



GENERAL BULLETIN

CONNECTICUT
BANKERS
ASSOCIATION
10 Waterside Drive
Farmington, CT 06032-3083
(860) 677-5060
FAX: (860) 677-5066

2009 – 197

October 19, 2009

SENT TO:

TO THE CHIEF EXECUTIVE OFFICER
OR INDIVIDUAL ADDRESSED

CEO, CEO+, CFO,
& Training Specialists

RE: CBA Web Seminar – Accounting Essentials For Bankers
Monday, November 16, 2009 -- 2:30 p.m. - 4:30 p.m.

Accounting is the language of business, and does NOT have to be boring! In fact, understanding basic accounting issues will make the banker's job more interesting, successful and satisfying. The purpose of this NEW web seminar is to present key accounting principles in easy-to-understand terms that will help bankers understand how different businesses operate successfully (including your bank) and evaluate the financial condition and credit risk of borrowers. Prior accounting training is not required. This program could also serve as a strong refresher course for those with prior accounting education. The presentation will be highly conversational with plenty of time for questions and answers. Case examples will be used to enhance each participant's ability to apply the information presented.

HIGHLIGHTS

- Accounting concepts, conventions and standards
- Content and purpose of the balance sheet, income and cash flow statement
- Basic accounting procedures including debits and credits, accounts, assets, liabilities and equity, revenues, expenses, net income
- Explanation of the full "accounting cycle"
- Forms of business organization (corporation, LLC) and impact on accounting and analysis
- Review of all balance sheet and income statement accounts plus the inter-relationship and significance in credit decision making and understanding how any business operates

AUDIENCE

Any banker requiring a fundamental knowledge of accounting, including deposit operations personnel, loan officers, credit analysts, administrative assistants and all other personnel involved in using, reviewing, and/or interpreting financial information. **CE Applied:** 2.5 hours towards the CLBB/CPB designations with the Institute of Certified Bankers, an affiliate of the American Bankers Association.

SPEAKER

Bob Ullom - Bob Ullom's enthusiastic presentation will draw on his more than 35 years as a banker and banking educator. A CPA, Bob has been effectively helping bankers deal with accounting issues throughout his career as a teacher and as a banker. Before becoming a speaker, Bob led two start up banks to profitable, sound status by applying the skills and ideas presented in this seminar. He teaches over 10,000 bankers annually in seminars in over 30 states on a variety of lending, management, sales and regulatory topics.

WHAT IS A WEB SEMINAR?

A web seminar is an enhanced telephone seminar. The audio portion is delivered by speaker phone. However, you may now view a corresponding PowerPoint presentation using a PC or PC connected to an A/V projector. No special hardware is needed. You may still participate by phone only. The program consists of 90 minutes of instruction and 30 minutes live Q&A. Each registration provides one connection to the web seminar, materials and 30 days access to the online seminar. You may have unlimited listeners on your connection by speaker phone and PC. You will receive a confirmation with your PIN, materials and instructions. If you do not receive a confirmation within two days of the event call 888-262-7701. You may also purchase the CD and materials.

Free 30-Day Replay - Within five working days after the broadcast, you will receive a URL providing unlimited access to a recorded copy of the presentation for 30 days. This enables you to participate in the live web seminar, train additional staff and review the material as needed.

Transmission, retransmission or republishing of the audio portion of the web seminar is prohibited. Your registration entitles you to one connection at one location with permission to make copies of materials for participants. Please complete one registration per location.

The **On-Demand Web Seminar** is a live web seminar that has been recorded and then streamed to your computer to watch at your convenience. The program can be viewed anytime 24/7. You can watch a portion, come back and pick up where you left off! Anyone at your branch may access the program from a computer using the login and password. When purchasing an On-Demand Web Seminar, you have unlimited access to the program for 6 months from the date of purchase.

REGISTRATION INFORMATION

Registrations are requested to be submitted three days prior to the date of the web seminar. On-line registrations can be made at <http://www.bankersed.com/CTBANKERS/>. For all other registrations, please complete the attached registration form and send directly to Bankers Ed in advance of the program. Fee information for this program is listed on the registration form. **Payment is expected at the time of registration unless other arrangements are made prior to the event with the CBA.**

Late Registration: Registrations are accepted until the program starts. To ensure timely delivery of materials, etc., please register online when registering **two working days prior** to the broadcast (credit cards, e-checks and invoices accepted). If you would like assistance with online registration, contact 888-262-7701.

Please do not hesitate to contact either Kathy Parks or me if you have any questions about this web seminar.

Very truly yours,
LINDSEY R. PINKHAM
Senior Vice President & Secretary

attachment

CBA WEB SEMINAR

ACCOUNTING ESSENTIALS FOR BANKERS

Monday, November 16, 2009

2:30 p.m. - 4:30 p.m. (EST)

REGISTER (Each registration entitles you to one connection at one location where an unlimited number of listeners may participate):

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

FOUR WAYS TO REGISTER FOR CBA WEB SEMINARS:

Prior to November 9th

Mail: Complete this form, include payment and mail it to: Bankers Ed: 5700 S. Mopac, #C310, Austin, TX 78749

Anytime Prior to the Program

On-line: Register on-line at <http://www.bankersed.com/CTBANKERS/>

Fax: Complete the registration and credit card information below and fax to: 512-381-1571

Phone: Call 888-262-7701 with credit card information

CBA WEB SEMINAR – ACCOUNTING ESSENTIALS FOR BANKERS

Monday, November 16, 2009 - (Seminar code: SW2-1204)

Web Seminar/Materials (live hookup) \$255 member \$510 non-member

On-Demand Web Seminar/Materials \$275 member \$550 non-member

METHOD OF PAYMENT (check one):

Check made payable to: Bankers Ed

Discover Card MasterCard Visa AMEX

Card Number _____ Exp. Date _____

Security Code (3 or 4 digits on back of card) _____

Signature _____ Amount \$ _____

For registration questions, please contact Bankers Ed customer support at 877-880-1335 or Kathy Parks at the Connecticut Bankers Association parks@ctbank.com or 860-677-5060.

*****Registrations must be sent to Bankers Ed*****

(Seminar code: SW2-1204)