



Willamette Management Associates

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For Immediate Release

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FIRM MANAGING DIRECTOR TO DELIVER KEYNOTE ADDRESS TO CHARTERED ACCOUNTANTS OF AUSTRALIA AND NEW ZEALAND

Chicago, IL (April 2016) – Willamette Management Associates is pleased to announce that one of our firm managing directors will deliver the keynote address at the Chartered Accountants of Australia and New Zealand national valuation and forensic accounting conference in September. In 2016, this biannual international accounting conference will be held at the Crown Hotel in Melbourne, Australia.

Robert F. Reilly, CPA, will deliver three presentations at this international conference. First, Robert will present the conference keynote address entitled “The Benefits of Professional Standards for Chartered Accountant Valuation Specialists.” Second, Robert will present the conference dinner speech entitled “If I Could Do It All Over Again (What Would I Change?).” And, third, Robert will present a post-conference valuation specialist workshop entitled “Intangible Asset Valuation Approaches, Methods, and Procedures.”

Robert’s presentations will cover current issues related to professional standards and practices, valuation specialization within the accounting profession, and technical valuation analysis issues. These professional and technical issues will be explored from both a U.S. and a global perspective.

The Chartered Accountants of Australia and New Zealand is the national organization of chartered accountants (called certified public accountants in the U.S.) in those two countries. In addition to auditors and financial accountants, this international conference attracts business valuation specialists and forensic accountants from Australia, New Zealand, and other South Pacific countries.

For the last 25 years, Robert has been a managing director of Willamette Management Associates, a business valuation, forensic analysis, and financial opinion services firm. Over the years, Willamette Management Associates has frequently shared its thought leadership in valuation and forensic accounting services when Robert and other managing directors have addressed professional conferences in Australia, Europe, and Russia.

Robert has a BA degree in economics from Columbia College and an MBA degree in finance from the Columbia University Graduate School of Business. He is a certified public accountant, accredited in business valuation and certified in financial forensics. He is a chartered global



management accountant, a certified management accountant, a chartered financial analyst, a certified business appraiser, and a certified valuation analyst.

Robert is the co-author of 12 valuation textbooks, including *Guide to Intangible Asset Valuation* published by the American Institute of Certified Public Accountants (AICPA) and *Practical Guide to Bankruptcy Valuation* published by the American Bankruptcy Institute. Earlier in 2016, Robert developed and recorded a continuing professional education course for the AICPA entitled “AICPA Valuation and Consulting Standards.” Robert is an inductee into the AICPA business valuation hall of fame.

For more information about the September 2016 national valuation and forensic accounting conference in Melbourne, Australia, contact the Chartered Accountants Australia and New Zealand at charteredaccountantsanz.com.

Willamette Management Associates is a business valuation, forensic analysis, and financial opinion firm. The firm serves clients ranging from substantial family-owned companies to Fortune 500 corporations. From offices in Chicago, Atlanta, and Portland, the firm provides business valuation and forensic services related transactions, financings, taxation, bankruptcy, commercial litigation, and corporate strategic planning.

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