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

Finance for Non-Financial Professionals

Friday, November 16th, 2007

9:00am-3:00pm

AAP/NY Offices

71 Fifth Avenue, 2nd Floor (@ 15th 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 16th, 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
 American Express

Card No. _____ Exp. Date _____

Name of Cardholder _____ Signature _____

REGISTRATION FEES:

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

MAIL OR FAX PAYMENT TO:

Association of American Publishers
Attn: Sara Firestone
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New York, NY 10003-3004
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For more information please contact Sara Firestone (212) 255-0200 x257 or sfirestone@publishers.org

Cancellation Policy: Full refund for cancellations on/before October 30th, 2007. **NO REFUND FOR CANCELLATIONS AFTER October 30th, 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.