

EDUCATION AND TRAINING PROGRAMS

For

2010

Developed and Offered by:

C. Lynn Northrup, CPA, CPIM

www.northrupcpa.com

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* Review details at <http://www.northrupcpa.com/services/Training/default.aspx>

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Dear CPE Provider:

I have been developing training programs as a component of my CPA and Consulting practice since 2000. Based on my specialized experience I decided to add four programs that will be available during the 2nd quarter of 2009. These programs are focused on timely issues that CPAs need to address considering the current economic environment and demographics. The four new programs are listed below:

- Techniques for Recession Survival
- Family-Owned Business Succession and Transition
- Building Business Value
- Auditing and Monitoring Internal Control

Each of these programs contain fresh material based on actual experience in developing succession plans for clients, consulting, and auditing using the new audit risk standards.

Our programs have been presented to state CPA societies across the country plus other CPE providers as well as regional and national conferences. I currently teach accounting and MBA courses on-line through Villanova University.

My book, *Dynamics of Profit-Focused Accounting* published by J. Ross Publishing was released in 2004. It is an authoritative accounting text on accounting for Six Sigma, lean manufacturing, and other management methodologies. My second book, *Profitable Sarbanes-Oxley Compliance* was released in early 2006.

Please visit my web site at www.northrupcpa.com for additional information. This catalog contains details of the new programs together with learning objectives and an agenda of topics. Details of all the training programs can be downloaded from my web site.

The catalog also contains my bio and experience.

Please contact me with inquiries regarding pricing and scheduling.

Very truly,

C. Lynn Northrup, CPA, CPIM

Techniques for Recession Survival

Business Owners, CEOs, CFOs, Controllers, CPAs, Internal Auditors

One Day Program

8 CPE Credits

Description

Learn how to **plan and budget for recession survival**. If you don't have a plan and want to learn the techniques for **effective cash management** and **cost reduction**, this one-day workshop is for you. Get the **practical guidance** you need to **finance businesses to survive in turbulent economic times**. The program covers **getting a loan** and **alternative sources of financing**. Take a deeper look at underlying concepts, tools and resources for **containing costs** in all areas of a business. You will receive **tips for reducing and containing costs in all areas of the business**. The program addresses **handling crisis situations** and how to respond accordingly. Learn **tips and techniques for selling and marketing in a recession** and more. This program offers a **complete review** of the elements of **value based management** that will **allow a business to survive** and increase its value over the long haul. We teach you effective **techniques for analyzing and measuring profitability**.

Objectives

- Learn how to **plan for surviving the recession**.
- Understand effective ways to **analyze and measure profitability**.
- Learn the techniques for **securing financing for business survival**.
- Grasp the techniques of **achieving maximum cash conversion efficiency**.
- Learn how to **manage a business in crisis**.
- Understand and learn **how to apply cost reduction ideas** that will **lower the business breakeven point**.
- Learn **tips and techniques for selling and marketing** in a competitive environment.
- Understand the **elements and principles of Value Based Management**.

Agenda

- Planning for survival
- Analyzing and measuring Profitability
- Financing the business for survival
- Cash Conversion Efficiency
- Crisis Management
- Cost Reduction Tips – Part I
- Cost Reduction Tips– Part II
- Marketing and Selling in Tough Times
- The Principles of Value Based Management

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Family-Owned Business Succession and Transition

Business Owners, CEOs, CFOs, Controllers, CPAs, Internal Auditors

One Day Program

8 CPE Credits

Description

Family-owned businesses **face serious challenges in successfully passing the reins to family members. Succession planning** is not handled well by most business owners. **Only one in seven family businesses survive the second generation.** This program provides the **process for establishing succession goals and evaluating options. Management team building** is explained together with development of management goals and objectives. The **strategic process of evaluating the future direction of the company** is provided and explained. Additionally, **the secrets of effective leadership and team building** are revealed. **Family dynamics and ownership issues** are thorny areas and requires the techniques of open communication provided by this program. The program **evaluates the possible ranges of transition options** and shows you how to link them with the succession process. Learn how to **create boards as a balance point** between ownership and management. Finally, the program highlights the **key estate planning strategies that will be a component of the succession plan.**

Objectives

- Learn the **steps and process** for establishing succession goals and options.
- Understand the **methodology for management team building** and how it links to **succession planning** and the distinction between ownership and management.
- **Grasp and comprehend** the steps for **creating a strategic vision** for family-owned businesses.
- Review and learn the components of **building a leadership team.**
- Learn about the **dynamics of the family and ownership issues.**
- Understand the elements of **identifying transition options.**
- Grasp how **boards of directors play a critical role in providing balance** between owners and management.
- Review the basic components of estate planning strategies.

Agenda

- Succession Goals and Options
- Management Team Building
- The Strategic Process
- Leadership and Team Building
- Family Dynamics – Ownership Issues
- Transition Options
- Boards and Balance
- Estate Planning Strategies

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Building Business Value

Business Owners, CEOs, CFOs, Controllers, CPAs, Internal Auditors

One Day Program

8 CPE Credits

Description

Nothing is more critical than **assessing the health of a business in this recessionary economy**. This program provides **the steps and the process** to quickly reach the **source of business pain**. **Learn how to think strategically and develop strategic profiles into effective business plans**. **Grasp the concepts of creating tactical action plans and developing them into goals and objectives**. This program provides the best methods for **financing the business**. **Learn how bankers make their loan decisions so you or your client are prepared when requesting a loan**. This program will teach you how to **effectively manage cash flow** and to maintain high levels of **cash conversion efficiency**. **Improving business processes and efficiency is a critical component of building business value offered by the program**. Finally, we teach you the **latest methods of measuring and monitoring business performance** to sustain higher levels of profitability.

Objectives

- Learn about **methods to effectively assess the health of a business** and locate the source of problem areas.
- Understand how to **think strategically and develop effective plans for the future**.
- **Grasp the components of creating tactical action plans and establishing goals and objectives**.
- Learn how to **effectively finance the business** including alternative sources of capital.
- Understand the key elements of **managing cash flow** and achieving more **efficient conversion of the business cycle into cash**.
- Understand the **techniques for evaluating product and customer profitability**.
- Learn the steps for **improving business processes and process efficiency**.
- Widen your understanding of **how to measure and monitor business performance**.

Agenda

- Assessing the Health of the Business
- Thinking Strategically
- Building Tactical Action Plans
- Financing the Business
- Managing Cash Flow
- Basics of Product and Customer Profitability Analysis
- Improving Business Processes and Efficiency
- Measuring and Monitoring Business Performance

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Auditing and Monitoring Internal Control

CFOs, Controllers, CPAs, Internal Auditors

One Day Program

8 CPE Credits

Description

Learn how to utilize the **new AICPA Statements on Audit Standards** to assess fraud risk and internal control systems. Get practical tips on **planning audits** of both public and privately owned companies. Get the **practical guidance** you need to ensure compliance with **Section 404** and a review of **PCAOB Audit Standards** including **Audit Standard No. 5**. The program provides an indepth discussion of material misstatements and materiality. Learn how to apply **COSO's frameworks including monitoring of internal control systems**. This program offers a **complete update on small company internal control issues** as well as **challenges for private companies and not-profit organizations**. You will be updated on the implications of risk management and a review of **the COSO ERM framework**.

Objectives

- Learn about the **latest SAS releases on fraud and assessing internal control and audit risks**.
- Understand the implications of auditing in the **current economic environment**.
- A complete review of **PCAOB audit standards**.
- Learn the elements of monitoring internal control using the new COSO guidance.
- Understand how to **create business value** through application of optimized compliance techniques and practices using the **20 principles of the COSO framework**.
- Learn how to apply the **COSO ERM (Enterprise Risk Management)** concepts to assess internal control risk.

Agenda

- Assessing Fraud Risk – SAS 99
- Assessing Audit Risk – SAS 104 to SAS 111
- Auditing in the Current Economic Environment
- Audit Standard No. 5
- Material Misstatements and Materiality
- Monitoring of Internal Control Systems – COSO Guidance
- Smaller Company Internal Control Considerations
- Financial Statement Assertions
- Risk Management Implications

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C. Lynn Northrup, CPA, CPIM Biography and Experience

C. Lynn Northrup is the principal of C. Lynn Northrup, CPA based in Montrose, CO. In addition to his CPA and consulting practice, he develops and teaches continuing professional education programs. He is the author of *Dynamics of Profit Focused Accounting* and *Profitable Sarbanes-Oxley Compliance*. Lynn also has authored self-study programs and is an Adjunct Professor for Villanova University. Lynn was previously with McGladrey & Pullen's national manufacturing consulting practice where he specialized in conducting a wide range of operational, strategic planning, and cost management and analysis engagements. After starting his career in public accounting with Price Waterhouse Coopers, he was the Controller at Schlegel Corporation in Rochester, N.Y. Schlegel; a complex multinational manufacturing company that grew rapidly from \$10 million in sales to \$300 million from 1965 to 1984. Lynn was responsible for all accounting, tax and financial reporting for the company. In addition, he developed and implemented the internal audit function plus developed the cost accounting and budget forecasting systems for this company on a worldwide basis, which included over 35 profit centers located in 17 different countries.

In addition to creating his own CPA practice, Lynn has held various management and executive positions in industry including Controller and Vice President of Finance. His experience included working with a wide variety of family-owned manufacturing companies in diverse industries plus construction, service industries including CPA firms, mail order, hospitality, real estate, and non-profit organizations. Lynn received a B.B.A. from Clarkson University in 1960 and was certified in production and inventory management (CPIM) with (APICS) in 1999. He is licensed as a Certified Public Accountant in New York, North Carolina, Oregon, and Colorado. He is a member of the American Institute of Certified Public Accountants and the Colorado Society of CPAs. He also is an active member of APICS. Lynn can be reached at **970-964-4927** and by **e-mail at cln@northrupcpa.com**. You can view Lynn's web site at www.northrupcpa.com and his blog at www.northrupcpa.com/blog.