ONE-DAY SEMINAR

Basic Accounting Skills for the Business Professional

ENROLL TODAY!

Online
www.pryor.com

Call
1-800-556-2998

Fax
913-967-8849

Mail
Fred Pryor Seminars
P.O. Box 219468
Kansas City, MO
64121-9468

This comprehensive, one-day program is for managers, supervisors, business owners, professionals and executives from non-financial backgrounds. You'll learn the jargon, standard practices and everyday applications of finance and accounting.

IN THIS ONE-DAY PROGRAM, YOU'LL LEARN HOW TO:

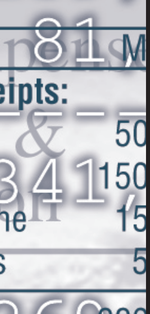
- Increase your confidence as you contribute your ideas in financial planning meetings with upper management.
- Speak the language of the people who control your organization's purse strings.
- Develop performance reports that show planned vs. actual income and expenses.
- Enhance your decision-making skills by better understanding the financial impact of your choices.
- Cut through the complex jargon of accounting.
- Build a reputation for consistently being on budget.
- Apply the universal ground rules of finance to any organization's reports and planning processes.
- Get your new ideas implemented and applauded for their bottom-line results — rather than set aside and left untested.
- Assess the liabilities and payoffs of new ventures, proposals and plans.

FRED PRYOR SEMINARS

This course qualifies for CPE, HRCI, PDC and PDU credits. See details on page 6.

EXPRESS CODE
910430

- Enroll Today
- pryor.com



Where Are They Getting Those Numbers?

If You've Ever Asked That Question, You're Not Alone.

Thousands of non-financial people:

- feel uncomfortable in discussions with financial and accounting specialists.
- are baffled by financial terminology and accounting buzzwords.
- miss career and business opportunities because they lack financial knowledge.
- fail to effectively use budgets, balance sheets, P&L statements and other financial data they receive.

Your actions and decisions affect your organization's financial picture. But if you're making those decisions without a solid understanding of finance and accounting, you're operating in the dark.

Demystify Finance In Just One Day.

This powerful one-day seminar was developed to meet the specific needs of non-financial people like you. You'll learn the basics of accounting and finance in easy-to-understand layman's terms. What's more, you'll learn how to apply and use the information to operate more efficiently and successfully.

See pages 4 and 5 for detailed program information, all presented from your perspective as a non-financial specialist. You'll learn the ground rules of finance from an experienced trainer, and you'll be in good company among other non-financial people who want the advantages that come with an improved understanding of finance and accounting.

Professional Financial Training: Get the Benefits Without the Drawbacks.

If you have avoided finance and accounting seminars in the past for any of the following reasons, this seminar is the one you and your associates have been waiting for.

Too Expensive? *No, very affordable.* Compare ***Basic Accounting Skills for the Business Professional*** with tuition costs of $495, $695, even $895, for other finance and accounting courses. Plus, our highly efficient one-day format cuts heavy travel costs — you won't spend additional money for transportation or accommodations.

Too Time-Consuming? *No, just one day and we make it fun, too!* We cover all of the essential elements of finance and accounting in one fast-paced, well-designed day. And Fred Pryor Seminars' extensively tested adult learning methods will have you participating and interacting — you'll be on the edge of your seat, not slumped down in it.

Too Inconvenient? *No, extremely convenient.* We bring this powerful one-day seminar to you — you'll avoid the hassle of travel, and you'll be out of your office for only one day. It's also easy to register — just use online Express Enrollment, call toll-free or fax/mail the easy-to-complete registration form.

Too Detailed/Not Detailed Enough? *No, the perfect mix.* We've struck the perfect course balance, giving you the essential elements of finance without the complex details you don't want or need. But we won't gloss over key information. We fully explain the step-by-step procedures and methods to ensure your successful understanding and use of fundamental financial and accounting principles.

Too Unpredictable? *No, proven quality you can count on.* This seminar was developed by accomplished experts in finance and accounting. And our record of customer satisfaction is unsurpassed — 30 years in business and over 10 million seminar participants from more than 300,000 organizations attest to our ability to deliver what we promise. And we don't just say that — we back it up with a 100% satisfaction guarantee.

Too Irrelevant? *No, essential to your success.* If you don't understand the fundamentals of finance, you're making decisions "in the dark." Your continued success and promotability will require a solid knowledge of finance and accounting no matter what your job function or field. ***Basic Accounting Skills for the Business Professional*** will help you gain a practical understanding of the financial structure of business.

21 Ways You and Your Organization Will Benefit:

- Use a seven-point outline to prepare a budget that becomes a "road map" for future growth in your department.
- Master financial jargon with an extensive glossary (presented in clear, easy-to-understand terms).
- Bring the bottom line into clear focus with five expert methods to determine profitability.
- Learn how to spot trends and growth areas in balance sheets, P&L statements and other financial documents.
- Put your PC to work. Get an overview of the best software that simplifies financial analysis, without the steep learning curve!
- Work from sample tables to help you build accurate budgets easily, step by step.
- Express your ideas to senior managers, bankers, comptrollers and other financial professionals with confidence and ease.
- Use 10 ratio analysis formulas to judge how well your organization or department is managed.
- Spot holes in your budget performance instantly with a proven 10-point checklist.
- Discover three ways you can still break even when revenue or business activity drops.
- Learn the key benefits and drawbacks of purchasing or leasing capital items.
- Assess the liabilities and payoffs of new ventures with formulas to accurately determine profitability, activity, liquidity and more.
- Know how everyday business transactions are translated into financial terms, and discover new ways to make your department financially effective.
- GAAP — better understand any kind of financial data with simple explanations for "Generally Accepted Accounting Principles."
- Slash expenses and enhance revenue — find out what you can do to operate more profitably without sacrificing important items.
- Learn how to speak the language of finance and improve communications with your organization's financial personnel.
- Justify your requests for capital items and increase your chances of getting them approved.
- Be prepared to handle variations in expenses and revenues without busting the budget.
- Make better use of your cash resources — understand how cash flow works and what it means to your organization's short-term health and solvency.
- Ensure better planning and strategy decisions, guided by hard financial facts.
- Do it all at a fraction of the time and cost required by other financial training courses!

Basic Accounting Skills for

Program Overview: 9:00 a.m. to 4:00 p.m.

Please bring a calculator to participate in examples and exercises throughout the course.

1. Warm-Up Quiz

(For your eyes only)

- Determine what you already know and what you need to learn with a quick 20-point quiz.
- Your strongest and weakest points in finance and accounting — and how to set specific goals and objectives to maximize the benefits of this seminar.

2. The Accountant's Tool Box: Basic Accounting Principles and Terminology

- What accounting is and how it affects your job and your responsibilities.
- Three key accounting terms that form the financial cornerstone with brief, easy-to-understand explanations.
- An invaluable reference — A financial glossary in your workbook to quickly explain unfamiliar jargon. (Most terms are defined in just one line).
- Two easy rules to ensure the basic accounting equation stays in balance.
- 11 essential principles and concepts — the whys and hows of financial reporting and accounting systems.
- When expense and revenue activities are reflected on the books, and how to anticipate your organization's current and future financial status.
- Two basic methods used to recognize expenses and revenues, and why transactions have been included or excluded on financial reports.
- Three conditions that signal deferred expense or revenue (and help you clear up the mystery of missing numbers).
- PC software for financial novices: an overview of the best software for basic financial tasks — uncomplicated and easy to learn.
- PC potential: how you can tap into computer tools you may already have to simplify financial analysis.

3. Making Sense of the Numbers: Special Financial Conventions and Practices

- The difference between direct and indirect expenses and who is responsible for each.
- Five key points will help you identify fixed and variable costs so you can better anticipate and control expenses.
- Why costs beyond your control can directly affect your own financial performance.
- How you can increase profitability in your department or organization with a better understanding of the break-even point.
- Three ways you can still break even when revenue activity falls.
- A simple break-even chart that puts the numbers in an easy-to-understand visual form.
- Capital expenditures simplified: three conditions to meet for an item to be capitalized.
- Six items to include in capitalization figures and four items not to include.
- Purchase or lease? The benefits and drawbacks of both options.
- The two basic methods of depreciation and how they affect financial results.

4. The Financial Road Map: How to Use Financial Statements and Reports

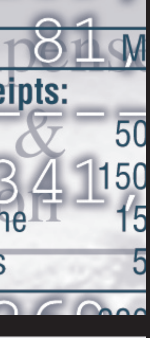
- The eight objectives for financial reporting and how financial reports can work for you.
- The four most common financial statements (including easy-to-comprehend examples for each).
- How everyday business transactions are translated into balance sheets and profit-and-loss statements.
- Four basic components of performance reports to improve operations in your department or organization.
- "Ratio Analysis": 10 invaluable formulas to analyze financial statements like an expert.
- How to analyze financial reports for profitability, activity, liquidity and debt coverage. (Simplified formulas make it easy).
- Four professional methods to measure bottom line profitability.

5. Achieving On-Target, Profitable Results: Budgeting Basics

- How sound budgeting leads to better, more effective management.
- An easy seven-point budgeting outline to prepare a new budget or assess your current one.
- What's a "support budget?" How the four major types affect your department and your organization.
- Five sample tables that illustrate how budgets are built, step by step.
- How to use budgets to measure the performance of your department, your organization and even yourself.
- 10 specific answers good budget performance reports should provide. (Check your reports against this comprehensive list).
- Five cost indicators and three productivity indicators for new insight on budget performance.
- Eight expert techniques to help you prepare and monitor your budgets more accurately and efficiently.

Plus a Valuable Reference File

- Personal Skills Assessment: a quick quiz to pinpoint your strong and weak areas of knowledge.
- Interest and Present Value Tables: easy-to-use charts to quickly determine the time value of money.
- Break-Even Point: two simple formulas to determine break-even in dollars or in units.
- Debits and Credits: a handy "framework" reference for understanding ledgers and financial reports.
- Balance of Accounts: a simplified breakdown for balance sheets and income statements for easy classification of debits, credits, assets, liabilities and equity.
- Financial Glossary: dozens of terms defined in clear, concise and easy-to-understand language.
- Salary Budget Checklist: 12 specific points to review before finalizing a salary budget.
- Non-Salary Budget Checklist: seven practical items to aid you in preparing the non-salary budget.
- Capital Budget Checklist: eight essential details to help you build a sound capital budget.
- Debits, Credits and Balance of Accounts: 10 fail-safe rules and tips for classifying financial items.



4 Reasons Why This Seminar is an Outstanding Value.

1. You'll get substantial returns from a very small investment. This seminar is value-driven and designed with your budget in mind — this is training that will pay, not cost.

2. This seminar is coming to a location near you. You can make the most of your time and gain these considerable benefits without the hassle, inconvenience and expense of travel. Our rigorous nationwide seminar schedule ensures professionals everywhere can attend at their convenience.

3. A free workbook for every participant. Your tuition includes a detailed course workbook that highlights pertinent information, freeing you to listen and learn more. The workbook offers specific techniques, skills and ideas you'll use in continuing to develop your finance and accounting knowledge. After the seminar, reference it time and time again, to recall key points, validate opinions and address specific problems.

4. You have the assurance of quality, backed by our 100% satisfaction guarantee. We are confident this seminar will provide you with everyday finance and accounting knowledge. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free.*

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m. **Program:** 9:00 a.m. – 4:00 p.m.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit http://www.pryor.com/faq.asp#agerequirements.
- Please, no audio or video recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning Solutions, Inc. are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

HRCI Recertification Credits (HRCI)

This program has been approved for recertification credit hours through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at www.hrci.org. This course qualifies for 5.5 HRCI recertification credits.

Professional Development Credits (PDCs)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning Solutions, Inc. are recognized by SHRM to offer SHRM-CP or SHRM-SCP professional development credits (PDCs). This program is valid for 6 PDCs. For more information about certification or recertification, please visit **shrmcertification.org.**

Professional Development Units (PDUs)

As a Registered Education Provider (R.E.P.), our organization is approved by the Project Management Institute (PMI)® to offer Professional Development Units (PDUs). For more information, please visit www.pmi.org. Our organization's R.E.P. number is 3992. This course qualifies for 5.5 PDUs. *

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU, CPE, HRCI, PDC or PDU credits, please visit www. pryor.com/certificate. Certificates will be available 10 days after your event has ended.

Update Your Contact Information!

Simply make corrections to the mailing label on the back page of this brochure. **Mail** corrections to P.O. Box 413884, Kansas City, MO 64141-3884 or **fax** to 913-967-8849. We'll change our records for the very next update. Thanks!

*PMI is a registered mark of the Project Management Institute, Inc.

EXPRESS CODE
910430

- **Online** pryor.com
- **Call** 1-800-556-2998
- **Fax** to 913-967-8849
- **Mail** your registration

1 ☐ **Yes!** Please register me for the one-day, ***Basic Accounting Skills for the Business Professional*** seminar indicated in Section 5.
Group discounts available.

2 IMPORTANT! Please fill in VIP number as it appears on the address label.

VIP __ __-__ __ __-__ __ __-__ __ __-__ __(__ __ __ __ __) if available

3 ORGANIZATION INFORMATION

Organization: ____________

Address: ____________

City: ____________ St: ______ ZIP: ______

Tele: ____________ Fax: ____________

Approving Mgr's Name: ☐ Mr. ☐ Ms. ____________

Job Title: ____________

Email Address: ____________ ☐ Business ☐ Home

4 QUICK CONFIRMATION

☐ Please email or fax my confirmation to me within 48 hours.

My email address or fax number is: ____________

5 NAMES OF ATTENDEES (Please list additional names on a separate sheet.)

#1 Attendee's Name
Mr.
Ms.
Job Title | City Event # ______
Email Address ☐ Business ☐ Home

#2 Attendee's Name
Mr.
Ms.
Job Title | City Event # ______
Email Address ☐ Business ☐ Home

6 METHOD OF PAYMENT (Payment is due before the program.)
Please make checks payable to Fred Pryor Seminars and return this form to:
P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).

Total amount due: $ ____________

☐ Check # ____________ (payable to **Fred Pryor Seminars**) is enclosed.

☐ Bill my organization. Attn: ____________

☐ Purchase order # ____________ is enclosed.
(Attach purchase order to completed registration form.)

MO. YR.
EXPIRATION DATE

☐ Charge to: ☐ AMEX ☐ DISCOVER ☐ MC ☐ VISA

CARD NUMBER

Card Holder's Name: ____________

Tax-Exempt #: ____________

Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

ENROLL TODAY!

Online
www.pryor.com

Fax
913-967-8849

Call
1-800-556-2998

Mail
Fred Pryor Seminars
P.O. Box 219468
Kansas City, MO
64121-9468

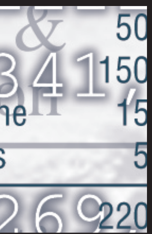
YOUR VIP # IS WINQ

FRED PRYOR SEMINARS
P.O. Box 219468
Kansas City, MO 64121-9468
a division of Pryor Learning Solutions, Inc.
To update your contact information, see page 6.

EXPRESS CODE
910430

YOUR VIP # IS WINQ

A POWERFUL ONE-DAY SEMINAR!



Basic Accounting Skills for the Business Professional

Do You Need This Course?

- ☐ Do you worry your non-financial background will affect your career or hinder your future success?
- ☐ Do you participate in meetings or discussions regarding finance, profits, forecasting, budgeting, purchasing or other financial-based decisions?
- ☐ Do you deal with the financial professionals in your organization: treasurers, accountants, comptrollers or bookkeepers?
- ☐ Do you prepare, monitor or oversee budgets of any kind?
- ☐ Do you receive, prepare or approve financial reports such as balance sheets, P&L statements, sales and revenue reports and expense reports?
- ☐ Do you feel you lack the training and knowledge to participate fully in the financial decisions that affect you, your department and your organization?

If you've answered "YES" to even one of these questions, this fast-paced, one-day seminar is for you. You'll learn practical financial basics from the perspective of the non-financial person and become more self-confident and better equipped to deal with the financial aspects of your job the very next day — we guarantee it.

Ask Yourself:

- Is a basic knowledge of accounting and finance essential to move your career ahead?
- Are you making decisions "in the dark" without solid financial facts to guide you?
- Do you lack the confidence to contribute to financial discussions in a meaningful, intelligent way?
- Is the financial data you receive too complex or confusing to be helpful to you?
- Are you intimidated by accountants, bankers and other financial people who seem to speak their own language?

Yes? Then this seminar is for you. In just one day, you'll increase your financial competence and potential for success.