

Understanding Financial Statements

What You Will Learn

This class will give you a better idea of what tools are available and how to use them in order to make a sound credit decision. You will also learn how to read the three major financial statements, and look at the important ratios needed to determine a credit limit.

During the seminar, there will be a group exercise to help participants learn how to research and analyze financial statements when extending credit.

Topics of Discussion

- Examine audited and unaudited financial statements.
- Review the three most important financial statements; balance sheet, income statement and statement of cash flow, and learn how to interpret them.
- Analyze each type of financial statement in detail, look for key ratios, and discuss how to take what you have and make a sound credit decision.
- Talk about other tools that help in the credit decision process such as credit reports, references, Web sites and sales people.
- Learn how to address your concerns with new accounts.

Instructor

Ron Sereika, CCE, CEW

Credit Manager

Coopervision, Inc.

CEU points and CCE recertification points are available for this class.

Registration Form

Date

August 12, 2010

Time

1 – 5 p.m.

(Hors d'oeuvres and beverages served at 2:30 p.m.)

Location

Cerame's Italian Villa
3450 Winton Place
Rochester, NY

Cost

\$99, Member

(Only one coupon is valid)

\$198, Non-Member

Name _____ Member # _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

All payments must be received one week prior to class start date.

Check—Payable to NACM Upstate New York and mail to: 3005 Tollview Drive, Rolling Meadows, IL 60008

Credit card—For security reasons, please do not include your credit card number on this form. Fax this registration form to 636-680-9219, and call Kathy Berendsen at 800-935-6226, ext. 6410 to make your payment.

Cancellation Policy: Cancellations must be received in writing, via fax e-mail or mail, no later than two weeks prior to the event date to qualify for a full refund. Cancellations received later than two weeks prior to the event date do NOT qualify for a refund of registration fees. Sorry, phone cancellations cannot be honored. A 20% surcharge applies to registrations received after a week before class start date. If you have any questions, please e-mail info@nacmconnect.org.

