



"Lifting As We Climb"

Increasing Our Value in Economic Turbulence Workshop Series

CPE credits to 1.5 for each of the 4 sessions

12:00pm – 1:15pm & 1:20pm – 2:35pm: Workshop I & II

Financial Statement Analysis: The Big Picture

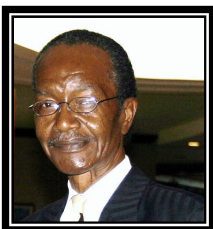
The course provides an overview of financial analysis within the broader context of business analysis, identify tools and techniques useful for financial analysis and discuss limitations imbedded in the analysis process.



Florence Atiase, CPA, is a Lecturer, in the Department of Accounting at the McCombs School of Business, University of Texas at Austin. She has been on the faculty of the University of Texas since 1993. Florence received her B.Sc. from the University of Ghana and M.Acc from the University of Florida. She teaches Intermediate Financial Accounting, Financial Statement Analysis and Fundamentals of Financial Accounting. She is a Co-Director of the Accounting Career Awareness Program summer camp held each year at the McCombs School of Business at The University of Texas at Austin. Florence is a member of the National Association of Black Accountants (NABA), the American Institute of Certified Public Accountants (AICPA) as well as the Texas Society of Certified Public Accountants (TSCPA). She serves as a member of the TSCPA's Diversity and Inclusiveness Committee.

2:45pm- 3:30pm: Workshop III: Save Money, Make Money, Create Wealth

This workshop provides access to knowledge, tools, and systems that can accelerate a personal wealth plan. The presentation will be composed of handouts, video presentation, and interactive participation.



Genord Jones holds a BBA from University of Texas El Paso. He retired from Southwestern Bell in 2003 with 30 years of service. Mr. Jones spent most of his career in Yellow Pages receiving numerous sales awards as a sales rep and sales manager. After retirement, Mr. Jones established himself as an entrepreneur in the Austin business community in wealth planning, merchandising and travel. Genord is Chairman of the civic committee for Community Network of AT&T, V.P. –Education of Barton Springs Toastmasters, member of National Association of Black Accountants and member of Alpha Phi Alpha Fraternity.

3:35pm – 4:50pm Workshop IV: Ethics in Business

Attendees will learn about several ethical dilemmas and receive the requirements for an ethics course for CPA candidates in the state of Texas. Finally, attendees will learn about the important responsibilities of fiduciaries.



Dr. Norma Jacobs is a Professor of Accounting at Austin Community College. She holds a PhD in Accounting and an MBA among her many academic accomplishments. Dr. Jacobs has over 20 years of teaching experience on the collegiate level. Her portfolio of accounting courses taught includes principles of accounting (financial and managerial), intermediate accounting, accounting information systems, accounting research methods, and accounting ethics.



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