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-----Original Message-----

**From:** James McRitchie [mailto:jm@corp.gov.net]  
**Sent:** Wednesday, September 26, 2001 11:36 PM  
**To:** tslucas@fasb.org  
**Subject:** Intangible Asset Project

Corporate governance experts and social investors argue that governance and social issues impact the bottom line through the creation or destruction of intangible assets such as the trust of its shareholders, a company's reputation, the satisfaction of its workforce, its consumer appeal, etc. Although your proposal does not get to such issues, I believe its proposed scope is enough take on at this time. I would hope that future projects would eventually evolve the FASB's focus to include corporate governance and social issues.

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