



PRACTICAL PD IS PLEASED TO PRESENT:

Practical Tips for Controllers & CFOs one day seminar Ottawa, Friday, October 30, 2009

This practical, high-level seminar provides more than 250 tips to help you at work. You won't find these tips in most courses or text books, but you'll be able to use many of them. Share experiences and practices with other participants. Bench-mark your practices with those of your peers. This seminar "grows" continuously with new tips from past participants. To date, more than 1,900 Canadian accountants have attended *Practical Tips for Controllers & CFOs*.

What you'll cover

- Great tips on key indicator reporting
- Getting the most out of your bank
- Cash flow crisis: what to do when it happens
- Cost-cutting tips
- M&A: the good, the bad and the ugly
- System conversion dos and don'ts
- More creative thinking for accountants
- The fast close
- Auditors & lawyers: minimizing costs
- Leading your finance team

Who will benefit

Controllers, CFOs, directors of finance, treasurers and accounting managers (or their advisors) in small to medium-sized companies: you will gain practical tips for your daily work. Accountants from large companies, government and not-for-profits also find the course useful. It is helpful for people moving toward these roles as well as accountants in public practice who have an advisory role.

Referral bonus

Earn a \$50 cash referral bonus for each friend or associate who signs up for this—or another—Practical PD seminar, and tells us they heard about it from you. You will receive the bonus at the seminar you attend with your friend or associate. If you do not attend, you will receive your bonus in the mail after your friend or associate attends. This offer is valid only for seminars presented by Practical PD.

If receiving a referral fee presents you with a conflict of interest, we would be happy to pay it to a charity selected by you and agreeable to Practical PD.

Companion seminar

Practical Analysis for Accountants is the companion course to Practical Tips, offering in-depth training through practical cases on many issues you face. **Practical Analysis for Accountants** will be offered in Ottawa at a later date. Contact us to find out more.

For more information: www.practicalpd.com

Practical Tips for Controllers & CFOs
Ottawa, October 30, 2009
Additional information

Seminar Leader: Stephen Priddle, CA, CMA

Stephen Priddle is the President and founder of Practical PD. An engaging and experienced teacher, Stephen Priddle weaves practical tips together with stories from his business experience and input from participants. Seasoning the mix with a dose of accounting humour, he serves up useful and dynamic seminars.

Stephen's teaching experience includes presenting accounting seminars for the CGA program and provincial institutes of Chartered Accountants, as well as teaching at the University of Toronto and Carleton University. He has moderated the CMA Strategic Leadership Program. Stephen is a prolific author. His published business, accounting and finance cases are used by organizations across Canada.

After working with KPMG for five years Stephen moved into industry, where he has worked for public and private companies. He has gained a wide range of experience in financial reporting, treasury management, merger & acquisition and other business matters. He is currently Vice-President Finance, Chief Financial Officer and Secretary of Fidus Systems Inc. in Ottawa.

Stephen obtained his CA and CMA designations following graduation from Carleton University with an Honours Bachelor of Commerce degree.

Past comments on this seminar:

- The course was awesome! First course that advertised tips and you actually had SO many!!
- Enjoyed this very practical, in-your-face material
- The breadth of the course covers most of the issues faced by a Controller/CFO on a daily basis; very practical & useful
- I totally enjoyed your session. I found it is very insightful and extremely useful
- The seminar was entertaining
- Useful tips even after 35 years in practice
- The appeal was the practical examples that could be put to use immediately
- Excellent course, facilitator very interested in helping others and meeting people's needs
- Lots of little nuggets throughout the presentation
- I have never had an all-day seminar seem to go so fast.
- The interactive style was appealing
- The best part of the course was the real life stories
- Instructor was excellent, lots of good/useful material
- Seminar leader had excellent personal experience
- He managed to keep the class interested and laughing
- Common sense, practical approach to problems
- Touched on "real" issues we encounter
- The seminar could be called "street smarts" for accountants
- Extremely useful practical tips accompanied by entertaining anecdotes
- Broad based with good practical applications. Examples and real world experiences were good
- Ways to save money
- Good humorous approach
- Great opportunity to hear how to become a good CFO

**Practical Tips for Controllers & CFOs
Ottawa, October 30, 2009
Seminar Details**

Qualification for mandatory PD hours:

The seminar qualifies as mandatory PD hours for all accounting designations.

Time and location:

9:00 AM – 5:00 PM, with two 15 minute breaks and 45 minutes for lunch at noon. Holiday Inn Express Hotel & Suites, 2881 Gibford Drive, Ottawa, just off **Hunt Club**, near the airport. For a map:

<http://www.ichotelsgroup.com/h/d/ex/1/en/hotel/YOWUH/transportation?start=1>

Three ways to register – Deadline: October 23, 2009

1. Fax your completed registration form (last page of this brochure) to 1-866-254-8509.
2. E-mail registration@practicalpd.com Provide all information from the registration form (last page of this brochure).

3. Mail the registration form to:
PRACTICAL PD
1102A Falaise Road
Ottawa, Ontario
K2E 7H3

Practical PD will e-mail you to confirm that we received your registration.

Payment of seminar fee

See the next page for prices. Payment must be received by Practical PD prior to the deadline. You may mail or courier a cheque to our office. Or, after receiving your electronic invoice you may pay via credit card on the secure Paypal website. A Paypal membership is not required. Please note your preferred method on your registration form. If you don't believe you can make the payment deadline, but would like to attend the seminar, please contact us to make alternate arrangements.

Contacting Practical PD by phone:

613-228-0233

Cancellation:

If you find you are unable to attend the seminar, you may substitute a colleague. Refunds will be issued, less a \$50.00 administrative charge, if you inform Practical PD by October 23, 2009 that you are cancelling. In the event of insufficient enrolment, Practical PD reserves the right to cancel the seminar. In such a case, Practical PD will refund the full registration fee.

**Practical Tips for Controllers & CFOs
Ottawa, October 30, 2009
Registration form**

Fax to: 1-866-254-8509

or mail to:

**Practical PD
1102A Falaise Road
Ottawa, Ontario
K2E 7H3**

Registration deadline is October 23, 2009.

Name:	
Professional designation if applicable:	
Title:	
Organization:	
Industry:	
Mailing address:	
E-mail address:	
Phone number:	
How did you hear about this seminar?	
Preferred payment method (cheque or credit card) If you choose credit card, we will send you an electronic invoice with a link to the secure Paypal site	
Would you like to be informed of future Practical PD seminars?	
Early discount price	\$395.00 plus GST \$19.75 = \$414.75 if rec'd by October 14, 2009
Regular price	\$425.00 plus GST \$21.25 = \$446.25

Note:

The seminar fee includes the course material, coffee/tea breaks and lunch.

GST Registration number: 896596038