



SEMINAR ANNOUNCEMENT

Are you financially literate? In these challenging economic times, businesses need leaders who are money savvy. Shore up your financial literacy – and earn yourself a seat at the corporate table – by attending this timely seminar. With an emphasis on practical, real-world examples, expert **Robert Allen**, professor at the **University of Utah’s School of Accounting**, will teach attendees essential financial principles and help them understand how to effectively use such information in their day-to-day responsibilities. Attendees will learn how to:

- Make sense of the three key financial statements (balance sheets, income statements, and cash flow statements)
- Analyze the interrelationship of these statements, which will help you prepare for the company’s future
- Utilize financial statement information strategically, beyond just analytically
- Translate financial statement information into relevant talking points in order to convincingly communicate with other business leaders



Who should attend: Human resource professionals and other company leaders who desire to expand their financial literacy.

Certification: This program is approved for 3.5 **strategic** recertification hours toward PHR, SPHR, and GPHR recertification through HR Certification Institute.

Where: Red Lion Hotel 161 W 600 S, Salt Lake City, UT	When: Thursday, December 3, 2009 Seminar: 8:00 a.m. - 12:00 noon Registration & breakfast buffet: 7:15 - 8:00 a.m.
Cost: \$115 per Council member; \$195 per non-member	

<p>REGISTRATION INFORMATION:</p> <p>Name _____</p> <p>Name _____</p> <p>Name _____</p> <p>Company _____</p> <p>Address _____</p> <p>City/State/Zip _____</p> <p>Phone _____ Fax _____</p> <p>E-mail Address(es) of person(s) to receive reminder: _____ _____ _____</p>	<p>PAYMENT METHOD:</p> <p>Cost: \$115 per Council member \$195 per non-member</p> <p>___ Check Enclosed</p> <p>___ Bill Me</p> <p>___ Charge Credit Card</p> <p>___ Visa ___ Master Card ___ American Express</p> <p>Credit Card # _____</p> <p>Expiration Date _____</p> <p>Name on card _____</p> <p>Signature _____</p> <p><i>Refund given if cancellation is received at least one week prior to seminar</i></p>
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Register for *Essentials of Financial Literacy* by:

E-mail: info@ecutah.org	Mail: The Employers Council
Fax: 801-364-8915	175 W 200 S, Suite 2005
Phone: 801-364-8479	Salt Lake City, UT 84101

* The use of this seal is not an endorsement by HR Certification Institute of the quality of this program. It means that this program has met HR Certification Institute’s criteria to be pre-approved for recertification credit.