



The Association of
Accountants and
Financial Professionals
in Business

BOSTON / WORCESTER / NORTH SHORE / MASS RT.128

COLLABORATIVE CHAPTERS

DINNER MEETING – WEDNESDAY – MAY 16, 2012

NETWORKING HOUR 5:30 PM – DINNER 6:30PM – SPEAKER 7:30PM

TOPIC:

INTANGIBLE CAPITAL:

THE REAL VALUE OF A BUSINESS

LOCATION: ANGELICA'S RESTAURANT

49 S. Main Street, Rte. 114 Middleton, Massachusetts 01949 Phone: (978) 750-4900

MENU:

FRESH FRUIT CUP WITH SHERBET

CHICKEN MARSALA

FRESH VEGETABLE MEDLEY, BAKED POTATO

HOT ROLLS & BUTTER

OREO ICE CREAM PIE

COFFEE OR TEA

COST OF 1 CPE & DINNER - \$25 (PAY AT THE DOOR)

**PLEASE RESERVE YOUR SEAT WITH AN E-MAIL TO
PATGAGNON@VERIZON.NET OR CALL 978-774-1948**

PLEASE RESERVE BY NOON, FRIDAY, MAY 11TH

SPEAKER:

MARY ADAMS

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 speaker, Mary Adams.

SPEAKER:

Mary Adams is a co-founder 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.