

DINNER MEETING + 2 CPEs
Tuesday, February 21, 2012
5:00pm Networking 6:00-8:00pm Dinner and Speaker
Fratello's Italian Grille, Manchester, NH

INTANGIBLE CAPITAL – THE REAL VALUE OF A BUSINESS

Did you know that a balance sheet presented under U.S. generally accepted accounting principles can only explain 20% of the value of the average company? The rest is lumped together as “intangible.” Very little is known or understood about this hidden 80% of value, yet this information gap affects the ability of management teams everywhere to make the right decisions and drive growth performance, as well determine the true value of their company.

These intangibles reflect the shift of companies toward greater dependence on knowledge. These “unrecognized” intangibles include a broad range of capabilities and “assets” such as data, networks and processes that together make up the fundamental infrastructure of the modern business.

Management accountants have a unique opportunity to unlock the secrets of this hidden 80% of corporate value. This presentation will explain how you, as a management accountant, can be a valued partner to your fellow managers and peers in identifying, measuring and monetizing these critical intangibles. We will draw from the recent *IMA Statement on Management Accounting* entitled *Unrecognized Intangibles: Identification, Management and Reporting* and the book *Intangible Capital: Putting Knowledge to Work in the 21st Century Organization* (www.intangiblecapitalbook.com), both co-authored by our speakers, Mary Adams and Michael Oleksak.



Mary Adams and Michael Oleksak are the co-founders of Trek Consulting (www.trekconsulting.com), which has helped increase the performance and value of dozens of companies in services, technology, healthcare and construction. The firm's typical client is a private company looking to double in value over a period of a few years, often as preparation for an exit and ownership transition. Engagements leverage the firm's tools for measuring, managing and monetizing intangible capital, the class of knowledge assets that makes up 80% of the value and 100% of the competitive advantage of today's typical company. Trek



Consulting works with its clients to identify the components of its intangible capital infrastructure, make plans to grow and improve upon it, and often stays involved to help the company execute, adapt and reach its goals.

Mary is also the founder of an online, 300+ person intangible capital community called IC Knowledge Center (www.ICKnowledgeCenter.com). Prior to co-founding Trek in 1999, she worked for 15 years in high-risk finance at Citicorp and Sanwa Business Credit.

Michael is also a co-founder of the Exit Planning Exchange (XPX) (www.xpxglobal.com), an organization for advisors to private companies, with five chapters in the U.S. Prior to co-founding Trek, Michael worked for over 20 years in finance, marketing, sales and management at Bank of Boston, Thomson Financial and Norkom.