determine what's right for you. You'll get a clearer perspective on what's best for your company and how to implement it. Come prepared to share your experiences and learn from your peers.</p> <p>Christine Tan - XBRL Project Manager, FASB Louis Matherne - Chief of Taxonomy Development, FASB Yossef Newman - Audit Director & XBRL Global Program Leader, Deloitte Paul Penler - Executive Director, Professional Practice, Ernst & Young Lou Rohman - Vice President, XBRL Strategy & Development, Merrill Corporation</p>	
2:30PM-3:45PM	<p>Managing the Process Managing the process and setting expectations internally. How to take a realistic view of timelines whether you are tagging in-house or outsourcing. The impact of changes in your financials on your XBRL exhibit; management's responsibility.</p> <p>Eric E. Cohen - Director, PwC Julie Valpey - Partner, National SEC Department, BDO USA Joe Luczka - Director, Advisory, XBRL Technical Lead, KPMG Scott Rosenfelder - Director, AERS National Technology & Knowledge Management Practice, Deloitte Matthew Slavin - Associate Director, Ernst & Young Ted Uehlinger - Associate Chief Accountant, Division of Corporate Finance, U.S. Securities & Exchange Commission</p>	<p>Crossing the Finish Line—Process, Timing & Quality Control Creating quality corporate data means establishing a controls process, and streamlining your work flow. Learn how this can work in the real world. How can you benchmark your own XBRL financials against your peers? What will it mean when the limited liability provision is eliminated? Learn through presentation and moderated discussion among your peers from XBRL experts.</p> <p>Christine Tan - XBRL Project Manager, FASB Louis Matherne - Chief of Taxonomy Development, FASB Yossef Newman - Audit Director & XBRL Global Program Leader, Deloitte Paul Penler - Executive Director, Professional Practice, Ernst & Young Lou Rohman - Vice President, XBRL Strategy & Development, Merrill Corporation</p>	

Breakouts 3:45PM-5:00PM - SEE NEXT PAGE

Agenda - Tuesday 9/27 (breakouts)

Get presentations from this conference at <http://conference.xbrl.us>

	Essentials Basics Presidential Ballroom B - Level 2	Essentials Advanced Presidential Ballroom D - Level 2
4:00PM-5:00PM	XBRL Controls Process Documenting your XBRL creation process. Identifying risks in the process, designing and implementing a standard disclosure controls procedure, both for self-creators and those using a service provider. Eric E. Cohen - Director, PwC Julie Valpey - Partner, National SEC Department, BDO USA Joe Luczka - Director, Advisory, XBRL Technical Lead, KPMG Scott Rosenfelder - Director, AERS National Technology & Knowledge Management Practice, Deloitte Matthew Slavin - Associate Director, Ernst & Young	What Comes Next? Transitioning to a New Taxonomy Release This session will cover best practices and recommended steps for rolling forward SEC filers' XBRL exhibits to the 2012 and to subsequent taxonomy releases, including the impact on tag selection, the ongoing process of annual releases, timing of cutovers, the review and comment process. Learn from the experts at the FASB, the standard setter that maintains the taxonomy. Christine Tan - XBRL Project Manager, FASB Louis Matherne - Chief of Taxonomy Development, FASB Yossef Newman - Audit Director & XBRL Global Program Leader, Deloitte Paul Penler - Executive Director, Professional Practice, Ernst & Young Lou Rohman - Vice President, XBRL Strategy & Development, Merrill Corporation
General Session 5:00PM-5:30PM - SEE PAGE 10		

Decisions,
not just data

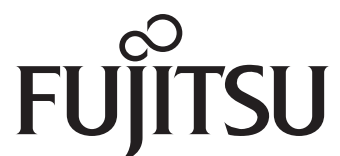


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SEC Filer Training Workshop

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Agenda - Wednesday 9/28 - Presidential Boardroom B - Level M	
8:00AM-8:30AM	Breakfast
8:30AM-10:30AM	Session
10:30AM-10:45AM	Coffee Break
10:45AM-12:00PM	Session
12:00PM-12:45PM	Boxed Lunch
12:45PM-3:00PM	Session
3:00PM-3:15PM	Coffee Break
3:15PM-5:00PM	Session

How do you know if you are registered for the workshop?

Attendees registered for the SEC Filer Training Workshop on Wednesday, September 28th received a **GREEN** name badge insert in their registration materials. Please be sure to have your **GREEN** name badge displayed in your badge pouch for entry to the training room.

Workshop Overview

XBRL US conducts training workshops to teach preparers how to create XBRL filings for submission to the SEC. This interactive workshop shows you how to use taxonomies, convert primary financial statements and block tag footnotes in XBRL format.

Can I earn additional CPE credits?

Yes, by attending the workshop you can earn up to 8 CPE credits.

Additional Workshops this Fall

XBRL US will continue to offer its SEC XBRL Filer Training Workshop this Fall, where participants learn & practice how to create XBRL filings for submission to the SEC. Email training@xbri.us and mention you saw this opportunity in our conference program to receive priority notification of dates in October, November and December and a special discount offer on your registration.

The training starts with a required 90-minute live presentation and discussion in our Web conference classroom where you'll learn core concepts that are fundamental to a solid understanding of the US GAAP Financial Reporting Taxonomy, review the requirements of the SEC for filing XBRL exhibits, and hear about planning considerations and options for XBRL financial statements. Live session attendees will qualify for 2 CPEs.

The second session is an 8-hour hands-on workshop at a training facility in New York City. You'll be guided through the process of mapping, extending, tagging, creating and validating an XBRL submission. In addition to practice with desktop and Web-based applications produced by XBRL US and member companies, participants will also get a sense for what the submission process is via the SEC's EDGAR Web site. The 8-hour workshop includes breakfast, lunch, & snacks and attendees will qualify for 8 CPEs.

Our 2011 Exhibitors

Make sure you stop by and meet all of our exhibitors!

XBRL US and several of our exhibitors will be holding a raffle during the closing lunch on Tuesday for some pretty awesome prizes. For your chance at your choice of an iPad or Xoom tablet, be sure to fill out the back of this page, get it stamped by **ALL** of our exhibitors and return it to the registration desk before the Tuesday lunch.

Good luck!



XBRL US Raffle Card

Get a stamp from each exhibitor at the conference, give us your contact info and submit this at registration for a chance to win either an Apple iPad or a Motorola XOOM! Please print your contact informatin on the lines below.

First & Last Name:

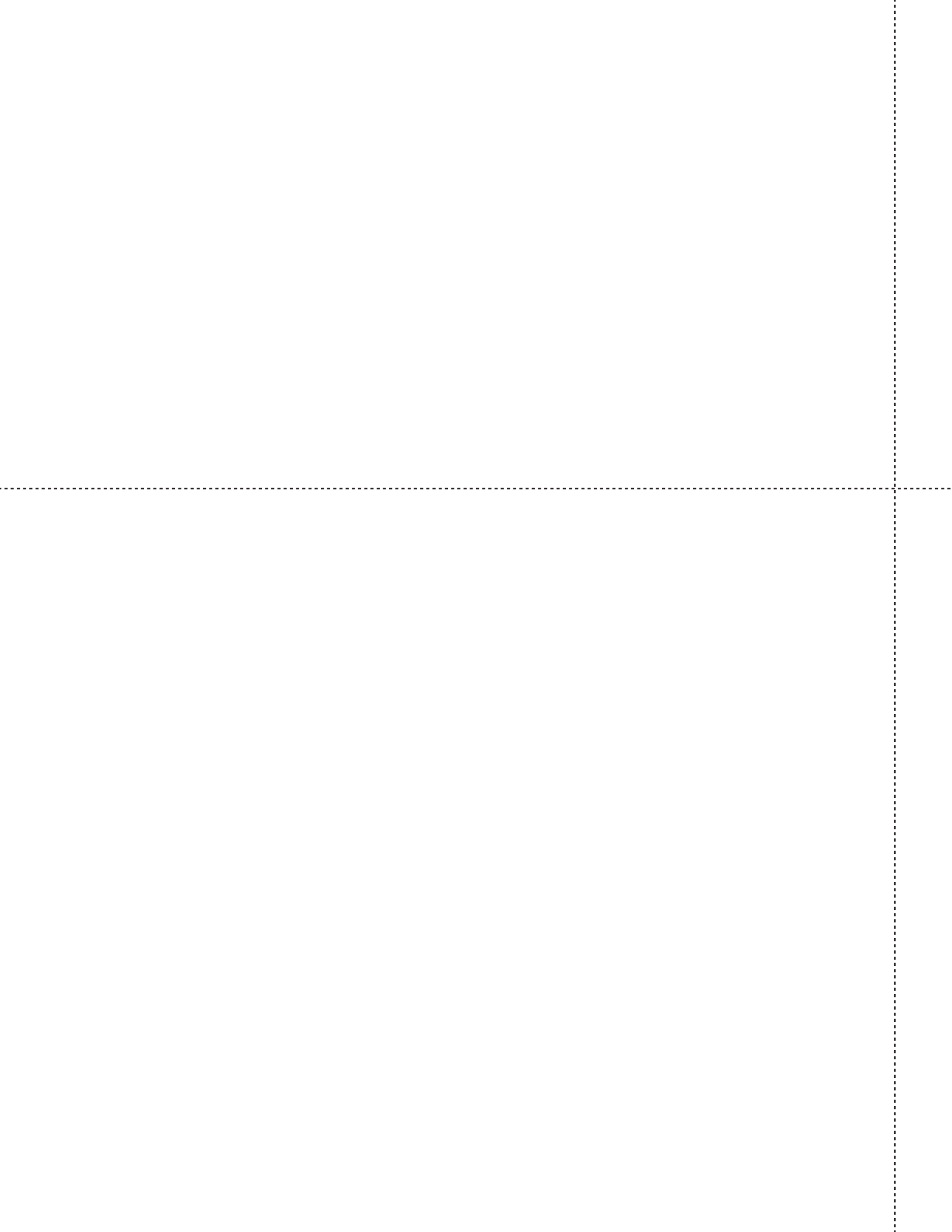
Contact Email:

Contact Phone:

Will you be attending the closing lunch on Tuesday 9/27?

YES NO

Booth #1 EDGAR Online	Booth #2 IBM	Booth #3 Trintech	Booth #4 Ez-XBRL
Booth #5 PwC	Booth #6 SWIFT	Booth #7 Merrill	Booth #8 XBRL US
Booth #9 LogixData	Booth #10 Fujitsu	Booth #11 AICPA	Booth #12 Westlaw Business
Booth #13 Ernst & Young	Booth #14 ParenteBeard	Booth #15 Rivet Software	Booth #16 RR Donnelley



Speaker Biographies (A-Z)

Mitch Abeyta | Managing Director, McGraw-Hill Financial

As Managing Director for McGraw-Hill Financial's newly formed Enterprise Solutions group, Mitch Abeyta manages and leads the development of fundamental data and analytical solutions for the quantitative global investment market across Standard & Poor's. McGraw-Hill Financial, a part of The McGraw-Hill Companies (NYSE:MHP), is a leading provider of research and analytical tools for investment advisors, wealth managers and institutional investors. It deploys the latest innovative technology strategies to deliver to customers a portfolio of cross-asset analytics, integrated desktop services, valuation and index benchmarks and investment recommendations in the rapidly growing \$16 billion financial information, data and analytics market. Mitch joined Standard & Poor's in 1983 as a financial researcher collecting and analyzing fundamental company data. Before heading up the Compustat group, Mitch worked directly within each functional area of Data Services to gain first-hand knowledge and expertise. His past roles include client services, product development and business development, working closely with the source database, the Compustat Xpressfeed direct feed and Research Insight--Standard & Poor's proprietary analytical software. Mitch has a wealth of experience and client contact concerning the institutional investment audience and their interaction with data and software. Mitch received a Bachelor of Science degree in Marketing from Metro State University in Denver.

Michael Becker | Senior Vice President, Financial Product Strategy, Business Wire

Michael Becker oversees Business Wire's U.S. and international disclosure services, partnerships within the broader financial community and is responsible for identifying revenue-generating opportunities for Business Wire. Under Becker's guidance, Business Wire today offers a comprehensive suite of services for the investor relations community. They include: sophisticated investor relations sites and webcasting, an in-house team of XBRL accounting specialists that meta-tag financial statements and Business Wire's in-house EDGAR Desk, consistently ranking among the top SEC filers. Becker also worked closely with Business Wire's European team, setting up more than a dozen disclosure networks throughout the European Union, keyed to the January 2007 implementation of the EU's Transparency Obligations Directive [TOD]. Becker joined Business Wire in 1999 as Financial Information Services Specialist and was named Senior Vice President, Financial Product Strategy in December 2009. Becker holds an Executive MBA from Baruch College and is currently an Adjunct Professor of Management and member of the Executives on Campus Steering Committee at the school.

Alfred R. Berkeley III | Chairman, Pipeline Financial Group, Inc.

Al has over 30 years of experience in the financial industry. Prior to joining Pipeline, from June 1996 until August 2003, Al served as President and then Vice-Chairman of The Nasdaq Stock Market, Inc. Before Nasdaq, Al was a Managing Director of Alex. Brown & Sons, a leading investment bank. Al co-founded Alex. Brown's Technology Group in 1975. The Technology Group completed about 500 financial offerings for clients while he was associated with Alex Brown. Al is a graduate of the Wharton School of Finance of the University of Pennsylvania (MBA) and the University of Virginia (BA). He served as an officer in the United States Air Force.

Rob Blake | Senior Director of Interactive Services, RR Donnelley

Rob Blake is the Senior Director of Interactive Services. Rob defines the strategic direction and solution offerings for regulatory interactive data initiatives focused on XML (eXtensible Markup Language) and XBRL® (eXtensible Business Reporting Language) being initiated across the globe. Rob leverages more than 16 years of experience to lead RR Donnelley's XBRL team media outreach. Prior to joining RR Donnelley, Rob was Project Director for the U.S. Securities and Exchange Commission's (SEC) US GAAP Financial Statement Taxonomy Project, where he led a virtual team of over 25 companies and 70 accounting and technology resources to create the new XBRL taxonomies (dictionaries) for use by U.S. public companies. Rob previously helped launch Rivet Software, a Denver, CO-based provider of interactive software applications built on XBRL. He also served for 9 years with Microsoft Corporation and related subsidiaries in a variety of roles, including XBRL Global Lead and Director of Product Strategies. Rob is a founding member of XBRL, having participated in the very first public meeting in October 1999, and remains active in the XBRL community. In the past he has also had leadership positions within the XBRL International and XBRL U.S. Steering Committees. Rob received his B.S.B.A with a double-major in Finance and Accounting from the University of Akron (OH). Rob spent 4 years with a Big Eight major accounting firm prior to moving into the reporting and technology space.

Frank Brod | Corporate Vice President, Finance & Administration and Chief Accounting Officer, Microsoft

Brod is responsible for the corporate controller functions, corporate financial planning and analysis, corporate services, and venture integration at Microsoft Corporation. Brod is a member of the Board of Trustees of the Financial Accounting Foundation, the governing body over US Accounting Standards setting, including the Financial Accounting Standards Board. He also participates on the Standards Advisory Group of the Public Company Accounting Oversight Board (PCAOB) and is a member of the Standards Advisory Council of the International Accounting Standard Board. Brod has also been appointed to the Governors Council of Economic Advisors for the State of Washington. Brod holds a bachelor's degree in industrial management from Illinois Institute of Technology. He is a Certified Public Accountant and has been a recipient of the Sells Award of the American Institute of Certified Public Accountants and the Allred Award from the Texas Society of CPAs for professional excellence.

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Identify and correct...

- ✓ Data inconsistencies
- ✓ Incorrect signs + -
- ✓ Missing concepts
- ✓ Formatting errors

The screenshot displays the XBRL Consistency Suite interface. The main content area shows the results of a consistency check for '0000573045 - Company D, et'. The results are presented in a table with columns for Severity, Error Code, and Description.

Severity	Error Code	Description
ERROR	xbrl:- calc:EffectiveWeight.100 07	The concept IncreaseDecreaseInAccountsReceivable is included in the calculation of NetCashProvidedByUsedInOperatingActivities. IncreaseDecreaseInAccountsReceivable is a credit balance type representing an increase in the value of the asset as the natural positive input value. As an increase in the value of the asset over the period the item should have an overall negative one (-1) calculation weight impact on NetCashProvidedByUsedInOperatingActivities. This represents a subtraction from NetCashProvidedByUsedInOperatingActivities. The item has incorrectly been provided a positive one (+1) calculation weight in the extension taxonomy. Correct this calculation weight to negative one (-1) and input the value as a positive amount if this is an increase in the value of the asset and a negative amount if a decrease in the value of the asset. (1) (5007) {NetCashProvidedByUsedInOperatingActivities with [-entity('http://www.sec.gov/CIK', '0800023045'), period('2007-01-01', '2007-12-31'), unit=USD]}
ERROR	xbrl:+ calc:EffectiveWeight.100 07	The concept IncreaseDecreaseInAccountsReceivable is included in the calculation of NetCashProvidedByUsedInOperatingActivities. IncreaseDecreaseInAccountsReceivable is a credit balance type representing an increase in the value of the asset as the natural positive input value. As an increase in the value of the asset over the period the item should have an overall negative one (-1) calculation weight impact on

Speaker Biographies (A-Z)

Eric E. Cohen | Director, PwC

Eric E. Cohen is the Global XBRL Technical Leader for PricewaterhouseCoopers. An original founder of XBRL, Mr. Cohen has served in a wide variety of roles for XBRL International and XBRL US, including serving as chair of XBRL US in its previous form and numerous working groups. Mr. Cohen is also the founder and chief architect of XBRL's Global Ledger Framework. He has served as an ambassador of XBRL to numerous organizations, and been active in numerous external efforts such as OCEG's GRC-XML working group. Mr. Cohen has worked extensively with the academic community in outreach, research and curriculum development. His special interests include XBRL-related assurance, including continuous auditing and data level assurance; security and authentication; and making XBRL relevant and available to the smallest and largest organizations alike. Mr. Cohen wrote the first major book about the relevance of the Internet to the Accounting profession, "The Accountant's Guide to the Internet", and has written hundreds of articles on XBRL and other relevant areas of accounting and business technology. Mr. Cohen is a member of the AICPA and the New York State Society of CPAs. He received his MBA in Public Accounting and Marketing from the Simon School of Management and is based in Rochester, NY.

Glenn Doggett | Director of Standards of Practice, CFA Institute

Glenn Doggett is a director of standards of practice for CFA Institute. His responsibilities include providing member guidance in applying the ethics and standards of practice policies, supporting related educational and public awareness activities, and working with the Standards of Practice Council of CFA Institute on its initiatives. Previously, Mr. Doggett, as a member of the CFA Institute Financial Reporting Policy Group, represented membership interests regarding reporting and disclosures initiatives, including XBRL. Prior to joining CFA Institute, Mr. Doggett worked in the financial information sector with SNL Financial. There his work focused on the real estate and energy industries, directing the development and maintenance of a financial data storage system. Mr. Doggett regularly provided insights to the media on events and performance of the Real Estate Investment Trust industry. Mr. Doggett holds a BA in economics from the University of Virginia. Mr. Doggett is a member of CFA Virginia and was awarded the CFA designation in 2006.



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Speaker Biographies (A-Z)

Skip Falakto | Director of Finance & Administration, Maryland Association of CPAs

Skip Falakto is the Director of Finance & Administration for the Maryland Association of CPAs (MACPA) where, among other duties, he follows his professional interests in XBRL, financial reporting, accounting standards and association management. Prior to joining MACPA in 2000, he held positions with Arthur Andersen, Aegon Americas and the Archdiocese of Baltimore. Skip is a member of AICPA, ASAE and FEI and holds a BS in accounting from Mount St. Mary's University. Skip's been married for over twenty years and has two college-age sons attending Florida State University and the University of Maryland.

Saba Gebremedhin | Financial Reporting Accountant, AGL Resources

Saba Gebremedhin joined AGL Resources in 2007 and has helped to make many improvements to SEC reporting compliance efforts, including XBRL implementation. Prior to joining AGL Resources, she was employed with an insurance firm and was responsible for preparation of consolidated financial statements. Saba graduated in 2005 from Georgia State University with a BS in Accounting and has a BA in Economics from Addis Ababa University in 2001.

Thomas Hood | Accounting Student & Accounting Technology Intern

Thomas Hood has been working on special projects as an intern since starting his accounting degree at Salisbury University in 2007. He started working as an intern for the Maryland Association of CPAs developing the first CPA presence in the virtual world of Second Life (CPA Island) which was featured in the Journal of Accountancy. He spent two summers as an audit intern for Clifton Gunderson, and returned to MACPA for their XBRL Project, implementing a dynamic application of XBRL Global Ledger and XBRL Financial Reporting. The project explores benefits of XBRL for non-profit and small business at the transaction level as well as exploring extending the U.S GAAP Taxonomy to better represent not-for-profits. Thomas' work was featured in a case study by Altova and in the Journal of Accountancy, AccountingWeb, and the CityBizList publication. He has presented at DigitalNow, the Maryland CPA Summit and several other state PA societies.



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Speaker Biographies (A-Z)

Elias-John Kies | Director of Analytics Solutions, EDGAR Online

Elias-John Kies is the Director of Analytic Solutions with Connecticut-based EDGAR® Online. Mr. Kies joined EDGAR® Online in April, 2007 as a Senior Analyst, working with analysts and accountants in the integration of XBRL data into workflow and financial models. Mr. Kies has also consulted with corporate filers in the selection of elements for SEC XBRL submission. During this period, Mr. Kies has lectured at various societies, investment banks, law and accounting firms regarding the benefits of XBRL data in security valuation. Prior to joining EDGAR® Online, Mr. Kies worked for Computerized Portfolio Management Services (CPMS), an analytics and research firm headquartered in Toronto, Canada, as a consultant to asset managers throughout North America. He aided his clients in the optimization of security selection and developed fundamentally driven quantitative models. Mr. Kies also managed internal funds based on proprietary strategies. Mr. Kies holds an Honors Bachelor degree in Business Administration from Wilfrid Laurier University, is a CFA Charterholder, and CQF Alumni.

Jaret Klekota | Senior Manager, Ernst & Young

Jaret Klekota leads the activities of the XBRL Service group in Ernst & Young's Financial Accounting Advisory Services (FAAS) group, focusing on assisting registrants with XBRL attestation and advisory engagements in complying with the SEC XBRL mandate as well as other entities in the implementation of XBRL. In addition, the group provides guidance and leading practices to clients regarding development of the internal XBRL-related processes. Jaret focused the past four years on the development of XBRL services and service enablers and support in conducting dozens of XBRL assurance and advisory engagements for both Year 1 and Year 2 detail tagging requirements. In this role, his responsibilities include serving clients, authoring thought leadership pieces, speaking at XBRL presentations and webcasts, participating in industry initiatives and developing methodology. Prior to joining FAAS, Jaret was a Manager in Ernst & Young's Assurance Professional Practice group, where he was responsible for various projects in developing certain assurance methodology, thought leadership and audit tools and techniques.

Joe Luczka | Director, Advisory, KPMG

Joe Luczka is a Director with KPMG and is involved in developing and delivering XBRL-related activities at KPMG. He currently leads teams of professionals advising clients on their implementation of XBRL and the testing of XBRL instance documents. Joe also works with clients to improve their financial reporting processes and to create a sustainable approach to compliance with the SEC's XBRL mandate. He has worked with a wide variety of companies, helping them understand and prepare for the requirements of the SEC's XBRL ruling, including evaluating options such as the use of third-party service providers, selection of software and training. In addition to XBRL, Joe focuses on the application of technology to business processes and the evaluation and testing of processes in connection with Sarbanes-Oxley. Joe is a Certified Public Accountant in New York and Connecticut and has spent 20 years providing audit and advisory services to clients ranging from small startups to large multi-national public companies. He is based in New York and can be reached at (212) 909-5819.

Max Mansur | Global Program Manager - XBRL, SWIFT

Max Mansur is a senior manager at SWIFT currently focusing on XBRL for Corporate Actions and exploring new opportunities for XBRL in securities and capital markets. XBRL is a key part of SWIFT's 2015 and Asset Servicing strategies to improve efficiency, reduce risk, and create value for custodians and securities market infrastructures as well as broker/dealers, investment and funds managers, exchanges, and issuers/offerors of securities and their agents. Together with DTCC and XBRL US, Max co-leads SWIFT's representation on the groundbreaking Issuers to Investors: Corporate Actions initiative. He was the driving force behind the Simulation Testing and Qualification Service (STaQS) for Corporate Actions and helped launch SWIFT's Proxy Voting solution while also marketing ISO-based messaging solutions for Corporate Actions. Max also delivered pre-trade/trade solutions and served as chair of the certification working group for FIX Protocol Ltd. Now in his 12th year at SWIFT, Mr. Mansur has 33 years of experience bridging business development and information technology. He has participated in many trade articles and industry events as subject matter expert in asset servicing, corporate actions, XBRL, data quality, the FIX protocol, software standards, and quality assurance. Mr. Mansur holds a computer science degree from Troy University, with honours.

J.Louis Matherne | Chief of Taxonomy Development, FASB

As FASB Chief of Taxonomy Development, Mr. Matherne is responsible for all aspects of the ongoing development and maintenance of the US GAAP Financial Reporting Taxonomy in support of the annual taxonomy release as required for use by Securities and Exchange Commission registrants. Prior to joining the FASB, Louis was Director of XBRL Services at Clarity Systems where he was responsible for providing XBRL leadership and subject matter expertise to Clarity Systems' clients as well as sales and product development teams. Prior to joining Clarity Systems, Louis was a member of the Securities and Exchange Commission's XBRL project team that developed the US GAAP taxonomy. Prior to joining the SEC project, Louis was a Director with the American Institute of CPAs, most recently as Director, XBRL. In that capacity, Louis also served as the Founding President of XBRL International. Prior to joining the AICPA, Louis achieved more than 15 years of accounting, auditing and related experience at Grant Thornton while based in New Orleans, Philadelphia, the UK Accounting and Auditing Group in London, and ultimately landing in the US Accounting and Auditing Group in New York. Louis has been deeply involved with XBRL from its inception in 1999 and has been referred to as one of the Founding Fathers of XBRL.

Speaker Biographies (A-Z)

Tony Mealey | Senior Accountant, Division of Risk Strategy and Financial Innovation, U.S. Securities & Exchange Commission

Combining 18 years of public accounting experience with SQL report writing ability gives Tony the unique ability to consider issues from both the perspective of a CPA and a data analyst. He is currently leading the SEC's compliance reporting efforts using XBRL data, viewing the XBRL submissions not as an individual filing or even a group of filings, but as a data set that can be classified, stratified and sampled to identify issues and irregularities that need to be further investigated. Tony also works on the use of Interactive Data in the regulatory process with a focus on NRSRO and Investment Management Return Data and a range of other analysis projects with the Division of Risk, Strategy and Financial Innovation. Prior to coming to SEC's Office of Interactive Data Tony was a Senior Manager with Ernst & Young. Tony is a Florida CPA, a Chartered Accountant in Australia and holds a Masters Degree in Economics and an MBA.

Mark Montoya | Sr. Business Analyst, Federal Deposit Insurance Corporation

Mark Montoya is currently Senior Business Analyst of Data Strategy for the Federal Deposit Insurance Corporation's Division of Insurance and Research. In this capacity, Mark is responsible for directing complex analysis on banking industry trends and conditions including the supervision of complex statistical and financial information. Mark has recently contributed to the US interagency Universal Legal Entity Identifier initiative and co-authored additional reference data papers concerning legal entity identifiers. Mark was one of the original founders of the Central Data Repository (CDR), an XBRL-based financial reporting collection system accessed and shared by the US Federal Reserve Board, the US Office of Comptroller of Currency and the US FDIC. Since its inception, Mark has presented and shared lessons learned on implementing XBRL in a large enterprise setting. Mark has been involved with XBRL since 2001.

Yossef Newman | Director, Deloitte

Yossef Newman is an audit director and global program leader for XBRL at Deloitte. He specializes in the application of technology to the audit process with a focus on the financial services industry. During his career Yossef has served a wide range of clients including brokerage and investment firms, government securities dealers and mortgage banking entities. Yossef is an active leader in the global development and adoption of XBRL currently serving as a member of the Steering Committee of XBRL International ("ISC"). He has worked extensively with a wide range of companies, helping them to understand and prepare for XBRL reporting requirements such as the SEC's XBRL mandate. In addition to his role on the ISC Yossef currently serves as a member of the Best Practices Board of XBRL International and as a member of the Taxonomy Advisory Group of the Financial Accounting Standards Board. Yossef graduated from Touro College in 1994 with a Bachelor of Science degree in Accounting. He is a member of the AICPA and the New York State Society of CPAs.

Sara Noble | Director of Product Strategy, BlueMatrix LLC

Sara Noble is the Director of Product Strategy at BlueMatrix, a financial software company serving the analyst and investor community. She is responsible for the development of new products at BlueMatrix that focus on business intelligence and content delivery to analysts, investors, and corporations. She also chairs the XBRL Interoperability Committee for RIXML.org, a non-profit organization devoted to providing an open standard for the exchange of research information. Prior to joining BlueMatrix in June of 2010, Sara spent 15 years at Bloomberg, where she worked on the development of the Bloomberg research and earnings estimates products as well as equity fundamentals applications on the Bloomberg terminal platform.

John O'Rourke | Vice President of Product Marketing, Oracle Corporation

John O'Rourke is Vice President of Product Marketing at Oracle Corporation, focusing on EPM products. With a background in accounting and finance, John has over 25 years of experience in the software industry, and 14 years of experience in Product Marketing at Hyperion Solutions and Oracle. John has also held positions in strategic marketing and product marketing at Dun & Bradstreet Software, and Kenan Systems and has been involved with XBRL initiatives for over 10 years. John has a BS degree in accounting from Bentley University and an MBA from Boston College.

Paul Penler | Executive Director, Ernst & Young

Paul Penler is responsible for identifying, evaluating and accelerating the development/implementation of improved auditing processes and tools. As part of Ernst & Young's Assurance Professional Practice group, Paul focuses on bringing new services and service enablers (e.g., tools) to market. In this role, his responsibilities include serving clients, authoring thought leadership pieces, participating in industry initiatives and market testing of new services and service enablers. Paul has presented at numerous international conferences and has been quoted by over 20 publications.

Speaker Biographies (A-Z)

Campbell Pryde | President and CEO, XBRL US, Inc.

Campbell Pryde brings significant experience in technology development, accounting and finance to XBRL US. Before taking on the President and CEO position, Mr. Pryde led the development and maintenance of taxonomies as Chief Standards Officer, playing an integral role on the executive team. Mr. Pryde joined XBRL US from Morgan Stanley, where as Executive Director in the Institutional Securities Group, he managed the equity research XBRL-based valuation framework. He has been involved with XBRL since 2001, and served as Chairman of the XBRL US Domain Steering Committee during the critical initial build of the US GAAP Taxonomy under contract with the Securities and Exchange Commission. Prior to joining Morgan Stanley, Mr. Pryde was a Partner in the Risk and Advisory Practice of KPMG LLP. He is a member of the New Zealand Institute of Chartered Accountants.

Lou Rohman | Vice President, XBRL Strategy and Development, Merrill Corporation

Lou Rohman is the Vice President of XBRL Strategy and Development at Merrill Corporation where he has provided XBRL leadership and subject matter expertise to a wide range of client companies. Lou has worked closely with individuals at many companies to enhance their understanding of XBRL and to provide the guidance needed to successfully produce, implement and confidently move forward with XBRL. He has 10 years of experience in public accounting, followed by leadership positions as Sr. Finance Officer, IT Controller, and Director of Mergers and Acquisitions at leading companies. He is currently a member of the Financial Accounting Standards Board's US-GAAP Taxonomy Advisory Group, the IFRS Foundation's XBRL Quality Review Team and he has been an active participant on the XBRL US US-GAAP taxonomy project team. Lou is a Certified Public Accountant, a Certified Management Accountant, a Certified Information Technology Professional, and has an MBA degree with a concentration in Finance. He is a member of the American Institute of Certified Public Accountants and the Institute of Management Accountants and has an Advanced Project Management Certification from Stanford University.



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Speaker Biographies (A-Z)

Scott Rosenfelder | Director, AERS National Technology & Knowledge Management Practice, Deloitte

Scott Rosenfelder is a Director in Deloitte's AERS National Technology & Knowledge Management Practice. Scott has over 20 years of experience in the technology industry and has spent the last 4 years focusing on XBRL technology in the area of Financial Reporting. Scott is one of the firm's leading subject matter experts in this area and leads Deloitte's XBRL PMO and vendor alliance program. His area of expertise places emphasis on helping clients to increase their overall effectiveness around compliance, internal controls and enterprise risk services.

Olivier Servais | Director of XBRL Activities, IFRS Foundation

Olivier Servais is Director of XBRL Activities at the IFRS Foundation, the oversight body of the IASB. The IFRS Foundation is an independent, not-for profit private sector organisation working in the public interest to develop a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles. Mr. Servais is responsible for coordinating the IFRS Foundation's XBRL-related activities in order to accelerate the implementation and adoption of IFRS with XBRL around the world. Mr. Servais has extensive experience in co-ordinating international XBRL developments, having served as Secretary General and then European Director of XBRL International, and as a member of numerous XBRL committees and working groups. Mr. Servais holds a Licentiate's degree (Ingénieur commercial) in Business Administration and a post-university degree in SME Administration, both from ICHEC, Brussels. He is also the author of numerous publications on the subject of XBRL.

Jaideep Shah | Senior Product Manager, Interstage Software Business Unit, Fujitsu

Jaideep Shah leads all product management initiatives for Fujitsu's Interstage suite of software products, including its XWand technology for XBRL processing. From implementing the latest additions to the XBRL standard into the product, to helping enable customers and partners to leverage the power of XBRL, Jaideep provides expertise and leadership for smooth and successful transformations. Previously Jaideep has managed several SOA and XML-based products for Fujitsu, creating successful products and solutions across North America, Europe and Asia. Besides promoting the vision of XBRL at an international level, Jaideep devotes time to combining the powers of processes and XBRL for new, innovative solutions. He is widely known as speaker, moderator, and panelist at national and international XBRL conferences.

Craig Sisler | Director of XBRL Product Marketing, Merrill Corporation

Craig Sisler is Director of XBRL Product Marketing for Merrill Corporation. Craig has over 20 years of experience in financial publishing and data services, most of it in a senior technology management capacity. Craig has served in business leadership roles related to SEC compliance throughout his career - from the EDGAR Pilot Program in the early 1990s through the launch of the current XBRL filing mandate.

Matthew Slavin | Associate Director, Ernst & Young

Matthew Slavin is an Associate Director at Ernst & Young. He has been a technologist with EY's Professional Practice Auditing group for 10 years and has been actively involved with XBRL for over 7 years. Matthew has been an advisor, vice chair and active member of the XBRL US Domain Steering Committee, and has assisted in the development and testing of the XBRL U.S. GAAP Taxonomies. He currently serves as chair of the XBRL US Domain Steering Committee which oversees the development of XBRL US taxonomies and is a member of the XBRL US Best Practices Committee working to drive XBRL consistency and comparability for analytics in the US. Matthew has been recognized as a leader in the XBRL community by XBRL US and continues to provide both technical and strategic oversight to the organization. As an associate director and XBRL expert at EY, he has helped to develop the necessary service offerings, tools, guidance and enablers to support teams and clients. He is called upon to represent EY in client discussions and publically as an expert on XBRL. Matthew's XBRL expertise includes taxonomy architecture, instance creation and XBRL tools development.

John Stantial | Assistant Controller, United Technologies Corporation

John Stantial is Assistant Controller for United Technologies Corporation. His departments are responsible for all SEC reporting (including XBRL), corporate accounting, holding company activities, technical accounting matters and all financial accounting and reporting policies of United Technologies Corporation. John has over 20 years of combined public and private financial experience including previous positions as Chief Financial Officer of an aerospace manufacturer, Vice President of a Heavy and Highway Contractor, Director of Finance for a telecommunications manufacturer and Controller of an aerospace business within the Czech Republic. Prior to these positions, John spent seven years in public accounting at Arthur Andersen & Co. John graduated from the University of Massachusetts with a BBA and currently lives in South Windsor, CT.

Speaker Biographies (A-Z)

J.W. Mike Starr | Deputy Chief Accountant, Policy & Market Risk, Office of the Chief Accountant, U.S. Securities & Exchange Commission

Mike Starr is advisor to the Chief Accountant on highly complex topics and liaison on projects and activities to improve the quality of accounting and auditing policy decisions and to identify and address potential financial reporting weaknesses and risks. He previously served as the Chief Operating Officer for Grant Thornton International Ltd., where he played a key role in implementing the global strategy and oversaw public policy and other critical functions. Prior to that, he was a member of the senior leadership of Grant Thornton LLP with responsibility for the assurance and advisory practices and professional standards among other significant practice areas. Mike is a past member of the board of directors of the Illinois Society of Certified Public Accountants and the NASDAQ Hearing and Listing Review Council. Mike earned a Bachelor of Science in accounting from Oklahoma State University (OSU). He is a member of the Advisory Board for the OSU School of Accounting. In 2010, he was recognized as an OSU distinguished accounting alumnus and inducted into the School of Accounting Hall of Fame.

Ted Stavropoulos | Director, Business Development, Rivet Software

Ted Stavropoulos brings over 20 years of experience in delivering solutions for accounting and finance professionals. In his current role, as Director Business Development at Rivet Software, Ted directs the technical presales group across all product lines. In 2011, Ted developed the Rivet Comparative Report to help companies drive rule based peer analysis of XBRL tags. Ted has also done extensive analysis of the utility of XBRL tagged data and presented to CFA societies as well as blogged on some of the research at www.thedailyextension.com. Prior to joining the Rivet Software team, Ted worked at Microsoft and FRX Software. While leading product planning for FRx, Ted defined advanced reporting capabilities, dashboards and integrated the acquisition of budgeting and planning applications of the product line. After Microsoft acquired FRx, Ted focused on end user needs of BI solutions in ERP systems. Prior to Microsoft / FRx Ted also gained valuable experience at KaPRE software, Summit consulting and BDO Seidman.

Christine Tan | XBRL Project Manager, FASB

Christine Tan is the XBRL Project Manager at the Financial Accounting Standards Board (FASB). She leads a team that is responsible for updating the US GAAP Financial Reporting Taxonomy for new accounting pronouncements and for ongoing taxonomy architectural developments. Christine was also a member of the XBRL US taxonomy team that created and updated the 2008 and 2009 US GAAP Financial Reporting taxonomies, respectively. Before joining the FASB, Christine was an Assistant Professor at Fordham University and previously taught at New York University, Baruch College - City University of New York, and the University of Melbourne. Christine holds a PhD in Accounting and Finance and a Bachelor of Commerce (First Class Honours) from the University of Melbourne. Her research in financial reporting has been published in a number of accounting journals and presented at conferences globally. In addition to her work in the XBRL field, she has consulted with government, industry and corporate executives on issues related to financial reporting and financial statement analyses.

John R. Truzzolino | Managing Director, Technology Solutions, RR Donnelley

John Truzzolino is the Managing Director, Technology Solutions for the Global Capital Markets Division of RR Donnelley. John is responsible for sales of technology based solutions including; XBRL Services, EZ-Proxy, Section 16 and 8K Reporting Services. John has more than 2 decades of experience following SEC compliance changes, analyzing their impact on issues and developing solutions to meet the changing regulatory environment. Experience in Sales, Marketing, Business and Product Development provide a platform for delivering solutions which bridge technology and regulatory requirements. John closely follows the following industry groups and has participated on various panel discussions: Society of Corporate Governance Professionals, National Institute of Investor Relations, XBRL US and XBRL International.

Ted Uehlinger | Associate Chief Accountant, Division of Corporate Finance, U.S. Securities & Exchange Commission

Ted Uehlinger is an Associate Chief Accountant in the U.S. Securities and Exchange Commission's Division of Corporation Finance who has been working on the Commission's interactive data initiative for the past four years. In this capacity, Ted is responsible for advising senior officers in planning and developing policies, programs, and procedures relating to the interactive data initiative and rendering decisions on XBRL. Ted also works with public registrants and their advisors in addressing novel XBRL matters. Ted has seen the XBRL initiative go from the voluntary program to the current mandate which he helped write. During that time frame Ted has assisted with the Staff's review of the US GAAP taxonomy and the implementation of the EDGAR validation process for XBRL submissions. Prior to joining the Commission, Ted served as an auditor for over eight years in international public accounting firms, with responsibility for clients in a variety of industries. Following that, Ted worked in Ernst & Young's national office working with the firm's audit and standards methodology group. He was also a member of the Center for Audit Quality concentrating on audit risk analysis. Ted graduated Cum Laude from Youngstown State University in Ohio with a BS in Business Administration. Ted also holds certifications as a public accountant and fraud examiner.

Speaker Biographies (A-Z)

Julie Valpey | Partner, National SEC Department, BDO USA

Julie Valpey is a partner in the National SEC Department in BDO's New York office. She has more than 25 years of experience with accounting, financial reporting, auditing and business management. Julie works extensively with BDO's clients and engagement teams to prepare SEC filings and resolve related accounting, reporting and SEC compliance issues. In addition, she does technical writing and research for the firm and co-authors the AICPA's Guide to SEC Reporting and Annual Public Company Update: SEC, PCAOB, and AICPA Developments. Prior to joining BDO, Julie worked in the public sector as Assistant to the Controller for Teligent, Inc., helping the company with its initial IPO filing and external financial reporting as well as working on acquisitions and mergers. Prior to that, Ms. Valpey was a finance director at Gannett Co., Inc., where she led the financial reporting department in the areas of consolidation accounting, SEC reporting and mergers and acquisitions. Ms. Valpey began her career with KPMG in Rochester, New York.

Raul Varela | Vice President, Strategic Partnerships, Rivet Software

In November 2009, Raul Varela joined Rivet Software as Vice President of Strategic initiatives. He manages the development and direction of Rivet's strategy for becoming the industry leader in global financial communications. Varela is a former Investment Analyst; he's an expert at identifying market trends and predicting the impacts of new technology on business users. These skills, combined with his gift for project management, bring Rivet the best of both financial information knowledge and strong leadership. Before joining Rivet, Varela served in various roles at software companies including J.D. Edwards, Anderson Consulting (Accenture), and most recently he managed the Corporate Treasury group at OppenheimerFunds, Inc. He's a Chartered Financial Analyst, and a member of the CFA Institute and the CFA Society of Colorado. Varela holds a bachelor's of science degree in Mechanical Engineering from the Colorado School of Mines and an MBA from the University of Colorado.

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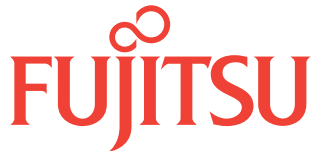
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