



Training, Writing and Consulting in:
 Fraud, Theft and Abuse
 Audit Standards and Failures
 Leadership Skills and Strategies
 Strategic Profitability Strategies

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 Powell, OH 43065
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 www.TheProsAndTheCons.com

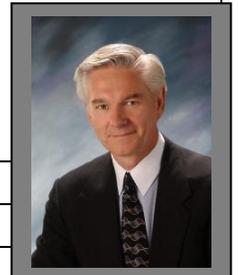
2014 Professional Education Courses

		AREA	Hrs	YB	
	NEW	Ethics	4		Ethics and [Your State] Professional Standards: 10 Ways to Lose Your CPA License with Gary Zeune
	NEW	Ethics	4		Ethics and [Your State] Professional Standards: 13 Most Dangerous Requirements in the NEW Code of Conduct with Gary Zeune
	UPDATED	Ethics	4		Ethics and [Your State] Professional Standards: 10 Scary Cases in Compilations, Reviews and Audits with Gary Zeune
	NEW	AA	4/8	4	Gary Zeune's Fraud: 2014 Alert for Small and Midsize Entities
	NEW	AA	4	4	Gary Zeune's Fraud in the Affordable Care Act: 15 BIGGEST Risks for 2014
	UPDATED	AA	4/8		Gary Zeune's Fraud: Detecting and Preventing Internal Theft and Abuse 2014 Update
	UPDATED	AA	4/8	8	Gary Zeune's Fraud and Abuse in Government and Non-profits 2014 Update
	Gary Zeune CPA	UPDATED	MGT	4/8	
	NEW	Ethics	4		Ethics and [Your State] Professional Standards: 10 Steps to Shattered Careers with Ex-Con Mark Morze (not in MD data base)
	UPDATED	AA	4/8		Mark Morze's Fraud: 15 Techniques to Prevent and Detect Fraud
	UPDATED	AA	4/8		Mark Morze's Fraud: 15 Ways Clients Circumvent Auditing Standards
Mark Morze					
	NEW	Ethics	4		Ethics and [Your State] Professional Standards: How Technology Changes Compliance with Ben Wright, Esq.
	UPDATED	BLaw	4/8		Ben Wright's Practical Business Law: 2014 Update
	UPDATED	BLaw	4/8		Ben Wright's Email, Record Retention, Destruction & Security: 2014 Update
Ben Wright, Esq.					
	NEW	AA	4/8		Embezzler Amy Wilson's "Deceit, Lies and Embezzlement" demonstrates how she used the accounting software to steal \$350,000. 50+ Minnesota CPAs rated Amy 4.9 for her first full day class.

NEW

4 Hrs Yellow Book

TITLE	Gary Zeune's Fraud in the Affordable Care Act: 15 BIGGEST Risks for 2014
SUBTITLE	Don't miss fraud risks buried in the Affordable Care Act
AUDIENCE	Anyone in or serving healthcare
OBJECTIVE	Don't let clients or your company commit healthcare fraud
LEARN	<p>Medicare and Medicaid reported \$64 Billion of fraud in FY 2011 and ACA contains numerous requirements to detect and prevent fraud. You'll learn the 15 biggest risks for CPAs in the Affordable Care Act including....</p> <ol style="list-style-type: none">1. New Medicare and Medicaid Special Fraud Alerts2. How ACA participants will circumvent the wide range of new program responsibilities3. Fraud risks in transforming Medicare and Medicaid from Fee For Service to value-driven4. What new controls Center for Medicare & Medicaid Services is developing5. How participants will exploit lack of coordination in government agencies6. Loopholes in the Medicare Shared Services Program7. How OIG is identifying provider risk to prevent fraud, waste and abuse8. How CMS is applying lessons learned from fraud in American Recovery and Reinvestment Act9. Learn which programs are targeted for priority fraud detection10. Learn how CMS identifies fraudulent billings and payments11. The new ACA system that ranks providers and suppliers by fraud risk12. Medicare Fraud Strike Force use of new predictive models to detect fraud13. Increased use of payment suspensions to deter fraud14. Proposed requirement that managed care entities verify services filled15. ACA crackdown on conflicts of interest
SPECIAL	Get a simple free way to stay up to date on ACA developments
BONUS	Receive Gary's FREE newsletter
HOURS	4
LEVEL	Advanced
ACRONYM	ACA2014
FOR	CPAs, Healthcare executives, internal auditors, risk managers
AREA	NEW
PREREQ	None
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	May 1
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



Questions??? Contact Gary at 614-761-8911 or gzfraud@gmail.com.

NEW

4 Hrs

TITLE	Ethics and [Your State] Professional Standards: 10 Ways to Lose Your CPA License with Gary Zeune
SUBTITLE	Real CPAs. Real Cases.
AUDIENCE	Only CPAs who don't want to lose their license
OBJECTIVE	Learn regulatory ethics from CPAs who lost their license
LEARN	<p>Gary covers general ethics, [your state] professional ethics, and ethics in accounting. Actual cases where CPAs made unethical decisions and lost their license....some stole, some committed financial reporting fraud and some went to prison.....</p> <ol style="list-style-type: none">1. CPA hires hit man2. Partner steals \$4+ million in client billings3. Partner sleeps then goes to prison4. CFO/CPA betrays his ethical duty to make boss happy5. CPA School Controller goes to prison6. CPA sentenced for \$8 million Ponzi scheme7. A&A partner commits financial reporting fraud8. National firm managing partner convicted of tax fraud9. Small firm managing partner falsifies client records to avoid prison10. Get the immaterial amounts that are material ethics violations
SPECIAL	Videos of (former) CPAs explaining their unethical behavior
BONUS	Receive Gary's FREE newsletter
HOURS	4
LEVEL	Advanced
ACRONYM	ELose
FOR	CPAs
AREA	Updated
PREREQ	None
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.

3 Mass CPAs wrote:

- Instructor was fantastic!
- [He] connected real cases to our work.
- It was worth 90 mile drive.

107 Alaska CPAs rated Gary's ethics class 4.83.

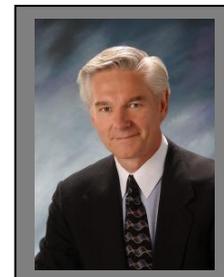
"Applying your fraud experience & background to this subject was an excellent twist on the subject material."

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NEW

Includes 4 Hrs Yellow Book

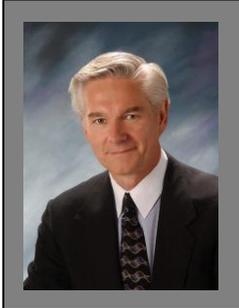
TITLE	Gary Zeune's Fraud: 2014 Alert for Small and Midsize Entities
SUBTITLE	10 NEW Fraud Cases and 10 NEW Fraud Risks in private companies, non-profits, and government entities
AUDIENCE	50/50 practitioners and industry (historical average for my annual fraud course)
OBJECTIVE	Learn how to spot fraud through new cases
LEARN	<p>By the time fraud hits the financial statements, it's too late. It's already happened.</p> <p>10 NEW Fraud Cases</p> <ol style="list-style-type: none">1. State treasurer charged with accepting bribes2. Institute of Internal Auditors Treasurer indicted for embezzlement3. Sales people commit rebate fraud4. Major universities defraud research grants5. Dentist defrauds 7,000 patients6. Municipalities charged with financial reporting fraud7. Montana salesman pleads guilty to 'misprision of a felony'8. Food processors convicted of purchasing fraud9. Doctors commit fraud by not paying enough for drugs10. Bank confirmation misses \$6 million Ponzi scheme <p>10 NEW Fraud Risks.....</p> <ol style="list-style-type: none">1. Two FASB proposals create audit fraud risk2. Municipal bankruptcies put which entities at risk3. How new Medicare data exposes healthcare fraud4. Rewrite of 'No Child Left Behind' law creates new financial reporting risk5. Previously legal sales and purchases now illegal in 20146. How cybercriminals sniff out vulnerable small entities7. "Operation Swill" exposes fake industry revenue8. Company fined \$9.5 million for 'willful blindness' of customer fraud9. Three whistleblower cases cost companies and nonprofits \$161,000 to \$11 million10. How cash poor cities are creating risk for nonprofits
SPECIAL	Videos show you how to identify fraud risks
BONUS	Sign up for Gary's FREE newsletter
HOURS	4 or 8 includes 2 or 4 Hours Yellow Book
LEVEL	Advanced
ACRONYM	F2014
FOR	CPAs, clients, internal auditors, controllers, CFOs, executives, board members
AREA	A&A NEW including 4 hours Yellow Book
PREREQ	None
INSTRUCTOR	Gary Zeune, CPA
AVAILABLE	May 1
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



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NEW**4 Hrs**

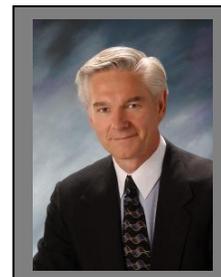
TITLE	Ethics and [Your State] Professional Standards: 13 Most Dangerous Requirements in the NEW Code of Conduct with Gary Zeune
SUBTITLE	Every [Your State] CPA is REQUIRED to comply with the NEW Code on December 15, 2014
AUDIENCE	Only CPAs required to comply with [your state] ethics requirements
OBJECTIVE	Leave class with easy solutions to 13 dangerous requirements
LEARN	<p>[Your state] Board of Accountancy requires CPAs to comply with the AICPA Code of Professional Conduct. Learn the 13 most dangerous requirements buried in these areas.....</p> <ol style="list-style-type: none"> 1. Why and how the Code has been restructured 2. The new and revised requirements 3. Requirements when the Code does not address an ethics threat 4. What non-authoritative guidance is now applicable 5. The requirements from state boards 6. How the four new sections apply to which CPAs 7. Newly defined terms that change relationships 8. How redrafted Interpretations and all ethics rulings are dangerous 9. Failing to comply with “<i>consider, evaluate, or determine</i>” 10. Why the Code no longer applies to certain parties 11. When using professional judgment is an ethics violation 12. How revised definitions of “self-review threat” and “client” are dangerous 13. Dangers in the 8 substantive changes
BONUS	Sign up for Gary’s FREE newsletter
HOURS	4
LEVEL	Advanced
ACRONYM	Eaicpa
FOR	All CPAs
AREA	Ethics
PREREQ	None
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	May 1, 2014
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



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NEW**4 Hrs**

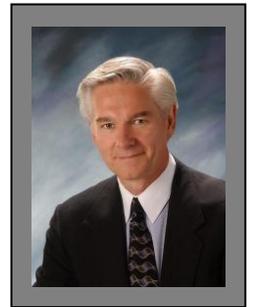
TITLE	Ethics and [Your State] Professional Standards: 10 Scary Cases in Compilations, Reviews and Audits with Gary Zeune
SUBTITLE	10 ethics violations that resulted in engagement failures
AUDIENCE	New but estimate 80% public accounting
OBJECTIVE	Make ethical decisions to protect yourself from malpractice
LEARN	<p>[Your state] requires you to comply with the AICPA Code of Professional Conduct, Statements on Quality Control Standards, Interpretations and Ethics Rulings. Gary will show you the inside scoop for 10 cases involving ethics violations of the....</p> <ol style="list-style-type: none"> 1. Code of Professional Conduct 2. Quality Control requirements 3. Workpaper requirements 4. Audit standards 5. SSARS standards 6. Independence requirements 7. Confidentiality requirements 8. Competency 9. Licensing 10. Conflicts of interest
BONUS	Watch video of CPAs who lost their licenses
HOURS	4
LEVEL	Advanced
ACRONYM	ECRA
FOR	CPAs in public practice
AREA	Ethics
PREREQ	None
INSTRUCTOR	Gary Zeune, CPA
AVAILABLE	May 1, 2014
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



Updated

Yellow Book

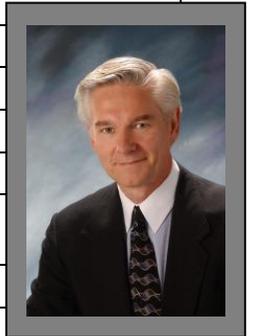
TITLE	Gary Zeune's Fraud and Abuse in Government and Non-profits 2014 Update
SUBTITLE	Why is the risk greater if you miss fraud or abuse in government and non-profits
AUDIENCE	75% practitioners and 25% non-practitioners
OBJECTIVE	Use actual cases to find out why government and non-profits have a higher risk of fraud and abuse, and how to detect and prevent it to protect yourself
LEARN	<p>Fraud and abuse committed in and perpetrated on non-profits...</p> <ol style="list-style-type: none">1. Types of NPOs at risk for fraud and abuse2. Types of and who commits fraud and abuse against NPOs3. Comprehensive model for controlling fraud and abuse in NPOs4. Purchasing and disbursement schemes5. HR and administrative policies that minimize fraud and abuse6. How boards of directors can minimize fraud <p>Fraud and abuse in and on government entities....</p> <ol style="list-style-type: none">1. Small city finance manager steals \$50+ million2. The special nature of government fraud and abuse3. Corruption and funding of public bodies4. Key revenue and expenditure manipulations, risks, detection and controls5. Risks and controls over benefits, claims, grants and rebates6. Fraud and abuse committed ON government entities
SPECIAL	Video tape of government and non-profit executives and employees who committed fraud
BONUS	Receive Gary's FREE newsletter
HOURS	4 or 8 all Yellow Book
LEVEL	Intermediate
ACRONYM	FAGNP
FOR	Public practitioners, financial managers, Controllers, CFOs, executive directors
AREA	A&A and 8 hrs Yellow Book Update
PREREQ	None
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	May 1
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



All speakers are available for conference and in-house presentations.

Updated

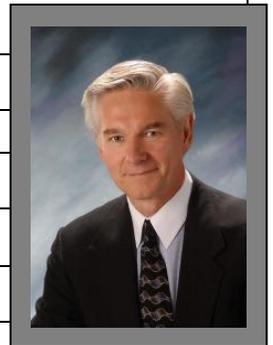
TITLE	Gary Zeune's Fraud: Detecting and Preventing Internal Theft and Abuse 2014 Update
SUBTITLE	Entities with fewer than 100 employees lose an average of \$150,000 per fraud
AUDIENCE	75% industry
OBJECTIVE	Fraud, abuse and theft are the primary causes of 50% of all small business failures. Using real cases, learn the techniques employees and managers use to defraud and cheat your company.
LEARN	<p>Private companies lose an average of 6% of revenue to fraud, theft and abuse. Gary will show you simple methods to keep your money.....</p> <ol style="list-style-type: none">1. Newest data damage actively disengaged worker can do2. Just because you made a sale doesn't mean the cash went in the drawer3. Do you know who your highest paid employees are (hint: this is a fraud course)4. How employees steal money from your checking account (and a simple way to protect it)5. How employees collude with vendors and customers to steal you blind6. See how easy it is to steal inventory and other goods7. Find out why corruption kickback and bid-rigging schemes are soooooo hard to detect8. Don't let employee bribery and conflicts of interest harm your bottom line9. How employees manipulate non-financial measurements to steal from you
SPECIAL	Watch video of staff and management explaining their frauds, thefts and abuses
BONUS	Receive Gary's FREE newsletter
HOURS	4 or 8
LEVEL	Advanced
ACRONYM	IFTA
FOR	Controllers, CFOs, CEOs, business owners, department managers, loss prevention specialists, HR professionals, investigators
AREA	A&A Update
PREREQ	10 years CPA
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	May 1
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



Questions??? Contact Gary at
614-761-8911 or gzfraud@gmail.com.

NEW

TITLE	Gary Zeune's CFO: 10 Critical Skills for 2014
SUBTITLE	Master These Skills to Make Yourself Indispensable
AUDIENCE	75% industry
OBJECTIVE	Transform yourself into a top-notch CFO
LEARN	Here are 10 critical new issues you'll learn in Gary's class: <ol style="list-style-type: none">1. Maximize profits by firing the right customers2. Customers paying late....New study pinpoints what CFOs are doing wrong3. A simple technique to get the 'best and the brightest' to work for you4. How 10 people created extremely successful companies from a simple idea5. How CFOs use one simple technique to drive the bottom line6. How to finance an owner buyout with pre-tax money7. What disruptive technology will threaten your entity's existence8. 5 Ways to Increase Prices Without Losing Your Customer9. How CFOs use the new Benchmarking data to fine tune accounting10. Nine bad behaviors that send your customers to competitors
SPECIAL	Videos of small successful small business CFOs explaining their secrets
BONUS	Subscribe to Gary's electronic newsletter
HOURS	4 or 8
LEVEL	Advanced
ACRONYM	CFO
FOR	Controllers, CFOs, CEOs, business owners and practitioners who want to help clients be more profitable
AREA	MGT
PREREQ	None
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	May 1
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.

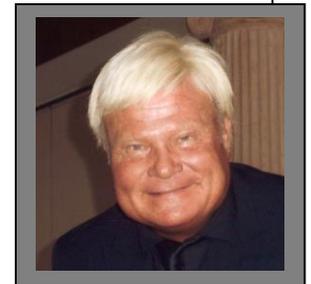


Find more conference 'only' experts at www.TheProsAndTheCons.com.
Contact Gary at 614-761-8911 or gzfraud@gmail.com.

NEW

4 Hrs

TITLE	Ethics and [Your State] Professional Standards: 10 Steps to Shattered Careers with Ex-Con Mark Morze (not in Maryland Data Base)
SUBTITLE	The ethics-lapses by accountants that lead to fraud, committing fraud, or aiding and abetting the perpetrator, and their ramifications.
AUDIENCE	CPAs, auditors, practitioners, CFOs, CFEs
OBJECTIVE	Techniques to spot the red flags of slipping into unethical behavior and the consequences.
LEARN	<p>Mark covers general ethics, [your state] professional ethics, ethics in accounting, and how the ethics lapses of accountants resulted in actual fraud cases, and the results.</p> <ol style="list-style-type: none">1. To analyze the effects of the ethical violations of the accountants and how that facilitates clients to commit frauds both huge and small2. 5 examples of ethical violations resulted in CPAs participating in fraud3. How CPAs violations of GAAP facilitated my ZZZZ Best fraud4. The career-ending consequences of ethical lapses5. How others suffer, including families, friends, co-workers6. The effect on the accountant's firm, reputations, trials, prison, and loss of license7. How early detection of unethical behavior can stop the "slippery slope" to loss of license8. Recognizing a client's or staff person's or superior's disguised unethical request9. Recognizing the unethical absence of action (nonfeasance)10. The lure of unethical altruism and "willful ignorance"
SPECIAL	Actual documents CPAs failed to audit that violated GAAP
BONUS	A single unethical document that would have led to the imprisonment of numerous accountants
HOURS	4
LEVEL	Advanced
ACRONYM	MMETH
FOR	CPAs, clients, internal auditors, controllers, CFOs, Executives, board members
AREA	Ethics
PREREQ	None
INSTRUCTOR	Mark Morze
AVAILABLE	January 1, 2014
IN-HOUSE	We customize our courses for in-house training and conferences. Just let us know what you need.



UPDATE

TITLE	Mark Morze's Fraud: 15 Techniques to Detect and Prevent Fraud
SUBTITLE	Learn fraud from a white collar criminal who cooked the books
AUDIENCE	CPAs who don't want to be fooled by fraudulent financial information
OBJECTIVE	Learn techniques clients use to fool CPAs so you can detect fraud
LEARN	Learn inside secrets from a CFO who cooked the books..... <ol style="list-style-type: none">1. How I committed the ZZZZ BEST Fraud, including 10 Red Flags auditors missed2. Complete review of 10 white-collar frauds and how CPAs missed them3. How people use Accuracy, but not True, information to fool you4. Ten simple procedures to minimize fraud risk5. Get an "ethical road map" to minimize fraud6. How management representations enable fraud7. How clients convince auditors that illegal companies are real8. Two frauds that were committed with "Black Boxes" and magical secrets9. How even a simple mistake can cost you your CPA license10. How to prevent your clients, staff or boss from making you look guilty or incompetent11. A complete analysis of theft, Ponzi, inside info, false business reporting, and collusion12. How the "color of the ink" exposed a major fraud13. How a private company used "off balance sheet" entities in a sophisticated crime14. How private companies use SOX techniques to combat fraud15. The 32 Red Flags a CFE sent the SEC showing Madoff was a fraud16. How 3 government regulations are used to facilitate fraud, not find it
ETHICS	1 Hour
HOURS	4 or 8
LEVEL	Advanced
ACRONYM	MM15
FOR	Public and non-Public CPAs, Lawyers, Executives, Management, Bankers, Sales, Controllers, Business Owners, Investors, Analysts
AREA	A&A Update
PREREQ	None
INSTRUCTOR	Mark Morze
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



Watch Mark speak. Go to TheProsAndTheCons.com and Click 

NEW

8 Hrs Yellow Book

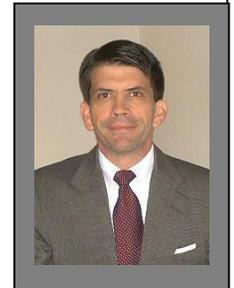
TITLE	Mark Morze's Fraud: 15 Ways Clients Circumvent Auditing Standards
SUBTITLE	Mark Morze, CFO of ZZZZ Best Carpet Cleaning, will show you the techniques he used to fool his auditors that fake audit evidence was real
AUDIENCE	CPAs who need to know the trap doors in new auditing standards
OBJECTIVE	Learn how Morze structured explanations, phone calls, bank and receivable confirmations, inventory counts and documents to fool 3 CPA firms over 5 years
LEARN	<p>Morze will show you some of the 10,000 phony documents he created for audit support, the \$7.2 million 'sting' construction job, and non-existent carpet that circumvented the Auditing Standards.....</p> <ol style="list-style-type: none">1. Audit Evidence2. Audit Sampling3. Related Parties4. Risk Assessment (Planning, Materiality, Evidence)5. Considerations of Laws and Regulations in an Audit6. Analytical Procedures7. Auditing Accounting Estimates8. External Confirmations9. Subsequent Events10. Written Representations11. Terms of Engagement12. Consideration of Fraud in a Financial Statement Audit13. Quality Control for Engagements under GAAS14. Opening Balances – Initial Engagements15. Filings with the SEC
ETHICS	1 Hour
SPECIAL	Get 50+ common-sense questions that would have uncovered the fraud. But no one asked.
HOURS	4 or 8 all Yellow Book since auditing standards
LEVEL	Advanced
ACRONYM	MMCAS
FOR	Auditors, firm counsel, defense and plaintiff attorneys and regulators
AREA	A&A and Yellow Book Update
PREREQ	10 Year Auditor
INSTRUCTOR	Mark Morze
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



NEW

4 Hrs

TITLE	Ethics and [Your State] Professional Standards: How Technology Changes Compliance with Ben Wright, Esq.
SUBTITLE	Use technology to comply with ethics requirements
AUDIENCE	Any CPA that uses computers and is required to comply with ethics requirements
OBJECTIVE	Ethical requirements are timeless, but the practical means to satisfy them is evolving as business communication shifts to computer devices and as records accumulate in databases rather than in file cabinets.
LEARN	<p>Attorney Ben Wright will show you how to use computers, mobile devices and digital records to execute ethical responsibilities and prove your compliance under your state's ethics requirements....</p> <ol style="list-style-type: none">1. Modern technology helps create detailed records to prove you did what you were supposed to do.2. Watch out! Modern technology enables adversaries and law enforcement to uncover facts that would have remained hidden in the old days.3. The Internet motivates professionals and their clients to strive for more openness and self-regulation.4. Modern records and security risks motivate CPAs to write new warnings into their engagement letters.5. You may be wise to implement an identity theft "Red Flag" program, even if law does not directly require it of your CPA firm.6. Old emails can come to the rescue in an ethics or malpractice investigation.
SPECIAL HOURS	Materials contain references and URLs to outside materials for further reading
LEVEL	4
ACRONYM	Advanced
FOR	ETech
AREA	CPA firm partners and staff, Controllers, CFOs, CEOs, business executives, security officers, risk managers
PREREQ	Ethics
INSTRUCTOR	None
AVAILABLE	Benjamin Wright, Esq.
CUSTOM	Now
	We customize our courses for in-house training and conferences. Just let us know what you need.



Includes NEW Cases Affecting CPAs

TITLE	Ben Wright's Practical Business Law: 2014 Update
SUBTITLE	The latest changes that technology, modern risks and new laws are forcing on CPAs
AUDIENCE	Partners, firm counsels, general counsels, business owners, CFOs
OBJECTIVE	A CPA routinely encounters legal questions applicable to either the client or the firm. This course is chock full of tips, best practices and recent developments from a seasoned lawyer.
LEARN	<p>14 things you will learn in Attorney Ben Wright's class...</p> <ol style="list-style-type: none"> 1. Do you know the latest traps in business law? 2. Do you know how to use technology to your advantage and avoid liability? 3. Updated to cover the collection of accounts receivable during the recession 4. Understanding the role of Internet publicity in resolving disputes 5. Get the terms you want in negotiations and business relationships 6. Avoid contract pitfalls to close loopholes 7. Exploit technology to negotiate the deal you deserve 8. How to use documents/email/records to protect yourself 9. Accountants can be liable for many missteps beyond just malpractice . . . do you know how to protect yourself and your firm? 10. Understand how computer forensics uncovers evidence to sue you 11. Lessons from recent business scandals 12. Learn how savvy accountants know when crooks are abusing corporate computer networks 13. How "law-abiding" executives, enterprises and CPA firms are now liable for long-accepted practices 14. Dealing with your bank when hackers steal from your online business bank account
SPECIAL	Materials contain references and URLs to outside materials for further reading
HOURS	4 or 8
LEVEL	Advanced
ACRONYM	PBL
FOR	CPA firm partners and staff, Controllers, CFOs, CEOs, business executives, security officers
AREA	Specialized Knowledge Update
PREREQ	None
INSTRUCTOR	Benjamin Wright, Esq.
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



A CPA routinely encounters legal questions applicable to either the client or the firm. This course is chock full of tips, best practices and recent developments from a seasoned lawyer.

Watch Ben speak. Go to TheProsAndTheCons.com and Click

Videos

Includes Social Networking Requirements

TITLE	Ben Wright's Email, Record Retention, Destruction & Security: 2014 Update
SUBTITLE	Updated for the most recent legal requirements in this rapidly changing area
AUDIENCE	75% Practitioners
OBJECTIVE	Protect yourself under the rapidly changing laws of litigation, technology, privacy, electronic commerce and computer security.
LEARN	<p>16 things you will learn in Attorney Ben Wright's class.....</p> <ol style="list-style-type: none"> 1. Storage of accounting records in the cloud 2. Criminal prosecution of Arthur Andersen for destroying records 3. Legal requirement for record retention 4. Coping with the unique legal properties of e-mail 5. The risk of the proliferation of e-mail and other electronic records 6. The magic of computer forensic experts 7. How to protect yourself with the right record retention policies 8. Unraveling the confusion around electronic signatures 9. How computer forensic experts uncover damaging information 10. New Federal Rules on discovery of e-mail and other e-records in litigation. 11. Record retention requirements when employees use social networks (like Facebook and Twitter) for official business 12. The new laws requiring companies to notify customers of identity theft and consumer privacy and the punishment if you don't 13. Your liability if you fail to secure e-records and information systems 14. How to develop policy for employees working from their own devices and services (BYOD) 15. Practical case studies showing how different enterprises manage their electronic records 16. IRS demand for taxpayer computer files
SPECIAL	Materials contain references and URLs to outside materials for further reading
HOURS	4 or 8
LEVEL	Advanced
ACRONYM	DRD
FOR	CPA firm partners and staff, CFOs and controllers, firm counsel, business owners
AREA	Specialized Knowledge Update
PREREQ	None
INSTRUCTOR	Ben Wright, Esq.
AVAILABLE	Now
CUSTOM	Mix and match Ben's different class topics from Ben's classes for in-house and conferences



In a survey by CAMICO Insurance, 90% of jurors said accountants should know the laws that relate to financial matters.

Watch Ben speak. Go to TheProsAndTheCons.com and Click

Videos

NEW

50+ Minnesota CPAs gave Amy 4.9

TITLE	Embezzler Amy Wilson’s “Deceit, Lies and Embezzlement”
SUBTITLE	Embezzler Amy Wilson Demonstrates How She Used Accounting Software to Steal
AUDIENCE	CPAs, Auditors, Accountants, Internal Auditors, Controllers, CFOs, CEOs, Business Owners, and Department Managers
OBJECTIVE	Learn how a trusted employee exploited flaws in accounting software
LEARN	<p>Convicted bookkeeper Amy Wilson will show you how she went from highly trusted employee to stealing nearly \$350,000. Wilson will show you how her theft started small, grew for nearly 4 years and how she hid it from her boss and outside CPA.....</p> <ol style="list-style-type: none">1. How proper hiring procedures would have prevented my theft2. The myths and misconceptions regarding white collar criminals3. My red flags of fraud which would have exposed my crime4. What motivated me, a trusted employee, to embezzle5. How I fooled my boss using the façade of separation of duties6. Step by step review of system entries I used to conceal my theft7. How I deterred the owners from performing frequent and thorough review of the business’ financial health8. How unpredictable events led to getting caught9. What happened when I accepted responsibility and went to prison10. The devastating impact on my family11. The owner’s reaction to my betrayal of trust and condition of the business today12. In depth analysis of two other theft cases committed by trusted professionals Amy met while in prison.
BONUS	Watch a video interview of Amy’s victims
HOURS	4 or 8 (can be customized from 1 to 8 hours for in-house and conferences)
LEVEL	Advanced
ACRONYM	AmyDLE
AREA	A&A
PREREQ	None
Vendor	The Pros & The Cons
INSTRUCTOR	Amy Wilson
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.

