

Understanding and Analyzing Financial Statements For Association Members

*An Intensive One-Day In-House Seminar
Custom Designed to Meet the Needs of Your Association's Members*

Learn more in this customized, practical, informative one-day workshop than a full semester in an MBA finance class including:

- Understanding Accounting – The Language of Business
- Using Your Balance Sheet, Income Statement and Statement of Cash Flows
- Understanding Surplus (Profit) Check Points and Break-Even Analysis for Your Members
- **Calculating and Using Financial Ratios To Identify Financial Strengths and Weaknesses**
- Benchmarking Association Member Financial Performance Against Similar Organizations
- Strategic and Financial Planning Based on Financial Analysis
- Understanding and Controlling Your Business Operating Cycle
- How to Improve the Value of Your Association

*This Course Is Ideal For General Training or Your Next Association Conference
Master that part of the MBA core financial program that really matters...in just one day!*

**An Understandable Case Study of Financial Strengths and Weaknesses
Custom Designed for Your Association Members**

This customized, practical, 'real-life' in-house training features:

- How To Use Your Association Financial Statements and Read Between the Lines
- How To Calculate, Understand and Use Your Association Financial Ratios
- Pertinent Industry Averages for Association Members

Additional Customized Option . . . Association Member Specific Industry Averages

At your request NCCE's CPAs can calculate twelve critical financial ratios for all your association members and **create customized industry averages for use by each association member.** These customized industry averages will report the top quartile, average, and the bottom quartile for all members of your association.

We Guarantee Results

NCCE

National Center for Continuing Education
World-Class Training Since 1984

Schedule your custom in-house seminar today!
Telephone us at 850-561-6081 or email contact@nccetraining.com

A Practical, Comprehensive Approach . . .

Understanding and Analyzing Financial Statements *For Association Members*

What Your Association Members Will Learn In One Day

Take the mystery and fear out of accounting statements for your association members with this informative, one-day, straightforward seminar. This super concentrated, skill-based seminar is designed for the association member/director with little or no exposure to finance and accounting who would like total confidence and understanding when reviewing their financial statements. All accounting and financial concepts are clearly defined in everyday language and illustrated with easy-to-follow examples and exercises.

Attending NCCE's intensive, one-day 'real-life' workshop will provide your association directors with a practical, common-sense understanding of the critical financial principles applicable to their organizations. Through a balanced mix of in-class exercises and integrated study aids, your association directors will emerge from this course able to analyze their financial information like a pro! They will learn from one of our expert faculty members who will present crystal-clear and concise explanations of important financial concepts applicable to their organization.

Our organized, proven system of training, coupled with the best instructors in the industry, allows your member association directors to leave this intensive, one-day seminar with effective business skills and concepts they can put to immediate use. In this custom-seminar your member association directors will learn critical business

skills such as basic accounting principles, financial analysis, financial ratios, industry specific norms, how to calculate break even, how to predict (avoid) bankruptcy and how to improve the performance of their organization.

We use a practical, common sense approach that animates the numbers on the financials your association members use. We'll walk through a meaningful analysis of a typical member's financials in an entertaining, understandable "nuts-'n'-bolts" framework that makes sense to everyone. Association directors who need proven strategies and techniques they can use immediately to improve operations should plan to attend *Understanding and Analyzing Financial Statements for Association Members*.

This customized in-house seminar features typical financial statements your members use.

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Comprehensive Seminar Agenda

Understanding Accounting Basics - The Language of Business

- Definitions and What the Financials Don't Reveal
 - Assets vs. Economic Resources
 - Liabilities vs. Economic Obligations
- U.S. Generally Accepted Accounting Principles (GAAP)
- Accrual Accounting:
 - What it is
 - Why We Use it

Understanding the Balance Sheet

- How Items are Arranged on the Balance Sheet and *Why*
 - Using the Four Quadrants of the Balance Sheet
 - How to Instantly Determine Liquidity and Too Much Debt – Strong Balance Sheets Explained
- The Business Operating Cycle: How a Business Gets its Cash
- Inventory: making sense of LIFO, FIFO and manipulating net income
- Fixed assets, depreciation, and value
- Goodwill: how accountants determine its value
- Liabilities: Current vs. Long-Term
- Equity: How this works for a profit vs. non-profit entities

Understanding / Using the Income Statement

- How to Use Profit (Surplus) Checkpoints
- Cost of Goods Sold – Why It's Critical – How It's Manipulated and *Why*
- Why Gross and Net Margin are Critical Measures; Instantly Determine Performance Levels
 - How to Determine Product Line Profitability
 - How to Calculate Break-Even for Your Organization
 - How overstated (understated) inventory impacts the bottom line

Ratio Analysis Calculations and What the Numbers Really Mean

- Horizontal and Vertical Analysis – Asking Key Questions, Troubleshooting Problems
- **Liquidity Ratios:** Current Ratio; Quick Ratio; Cash Ratio
- **Activity Ratios:** Days Sales Outstanding (DSO); Days Sales in Inventory (DSI); Calculating the Business Operating Cycle; Asset turnover; Return on Assets (ROA). Spotting bad receivables and obsolete inventory.
- **Leverage Ratios:** Debt to Equity; Interest Coverage
- **Profitability Ratios:** Return on Equity (ROE); Return on Invested Capital (ROIC); Gross Margin; Net Margin (ROS)
- How to Find and Use Industry Averages for Member Organizations
- Predicting Bankruptcy – Z Scores
- Trend Analysis Illustrated

Understanding / Using the Statement of Cash Flows

- How We Get Our Cash; How We Use Our Cash
- Cash related to: operations; investing; financing
- Using Vertical Analysis for Clarity

Understanding the Statement of Changes in Equity

- Shares Outstanding and Additional Paid-in Capital
- Retained Earnings and Dividends or Draws
- Non-profit operations

Understanding Audit Reports and Footnotes

- Types of Audit Reports and the CPA's Legal Liability
- Advantages/disadvantages of reviewed or compiled financial statements
- Using the Footnotes/Required Disclosures to the Financial Statements

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21 Key Benefits for Member Organizations Attending This Powerful One-Day Seminar

1. Eliminate intimidation: Learn how to understand and analyze financial statements once and for all.
2. Learn the important financial basics such as the difference between assets, liabilities and equities; where they're located on the balance sheet; in what order they are reported and why.
3. Instantly identify a strong balance sheet by using the four quadrants of the balance sheet to identify adequate liquidity or too much leverage and risk.
4. Learn what the balance sheet doesn't tell you about your organization and why it doesn't value a business.
5. Analyze a typical association member's financials for a "real-life" case study. Analyze and understand financial health.
6. Learn how to use profit (or surplus) checkpoints on the income statement to gauge performance. Understand gross margin, what it means, and why it's critical. Use gross margin analysis to determine product line profitability.
7. Understand break-even analysis and use this tool to budget profitability.
8. Obtain a complete explanation of financial statement analysis. Total explanation of ratio analysis – liquidity, management effectiveness, leverage and profitability ratios.
9. Analyze accounts receivable to determine whether collections are aggressive enough or if there are bad receivables that should be written off.
10. Discuss return on equity – the most commonly used financial statistic.
11. Benchmark your financial ratios against industry averages.
12. Understand Net Working Capital – how to calculate it and what it means to the organization's survival.
13. Learn about the business operating cycle – how a business gets its cash and why it's critical. Learn business survival tactics.
14. Determine a member's capital structure and what it means – at a glance.
15. Learn how to spot obsolete inventory– overstated inventory - by analyzing two key items in the financial statements.
16. Examine LIFO, FIFO, and other inventory valuation methods. Learn how to legally make your organization look like it's worth thousands more or less, and when to use these techniques.
17. Learn what goodwill is and is not.
18. Predict bankruptcy 95% of the time. Learn what to do to avoid bankruptcy.
19. Spot cash flow problems instantly with a simple technique.
20. Use the "Rule of 72" to instantly evaluate financial performance.
21. Obtain a desk-top reference guide for financial ratios and an Excel template to calculate these ratios.

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Custom In-House Training

Key Benefits of a Custom In-House NCCE Seminar:

- **Targeted Training** - Customize your in-house program to your company's specific needs. Let us know which items in our seminar agenda you want to stress.
- **Customized Case Study** – We'll analyze a typical member's financial statements. Your member organizations will leave the seminar with a detailed financial knowledge of their company. No other seminar company customizes to this extent. And . . . we can even customize further . . .see below . . .

Additional Customized Option . . . Association Member Specific Industry Averages

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- **Convenience** - Schedule your seminar when it's most convenient for you and your staff -- at your office or the location of your choice.
- **Substantial Savings** - Train a larger number of association members and their staff for a significantly lower cost per person.

Cost Per Seminar Attendee					
Participants	10	15	20	25	30
Total Seminar Cost	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing	Call for Pricing
Cost Per Person	\$AVE	\$AVE	\$AVE	\$AVE	\$AVE

Bring this course in-house and provide custom designed training to your entire membership organization at a great cost savings!

The fee includes a distinguished seminar leader at your site, a pre-training analysis and course tailoring with the instructor, full preparation of course materials, a seminar manual with your organization's logo emailed camera-ready in electronic format to your director of documents and much more. Your organization simply supplies meeting space, audiovisual equipment and participant refreshments; NCCE provides everything else.

We have the quality programs and expert, experienced instructors to give your association members an edge in today's competitive market. Improve communication, cohesiveness and efficiency through targeted professional development opportunities. NCCE's customized in-house training programs are a convenient, cost-effective way to provide your members with critical information that will immediately add value to their organization.

If you are interested in an in-house seminar for your members, please take the time to look over and complete the questionnaire at the end of this brochure or **online**. It will help you pinpoint your group's needs, and will assist NCCE in putting together a top-notch seminar for your organization.

For further details on NCCE seminars, telephone NCCE at 850-561-6081 or email contact@nccetraining.com

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NCCE Past In-House Seminar Clients

Understanding and Analyzing Financial Statements for Non-Financial Professionals

Partial listing of clients who have had this seminar be presented in-house

- Harley – Davidson
- Oracle
- Florida Power & Light
- Burger King
- Stanley Tools
- National Institute of Science and Technology (NIST)
- U. S. Small Business Administration
- Hewlett – Packard
- General Mills
- J. M. Family Enterprises
- Motorola
- Deloitte
- Fortune Magazine
- Munsanto

Understanding and Analyzing Financial Statements for Attorneys

Partial listing of clients who have had that this seminar be presented in-house

- Jones, Day, Reavis & Pogue
- Weil, Gotshal & Manges
- Greenberg Traurig
- Alston & Bird
- Ice, Miller
- McDermott, Will & Emery
- Drinker Biddle & Reath
- Arnall Golden & Gregory
- Irell & Manella
- Bass, Berry & Sims

About the National Center for Continuing Education

Since 1984, the National Center for Continuing Education (NCCE) has produced and marketed continuing professional education and executive training in major cities throughout the United States. We provide critical business information to Fortune 1000 managers, attorneys, CPAs, healthcare administrators, engineers and business owners nationwide. For over 25 years we have offered informative, exciting continuing education led by the nation's most qualified instructors.

Your Seminar Will Be Led By One of NCCE's Expert Faculty

Bruce Clements, CPA, Ph.D., JD, MBA

Bruce is an attorney as well as a college professor. His practical work experience includes several years with a Big-4 accounting firm, operational accounting and financial analysis with a major oil company, and work as a practicing attorney and CPA. His varied education, practical work experience, and proven platform skills help him to deliver an interesting presentation.

Richard T. Balog, CPA, CFE, CIA

Richard has managed consulting engagements and led executive development programs in 25 countries and trained more than 70,000 business executives. Prior to his current position, Rick established KPMG Peat Marwick's executive education department, where he designed and taught audit training programs. He has also served as manager of program development for The Institute of Internal Auditors. Rick holds degrees in accounting and management from Loyola University and an M.S. in behavioral sciences from the University of Florida. He has won awards from The Institute of Internal Auditors and The American Institute of Certified Public Accountants for leading outstanding seminars.

Joe Weil, CPA, MBA

Joe is an exciting and dynamic professional speaker who has led over 400 financial seminars for attorneys and CPAs. He has a special talent for explaining abstract accounting concepts to non-financial professionals in a concrete, crystal-clear, entertaining manner that anyone can understand. Joe has owned his own CPA firm, conducted numerous forensic audits and has served as an expert witness. His philosophy is that entertainment and education should be mixed for maximum benefit and this attitude has consistently resulted in very satisfied seminar participants.

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NCCE In-House Seminar Questionnaire

Understanding and Analyzing Financial Statements for Association Members

Company/Firm:

COMPANY/FIRM NAME _____ TELEPHONE NUMBER _____

MAILING ADDRESS _____ FAX NUMBER _____

CITY _____ STATE _____ ZIP _____

Contact Person:

SAL _____ NAME _____ TITLE _____

CONTACT TELEPHONE NUMBER _____ EMAIL ADDRESS _____

Basic In-House Information:

DATES DESIRED _____ LOCATION _____

HOW MANY WILL ATTEND? _____ ATTENDED NCCE TRAINING BEFORE? _____

ATTENDEE TITLES _____

ATTENDEE EDUCATION BACKGROUND AND EXPERIENCE _____

WHY IS TRAINING NEEDED? _____

Additional Information:

We Guarantee Results

NCCE

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World-Class Training Since 1984

TRY OUR
ONLINE REGISTRATION
POWERED BY:


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