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To: [President's Desk](#)
gbl@joneskolb.com

Date: 7/19/2011 12:14:28 PM

Subject: Private Company Financial Reporting

Board of Trustees
Financial Accounting Foundation
401 Merritt 7, P.O. Box 5116
Norwalk, CT 06856-5116
presidentsdesk@f-a-f.org

Dear Financial Accounting Foundation:

I have reviewed the recommendations made by the Blue Ribbon Panel on Private Company Financial Reporting regarding differential standards and a separate standard-setting entity for private companies and am strongly in favor of them. Such historic change is necessary to effectively facilitate accurate financial reporting for private companies that is cost beneficial for all parties.

I believe a systemic problem exists in that current standards go well beyond what is needed for most private companies. In an effort to foster one set of standards that is relevant to all companies, standard setters have created accounting and reporting standards that are too voluminous and complex for most private companies. As a result, private companies are adversely impacted because they have limited human resources to grasp and apply all applicable standards and risk producing financial reports that are not fully compliant with all promulgated standards.

The problem is fundamental, and not just about disclosures and relief on effective dates for new standards. I believe the most appropriate remedy for this situation is the recommended establishment of a separate independent standards board that is focused on a private company constituency.

Sincerely,

Sincerely,

G Bliss Jones
CPA practitioner
Jones and Kolb