



August 11, 2009

## Morison International 2009 Conference A Success in Philadelphia

*Amy Chain  
Reader Submitted*

More than 85 delegates from around the world gathered in Philadelphia from July 27-29 for the 19th annual conference of Morison International, a world-wide association of independent firms of accountants, auditors, tax advisers, business consultants and lawyers. The conference theme, "Driving Competitive Advantage," was aimed at helping attendees get ahead and stay ahead in a competitive landscape.

Members of Morison International meet annually to discuss issues of importance to its membership and client base. At this year's conference, attendees discussed the impending convergence of international accounting standards.

"There's a sea change coming to business reporting as global accounting standards become more closely aligned," said Liza Robbins, CEO of Morison International. "Though the transition to standardized information is an improvement in theory, it will mean big changes for our clients, the businesses of the world."

In addition to this important issue, the conference agenda covered topics intended to help members remain competitive in today's environment, including attracting new clients and developing young talent within their firms.

"We were thrilled with how the conference went," said Alan Denis, Chairman of Morison Cogen, the Bala Cynwyd-based certified public accounting and consulting firm that hosted this year's delegation. "The speakers were great, the content timely and important and the delegates from around the world got to interact with one another professionally and socially."

### America's Birthplace A Gracious Host

Each year, Morison International holds its annual conference within the country of one of its member firms. This year, Philadelphia, USA, and Philadelphia area member firm Morison Cogen LLP (known internationally as Morison Cogen Weinberg) hosted the gathering at the prestigious Union League of Philadelphia.

"As a key player in this professional association, the US was a logical destination for the 2009 conference," said Alan Denis, Morison Cogen's Chairman. "The Philadelphia area, with its rich tapestry of American historical and cultural elements and world-class business accommodations, became the ideal venue for our group."

In addition to the conference's professional agenda, attendees and their families enjoyed the dynamic city of Philadelphia through lively excursions and events scheduled over the course of the three-day meeting. These outings encouraged exploration of the city's beautiful architecture, rich heritage, and world-famous cuisine.

"As the hosting firm, we were delighted to showcase our great city," Mr. Denis added.

Located in Bala Cynwyd, Pennsylvania, Morison Cogen LLP ( [HYPERLINK "http://www.MorisonCogen.com"](http://www.MorisonCogen.com) [www.MorisonCogen.com](http://www.MorisonCogen.com)) is a full service certified public accounting and consulting firm offering traditional accounting, audit and tax services as well as information technology and other types of specialized consulting services to both private and public companies and not-for-profit institutions in the US and abroad. Since its founding 60 years ago, Morison Cogen LLP has grown with its clients, joining Morison International to service its clients' needs worldwide.

Morison International ( [HYPERLINK "http://www.MorisonInternational.com"](http://www.MorisonInternational.com) [www.MorisonInternational.com](http://www.MorisonInternational.com)) is a world-wide association of professional service firms working together to meet the cross-border needs of clients. This fast-growing international association represents over 4,500 professional staff and US\$685 million in revenue. With 75 individual member firms in 55 countries, Morison International's global footprint delivers clients the expertise they need, wherever they are.

###

---