

Annual Update for Today's Controller (ACU)

Keyword:	Management, update, Controller, CFO	Credit Hours:	A&A - 4
Field of Study:	Accounting, Taxes		Taxes - 2
Author:	John Purtill, CPA		Other - 2
Level:	Intermediate		
Prerequisites:	None		

Description: John and Jay Purtill developed this course concept in 1995. Our participants and leaders tell us they prefer this to imitations. ACU is intended to provide a seminar that management CPAs can attend every year, knowing the content will be new and relevant and that the seminar leader will be one of the best. In past years, CPAs in management have learned about benchmarking, EDI, effective management reporting, electronic commerce, cash management developments and other hot topics first from this program.

The best endorsement for this seminar is past participants. At the end of every seminar, participants were asked if they would attend ACU next year. In every session, between 97% and 100% of the participants answered "Yes." Timely topics and top-quality seminar leaders should bring industry members back to this course year-after-year.

Designed For: Specifically for controllers, CFOs, treasurers and other financial managers in middle-market companies (the size tier under the Fortune 500).

Objectives:

- Get up to date on leading edge topics
- Network with peers

Topics:

The seminar is designed as an update on major important developments that affect management CPAs. For that reason, the course is updated continuously during the year and the final topics for a session are chosen about 45-60 days in advance. We typically select four to six topics and sometimes select an overarching theme for the seminar.