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Save 25%

ACCOUNTING AND FINANCE FOR THE PRACTICING ATTORNEY

What Every Lawyer Needs To Know About Corporate Finance

- Learn to read *between the lines* of every corporate financial statement
- Learn about major recent developments in corporate financial reporting
 - Learn which parts of financial statements you should focus on;
- A completely new self-study program, with help from your personal instructor, and a Toll-Free 800 Number for all your questions.

A
Completely New
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program with
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your personal
instructor . . .



LEARN TO READ BETWEEN THE LINES OF FINANCIAL STATEMENTS

LEARN ABOUT MAJOR RECENT DEVELOPMENTS IN CORPORATE FINANCIAL REPORTING

YOUR CHOICE: MAIL, FAX, OR E-MAIL YOUR EXERCISES OR COMPLETE THEM ON LINE

“TO NEGOTIATE A BETTER PRICE FOR A CLIENT’S DEAL, HELP A CLIENT MAKE MORE EFFECTIVE INVESTMENT DECISIONS, OR PREPARE ACCURATE DAMAGE PROJECTIONS, A LAWYER NEEDS TO BE ABLE TO ‘READ BETWEEN THE LINES’ OF FINANCIAL STATEMENTS.”

Terry Lloyd
Author of this course

To help you develop your own “reading between the lines” financial statement analysis skills, we’ve created a completely new learning experience for you. It’s called,

Accounting and Finance for the Practicing Attorney.

The course is conducted entirely via self-study, in your own office or home, at any pace you find convenient. It combines concise, targeted instructional material with realistic, applications-oriented Skill Development Exercises.

WHAT YOU’LL LEARN IN 19 HOURS . . . OR LESS

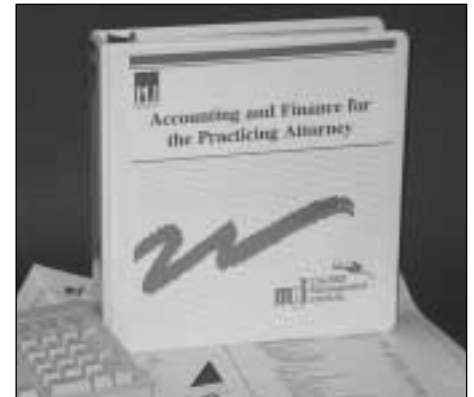
- How to read balance sheets, income statements, and cash flow statements,
- How to read the notes to the financial statements and to identify a company’s “reporting personality”,
- How companies will sometimes manipulate operating income using extraordinary income and expenses, and why the statement of cash flow is usually the most reliable financial statement,
- The meaning and limitations of GAAP and where it’s most susceptible to distortion, and much more.

In the latter units of the course, you’ll learn a whole series of financial analysis techniques and how to use them, including present value calculations, ratio analysis, and evaluation and review of forecast data.

Learn how to account for intellectual property and three different approaches to business valuation, and much more.

MAJOR RECENT DEVELOPMENTS IN CORPORATE FINANCIAL REPORTING

Unit Eleven, the last unit of the course, covers today’s all-important subject of recent developments in corporate financial reporting. It includes the Sarbanes-Oxley Act which deals with corporate governance changes, accounting and reporting rules changes, currently ongoing issues, and expected future changes in financial statement practice. This unit alone is worth the one low price of the course.



HOW THE COURSE WORKS

When you enroll, you’ll receive your **Accounting and Finance for the Practicing Attorney** loose-leaf binder and course materials. Even after you finish the course, this manual will provide a permanent reference source for all your financial statement analysis activities. In each of the eleven units you’ll be provided with:

- comprehensive, pragmatically-oriented discussion of an area of financial statement review,
- examples that show you how to apply the principles you’ve learned, and
- Skill Development Exercises designed to help you practice your newly-learned skills and solidify the knowledge you’ve acquired.

INSTRUCTOR SUPPORT WHEN YOU NEED IT — PLUS A TOLL-FREE NUMBER

You’ll send your completed Skill Development Exercises via mail, fax, or e-mail — your choice — to the MGI Analysis Center. At your option, you can also complete the exercises *online* and send them to us with the click of a button. Your exercises will be carefully reviewed by your personal instructor who will provide helpful comments whenever necessary. If you have questions, you can call a TOLL-FREE 800 number to get them answered.

WHO SHOULD TAKE THIS COURSE

Accounting and Finance for the Practicing Attorney is designed for any attorney who deals with corporate finance issues, whether in litigation or business transactions. It will teach you how to really “read between the lines” of financial statements so you can assist your clients in any area of practice.

LET A RECOGNIZED EXPERT HELP YOU DEVELOP YOUR FINANCIAL ANALYSIS SKILLS

Terry Lloyd, CPA, CFA, is a financial analyst and consultant specializing in valuation and economic issues in transactions and disputes. He has worked with clients



in industries as diverse as intellectual property, real estate, securities, banking, utilities, agriculture, and professional services.

In addition to his consulting practice, Mr. Lloyd has made presentations before a wide variety of legal and financial groups including the Practising Law Institute, the Security Analysts of San Francisco, and the American Law Institute/American Bar Association among others. He has been qualified as an expert in federal, state, and tax courts as well as in the International Arbitration Court.

He was previously a partner with BDO Seidman and directed its West Coast valuation practice. He holds a BA in Accounting (*magna cum laude*) and an MBA in Finance.

WHEN YOU FINISH . . . MCLE CREDIT AND GREATLY ENHANCED FINANCIAL ANALYSIS KNOWLEDGE AND SKILLS

You can complete **Accounting and Finance for the Practicing Attorney** in about 19 spare-time hours. When you do, you'll have earned the MCLE hours approved by your state and you'll receive a signed Certificate of Completion.

Perhaps most important of all, you'll have developed your corporate finance knowledge and analysis skills to a level where you can make significant contributions to your clients' finance and investment-related activities. These are contributions which clients will readily recognize and reward.

ENROLLMENT INFORMATION

Detailed information on enrolling in **Accounting and Finance for the Practicing Attorney** is located on the back page of this brochure.

**ENROLL IN THIS VITAL NEW
COURSE TODAY!**

COURSE CONTENT

UNIT ONE: **Accounting for Attorneys: An Introduction**

The balance sheet, income statement, and statement of cash flows; the notes to the financial statements and their importance.

UNIT TWO: **The Balance Sheet**

Assets and liabilities; techniques of inventory valuation and their effect on reported income; the importance of deferred charges on reported income.

UNIT THREE: **The Income Statement**

Revenues vs. cash receipts; accounting for cost of goods sold; costs under S,G&A; operating income and its exclusions; how extraordinary income and expenses are sometimes used to control reported income.

UNIT FOUR: **Cash Flow and the Notes to the Financial Statements**

The three sections of the cash flow statement; what cash flow tells the reader; the importance of cash flows from financing activities; why the "Note on Significant Accounting Policies" is so important.

UNIT FIVE: **Generally Accepted Accounting Principles (GAAP)**

The meaning and limitations of GAAP; the accrual basis and its rationale; the liabilities most susceptible to manipulation; valuation of assets; the principle of materiality.

UNIT SIX: **Techniques of Financial Analysis: Present Value Calculation**

The strengths and weaknesses of present value analysis; how to calculate present value and how to use the answers you get.

UNIT SEVEN: **Analyzing Financial Statements: Cash Flows, Gross Margins, and Ratio Analysis**

Four specific tools for evaluating company financial results; the importance of free cash flow; gross margins; ratios and how to calculate and compare them.

UNIT EIGHT: **Intellectual Property**

Intellectual property vs. intangible assets; dealing with trade secrets; three ways of advising your clients on their intellectual property use.

UNIT NINE: **How to Review and Evaluate Forecast Data**

The effect of prospective financial data on financial statements; sources for evaluating revenue projections; the benefits of a formal evaluation report; sources of help for forecast analysis.

UNIT TEN: **Asset Valuations and Business Combinations**

Effective use of appraisals; the significance of minority interests; three methods of business valuation; the capitalization rate.

UNIT ELEVEN: **Major Recent Developments in Corporate Financial Reporting**

Sarbanes-Oxley and its effects; recent changes in accounting and reporting requirements; ongoing issues and projected future changes.

ALL
IN
YOUR
OWN
OFFICE
OR
HOME . . .

AT
YOUR
OWN
PACE . . .

AND
WITH
YOUR
PERSONAL
INSTRUCTOR
TO HELP
YOU

ENROLLMENT INFORMATION AND CLE CREDIT

CLE Credit: States have widely varying regulations regarding Continuing Legal Education credit, therefore please contact PLI at bgray@pli.edu for more information concerning approval.

CLE Credit New York – 13.0 hours

In accordance with the requirements of the New York State Continuing Legal Education Board, this non-transitional self-study program has been approved for experienced attorneys for a maximum of 13.0 hours of professional practice. It is not approved for the newly admitted attorney within their first two years of admission to the New York Bar.

CLE Credit California – 12.5 hours

PLI is a State Bar of California approved MCLE provider. This self-assessment activity has been approved for MCLE self-study credit in the amount of 12.5 hours.

Upon completion of this course, you'll have earned the CLE credits approved by your state and you'll receive a signed Certificate of Completion.

ONE LOW ENROLLMENT FEE— AND NO OTHER COSTS

The *complete* cost for "Accounting and Finance for the Practicing Attorney" is only \$395. However, PLI is pleased to offer you a full 25% off special introductory offer so that, as shown below, your price is only \$296. That includes your detailed, loose-leaf bound manual, review and comment on all your Skill Development Exercises, and personal response to every question you send or call in.

And remember, that's all it costs — no travel, no time away from the office, no other costs of any kind.

SEND FOR YOUR RISK-FREE TRIAL TODAY

Use the Enrollment Form or write to:
PLI Professional Reference Programs,
Suite 100, 244 Westchester Avenue
White Plains, New York 10604

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JUST CALL 1-800-932-0191
Or use our fax number 914-428-0773



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ABOUT PLI

Practising Law Institute (PLI), founded in 1933, is a non-profit legal education organization dedicated to providing the legal community with the most up-to-date information available.

We do this through a variety of services, which include: more than 250 seminars annually in locations across the U.S., specialized in-house training programs, interactive multimedia, Web programs, compliance training, audio and video-cassettes and a book division, which publishes annually supplemented legal treatises.

This course was developed and is conducted for PLI by the MGI Management Institute, White Plains, NY.

RISK-FREE TRIAL ENROLLMENT FORM

To: PLI Professional Reference Programs
Suite 100, 244 Westchester Avenue, White Plains, NY 10604

YES, I want to develop my understanding and ability to effectively analyze corporate financial statements. Please enroll me in **Accounting and Finance for the Practicing Attorney**. My payment (or credit card charge) in the amount of ~~\$395.00~~ \$296.00 is enclosed as shown at right.

I understand this includes all course material, processing of all my Skill Development Exercises, and personal response to all my questions.

I understand further that if I'm not completely satisfied with the material, I may return it, unused, within 30 days for a full and immediate refund.

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Just call 1-800-932-0191
Fax 914-428-0773



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PAYMENT INFORMATION

COURSE PRICE ~~\$395.00~~ \$296.00

- Check enclosed (payable to PLI)
 Charge the above amount to my credit card as shown below:
 VISA MasterCard AMEX

Acct. No. _____

Expiration Date _____

Signature _____