

# aap

*The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers  
Books Committee Presents...*

## Finance for Non-Financial Professionals

Friday, November 16<sup>th</sup>, 2007

9:00am-3:00pm

AAP/NY Offices

71 Fifth Avenue, 2<sup>nd</sup> Floor (@ 15<sup>th</sup> Street)

New York, NY 10003-3004

The following topics will be addressed:

### ACCOUNTING BASICS

#### **Introduction to financial statements**

What are they?

How are they used?

#### **BALANCE SHEET**

- a. Inventory
- b. Royalty Advances
- c. Accounts Receivable
- d. Write downs
- e. Liabilities

#### **INCOME STATEMENT**

- a. Cash Income vs. Accrual
- b. Unit costs vs. Total Manufacturing Costs
- c. Plant Costs-Expense vs. Amortize
- d. Period of writedown
- e. Relationship of print runs to expenses

#### **CASH FLOW STATEMENT**

### FINANCIAL CONCEPTS

#### **BUDGETS**

What is a budget?

- a. Not a running check book balance!
- b. What periods should be included? How accurate are they beyond a short term period?
- c. What income and expense items should be included?
- d. How do you know what to include?

#### **WHAT DO YOU NEED TO KNOW FOR YOUR JOB?**

The attendees will break into separate groups according to function: editorial, marketing, production. Each "CFO" will lead discussion of what individuals think they need to know still.

Moderated by: **Molly Venezia**, Assistant Director and CFO, *Rutgers University*

The speakers for this session (TBA) will be from commercial houses, university presses and societies.

## Registration Form

[ ] YES! I will be at the Seminar *Finance for Non-Financial Professional* on Friday, November 16<sup>th</sup>, 2007, 9:00am-3:00pm. Lunch is included. Registration Fees are as follows:

### CONTACT DETAILS:

\_\_\_\_\_  
Name Business Title  
\_\_\_\_\_  
Company  
\_\_\_\_\_  
Address  
\_\_\_\_\_  
City, Zip, State  
\_\_\_\_\_  
Telephone E-mail

### PAYMENT METHOD:

- Check (Payable to *Association of American Publishers, Inc.*)  
 Visa  
 MasterCard  
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### REGISTRATION FEES:

- \$150.00 AAP Member  
 \$250.00 AAP Non-Member

### MAIL OR FAX PAYMENT TO:

Association of American Publishers  
Attn: Sara Firestone  
71 Fifth Avenue, 2<sup>nd</sup> Floor  
New York, NY 10003-3004  
Fax (212) 255-7007

For more information please contact Sara Firestone (212) 255-0200 x257 or [sfirestone@publishers.org](mailto:sfirestone@publishers.org)

**Cancellation Policy:** Full refund for cancellations on/before October 30th, 2007. **NO REFUND FOR CANCELLATIONS AFTER October 30<sup>th</sup>, 2007.** In the unlikely event of seminar cancellation, the AAP/PSP is not responsible for any costs, damages or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant. Speakers subject to change without notice.