



Expert
Speakers

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gzfraud@TheProsAndTheCons.com
www.TheProsAndTheCons.com

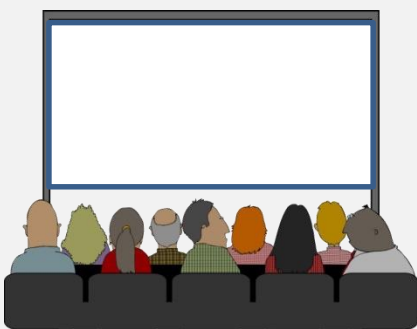
2015 Professional Education Classes



Online



Traditional Live Classes



Conference Presentations



In-House Presentations



Customized Presentations



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The Pros & The Cons proudly partners with CPA Crossings for our online classes.



Even if your society is not a [CPA Crossings](#) partner, you can offer any or all of our classes to your members.

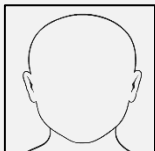


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Live Video Interviews

Offer any or all classes to your members



[Live Video Interview with an ex-Con Now a CPA....“Ralph”](#) was at a small firm, became a controller, went to prison, and is now a CPA.



[Live Video Interview with Elder Fraud Expert David Kessler](#) ...protect yourself and firm by recognizing the red flags of elder abuse and fraud.



[Live Video Interview with Embezzler Amy Wilson](#) used loopholes in the accounting software to steal \$350,000.



[Live Video Interview with Ethics Expert Gaylen Hansen CPA AB](#) is former Chair of Ethics Committee of NASBA and former Colorado accountancy board member.



[Live Video Interview with Ex-Con Purchasing Agent Vern Beck](#) who fooled auditors for 7 years to steal \$14 million.



[Live Video Interview with ex-Con ZZZZ Best CFO Mark Morze](#) will show documents he created that fooled auditors.



[Live Video Interview with ex-CPA Embezzler Chuck Gallagher](#) who circumvented the controls and embezzled at his accounting firm.



[Live Video Interview with Ex-CPA Ex-CFO Criminal Sam Antar](#) was the CFO at Crazy Eddie, a case in all the auditing textbooks.



[Live Video Interview with Forgery Expert Cina Wong CDE](#) shows how forgery is used in accounting frauds.



[Live Video Interview with Gov't Fraud Expert Dennis Dycus \(Yellowbook\)](#) will explain how he caught gov't and non-profit thieves.



[Live Video Interview with Ponzi Expert Kathy Bazoian Phelps](#) will use real cases to share how CPAs can protect clients and themselves.



[Live Video Interview with Pulitzer Winner Michael Sallah](#) investigates gov't fraud and abuse.



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Ethics: Live Video Interview with Ex-CPA Ex-Partner Scott London 362 CPAs Attended on June 25

Hopefully
Back
Summer
2015

The Accountancy Board of Ohio approved this course to fulfill the 3-hour Professional Standards requirement to renew a CPA license. It does NOT qualify for new licensees.

So interesting [WSJ](#) and [Forbes](#) profiled the class....[Click Here](#) to view in your web browser



A year ago Scott London was a KPMG regional audit partner with 500 staff including 50 partners reporting to him. Now he's in prison.....London shared how to avoid his mistakes.....362 CPAs found out how and why a lifelong ethical CPA threw away his career.

News videos.....

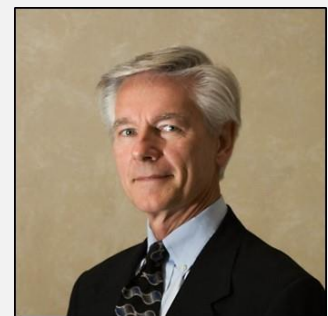
[CNBC: Scott London sentenced to 14 months](#)
[CNBC: Former KPMG Partner Scott London: I Got About \\$70,000](#)



[Gaylen Hansen CPA + ABV](#) is the former Chair of the Ethics Committee of NASBA and the AICPA Professional Ethics Executive Committee.



[Michael Sallah](#) is a Pulitzer Prize Winning Journalist at the Washington Post whose investigations uncovered hundreds of millions in fraud.



[Gary Zeune, CPA](#), is a nationally recognized speaker and writer on fraud, ethics, and corporate strategy, and is the founder of The Pros & The Cons.

WE HAVE 12 NEW LIVE VIDEO INTERVIEWS SCHEDULED



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CPA Crossings



Click on the course title for the dates and times the classes are offered.	CPE Hrs	Field of Study	Category
CPAs: 10 Accountants Behaving Badly	2	Behavioral Ethics	Ethics
CPAs: When We ARE the Headlines	2	Behavioral Ethics	Ethics
Crazy Eddie CFO and ex-CPA Sam Antar Shows You How He Cooked the Books	2	Ethics	Ethics
Detecting & Deterring Payroll Fraud	2	Auditing	Auditing
Detecting & Deterring Payroll Fraud-Live Replay	2	Auditing	Auditing
Detecting and Deterring Fraud in Small Businesses	2	Auditing	Auditing
Detecting and Deterring Fraud in Small Businesses-Live Replay	2	Auditing	Auditing
Detecting and Preventing Internal Fraud, Theft and Abuse	2	Accounting	Auditing
Ethics: 10 CPAs Behaving Badly	2	Behavioral Ethics	Ethics
Ethics: When CPAs Make the Headlines	4	Behavioral Ethics	Ethics
Everything CPAs Need to Know About Detecting Ponzi Schemes	2	Auditing	Auditing
Fraud and Abuse in Government Entities (Yellow Book Credit)	2	Accounting	Auditing
Fraud and Abuse in Nonprofits (Yellow Book Credit)	2	Accounting	Auditing
Fraud and the Affordable Care Act	2	Auditing	Auditing
Fraud: 10 Scary Cases in Audits	2	Auditing	Auditing
Fraud: 10 Scary Cases in Compilations and Reviews	2	Accounting	Accounting
Fraud: 2014 Alert for Small and Mid-Sized Entities	2	Auditing	Auditing
Fraud: 5 New Cases for 2014	2	Auditing	Auditing



CPA Crossings



Click on the course title for the dates and times the classes are offered.	CPE Hrs	Field of Study	Category
How Ethical Lapses Can Facilitate Large and Small Frauds	2	Accounting	Accounting
Live Video Interview with an ex-Con Now a CPA	2	Accounting	Accounting
Live Video Interview with Elder Fraud Expert David Kessler	2	Accounting	Accounting
Live Video Interview with Embezzler Amy Wilson	2	Accounting	Accounting
Live Video Interview with Ethics Expert Gaylen Hansen CPA AB	2	Accounting	Accounting
Live Video Interview with Ex-Con Purchasing Agent Vern Beck	2	Accounting	Accounting
Live Video Interview with ex-Con ZZZZ Best CFO Mark Morze	2	Accounting	Accounting
Live Video Interview with ex-CPA Embezzler Chuck Gallagher	2	Accounting	Accounting
Live Video Interview with Ex-CPA Ex-CFO Criminal Sam Antar	2	Auditing	Auditing
Live Video Interview with Forgery Expert Cina Wong CDE	2	Accounting	Accounting
Live Video Interview with Gov't Fraud Expert Dennis Dycus (Yellowbook)	2	Accounting	Accounting
Live Video Interview with Ponzi Expert Kathy Bazoian Phelps	2	Accounting	Accounting
Live Video Interview with Pulitzer Winner Michael Sallah	2	Accounting	Accounting
The CFO: 5 Critical Skills to Become a Leader	2	Finance	Business Management
The CFO: 5 Critical Skills to Maximize Profits	2	Business Mgt & Organization	Business Management
The ZZZZ Best Story: Ex-Con, Z Best CFO, Shares Techniques On How To Detect And Prevent Fraud	2	Accounting	Accounting



WEBCAST OUR CLASSES

Want to be your members' first choice for online CPE?

Stream our live classes. In partnership with CPA Crossings we can provide all the technology to webcast any of our live classes.



For example in July 2013 Gary Zeune had 107 CPAs in his "Alaska Specific Ethics: 10 Ways to Lose Your License."

Then Gary teamed with CPA Crossings and did a live webinar for 57 more Alaska CPAs in December. And we'll do another webcast for Alaska CPAs this fall.

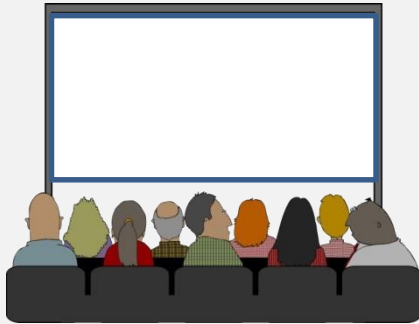
Use our technology
to provide your
members with
online classes.





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Conference Presentations

All of our
presentations are
available for
conferences and in-
house needs.



In-House Presentations

Speakers will mix
and max existing
topics to customize
presentations at no
additional charge.



Customized Presentations



Conference Presentations

Gary D. Zeune CPA brings his expert enthusiastic style to topics that can be customized from 1 to 4 hours for conferences, executive retreats, in-house training, whatever you need....



Need a topic
you don't see?
We either can
provide it or
know
someone
who can.

- Can You Be an Ethical Accountant or Auditor for an Unethical Entity?
- Legal but Unethical: Real Companies, Real People
- Ethics and Professional Standards: 10 Ways to Lose Your License
- Case Studies in Failed CPA Firms
- Revenue Recognition: 10 Biggest Fraud Risks
- Red Collar Crime: White Collar Criminals Who Turned Violent
- How to Make Fraud and Internal Controls a Profit Center
- Defective Compensation Systems: When Bonuses and Incentives Go Bad
- It's MY Company and I Can Do Whatever I Want: TRUE FALSE
- False Sign-off: How One Person Can Take Down Your Firm
- Are Immaterial Amounts Ever Material?
- How to Close the Expectation Gap to Detect and Deter Fraud and Abuse
- Professional Skepticism: 5 Cases that Got Firms Sued
- Fake Confirmations, Reports, and Opinions: Detection and Solutions
- Fraud: 5 Scary Cases in Religious Organizations
- Fraud: 5 Scary Cases in the Travel Industry
- Fraud: 5 Scary Cases in Higher Education
- Fraud in Unclaimed Property: What You Don't Know WILL Hurt You
- Fraud: 5 Scary Cases in Accounts Payable and Purchasing Systems
- Fraud: 5 Scary Cases in Accounts Receivable and Billing Systems
- Fraud: 5 Scary Cases in Education
- Fraud: 2014 Alert for Small and Midsize Entities
- Fraud in the Affordable Care Act: 10 BIGGEST Risks for 2014
- Fraud: 5 Scary Cases in Compilations and Reviews
- Fraud: 5 Scary Cases in Audits
- Fraud: 5 Scary Internal Theft and Abuse Cases
- Catching Government Thieves
- Catching Non-profit Thieves
- Today's CFO: 5 Secret Ways to Maximize Profits
- Today's CFO: 5 Secret Ways to be an Indispensable Leader

Gary can
WOW your
members
by Skyping
in a white
collar
criminal.




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Traditional 4 and 8 Hour Live Classes

State Specific in 2014
TN NE OH CT AK

		AREA	Hrs	YB	Class
	Updated	Ethics	4		Ethics and [state] Professional Standards: 10 Ways to Lose Your License
	Updated	AA	4		Accounting and Auditing: 10 Cases That Cost CPAs Their License
 Gary Zeune CPA	Updated	Ethics	4		Ethics: When CPAs Make the Headlines
	NEW	AA	4/8	2/4	Gary Zeune's Fraud: 2015 Alert for Small and Midsize Entities
	NEW	AA	4/8	4/8	Affordable Care Act: 15 BIGGEST Fraud Risks for 2015
	NEW	AA	4		Gary Zeune's Fraud: 10 Scary Cases in Compilations and Reviews
	NEW	AA	4		Gary Zeune's Fraud: 10 Scary Cases in Audits
	UPDATE D	AA	4/8		Gary Zeune's Fraud: Detecting and Preventing Internal Theft and Abuse 2015 Update
	UPDATE D	AA	4/8	4/8	Gary Zeune's Fraud and Abuse in Government and Non-profits 2015 Update
	NEW	MGT	2/4		Gary Zeune's CFO: 5 Critical Skills to Maximize Profits
	NEW	MGT	2/4		Gary Zeune's CFO: 5 Critical Skills to Become a Leader







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		AREA	Hrs	YB	Class
	NEW	AA	4		CPAs: 10 Steps to Shattered Careers with ZZZZ Best CFO Ex-Con Mark Morze
	UPDATED	AA	4/8		Mark Morze's Fraud: 15 Techniques to Prevent and Detect Fraud
	UPDATED	AA	4/8	4/8	Mark Morze's Fraud: 15 Ways Clients Circumvent Auditing Procedures
Mark Morze					
	NEW	AA	4/8		Embezzler Amy Wilson's Deceit, Lies and Embezzlement.....Amy demonstrates how she used the accounting software to steal \$350,000. CPAs in Minnesota, SD and Alaska loved her presentation. Click here to watch Amy explain her fraud.
Amy Wilson					
	NEW	AA	4/8		Crazy Eddie CFO and ex-CPA Sam Antar Shows You How He Cooked the Books.....A NY CPA and CFO, Antar will take you the details why and how he fooled his auditors. Watch TV News
Sam Antar					
	NEW	Ethics	4		Ethics: How Technology Changes Compliance with Ben Wright, Esq.
	UPDATED	BLaw	4/8		Ben Wright's Practical Business Law: 2015 Update
	UPDATED	BLaw	4/8		Ben Wright's Email, Record Retention, Destruction & Security: 2015 Update
Ben Wright					



TITLE	Ethics and [Your State] Professional Standards: 10 Ways to Lose Your CPA License
SUBTITLE	Includes 10 Most Dangerous Requirements in the New AICPA Code of Conduct
AUDIENCE	Only CPAs who don't want to lose their license
OBJECTIVE	Learn regulatory ethics from CPAs who lost their license
LEARN	Are you certain you won't violate the new AICPA Code of Conduct effective December 15, 2014? Gary will show you the 10 most dangerous requirements and easy ways to protect yourself. He covers actual cases where CPAs made unethical decisions and lost their license....some stole, some committed financial reporting fraud and some went to prison.....
	<ol style="list-style-type: none"> 1. CPA hires hit man 2. Partner steals \$4+ million in client billings 3. Partner sleeps then goes to prison 4. CFO/CPA betrays his ethical duty to make boss happy 5. CPA School Controller goes to prison 6. CPA sentenced for \$8 million Ponzi scheme 7. A&A partner commits financial reporting fraud 8. National firm managing partner convicted of tax fraud 9. Small firm managing partner falsifies client records to avoid prison 10. 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	Ethics
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.

Gary will customize for your state requirements.




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NEW

4 Hrs

TITLE	Accounting and Auditing: 10 Cases That Cost CPAs Their License
SUBTITLE	All it takes is one
AUDIENCE	Only CPAs who need their license
OBJECTIVE	Learn from CPAs who lost their license
LEARN	Gary will show you the 10 cases and easy ways to protect yourself. He covers actual cases where CPAs made bad decisions and lost their license....
	<ol style="list-style-type: none"> 1. Peer review violations 2. Internal control deficiencies 3. Non-profit accounting 4. Auditing revenue 5. CPA firm “helps” client with financing 6. CPA failure to disclose 7. Violation of client confidentiality 8. CPA violates GAAP 9. The CPA that wasn’t 10. Sole practitioner transfers client funds
SPECIAL	Videos of (former) CPAs explaining why they lost their license
BONUS	Receive Gary’s FREE newsletter
HOURS	4
LEVEL	Advanced
ACRONYM	AA10Cases
FOR	CPAs who don't want to make a 'fatal' mistake
AREA	A&A
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.




4 Hrs

TITLE	Ethics: When CPAs MAKE the Headlines with Gary Zeune
SUBTITLE	Just one bad decision and you can be the evening news
AUDIENCE	Only CPAs required to make ethical decisions to retain their license – this means you!
OBJECTIVE	Learn how NOT to make decisions under extreme pressure
LEARN	<p>Actual cases where CPAs made unethical decisions where they lost their license, committed financial reporting fraud and some even went to prison.....</p> <ul style="list-style-type: none"> • Partner sleeps with married woman then goes to prison • CFO/CPA betrays his ethical duty to make boss happy • QC partner creates fake work papers for peer review • CPA School Controller Goes to Prison • CPA sentenced for \$8 million Ponzi scheme • Regional A&A partner orchestrates financial reporting fraud • National firm managing partner convicted of fraud • Partner and wife charged with fraud • Managing partner falsifies client records to avoid indictment • Learn how the compensation and control system brought down a CPA firm • Get the immaterial amounts that are material ethics violations • Learn how CPAs can be independent in fact but not to a jury • How “willful blindness” can cost you your CPA license
	
SPECIAL	Videos of (former) CPAs explaining the unethical behavior
BONUS	Receive Gary’s FREE newsletter
HOURS	4 (also available 1 to 4 hours)
LEVEL	Advanced
ACRONYM	GZHead
FOR	CPAs
AREA	Ethics
PREREQ	None
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	Now
CUSTOM	Mix and match Gary’s topics for in-house and conferences



NEW

TITLE	Gary Zeune's Fraud: 2015 Alert for Small and Midsize Entities
SUBTITLE	NEW Fraud Cases and 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 and risks
LEARN	<p>Keep your fraud skills up to date with new fraud cases and new fraud risks in 2015....</p> <p>4 hour topics...</p> <ol style="list-style-type: none"> 1. CPA steals \$800,000 from trust fund 2. CFO pleads guilty to embezzlement 3. Companies defraud soldiers 4. Financial reporting fraud by lie of omission 5. Cheat customers, refund \$23 million 6. Now illegal to retaliate against private company whistleblowers 7. New FASB rule that creates fraud risk 8. Previously legal sales and purchases now illegal in 2015 9. Purchasing where 1 in 3 lie to this vendor 10. CPA firms false advertising <p>8 hour topics = 4 hour +</p> <ol style="list-style-type: none"> 1. Risk of bosses and staff that view ethics differently 2. How restatements increase loan interest rates 3. Why a Rule on Loan Losses Could Squeeze Credit 4. How a company's compensation system caused illegal revenue and a government agency to cook the books 5. Municipalities and states charged with fraud 6. Expedited Service, Except When It's Not 7. Regulated companies still violating rules 8. Thousands of small companies threatened by new business model 9. How are regulators are attempting to put industries are out business 10. CPAs warned most audits of broker-dealers are deficient
	
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	F2015
FOR	CPAs, clients, internal auditors, controllers, CFOs, executives, board members
AREA	A&A NEW including 2 or 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.

2 Hrs Yellow Book

4 Hrs Yellow Book




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NEW


Yellow Book

TITLE	Affordable Care Act: 15 BIGGEST Fraud Risks for 2015
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. Why healthcare fraud is \$60+ billion 2. How Medicare and Medicaid uses data analysis to detect fraud 3. How pharmacies are targeted with False Claims Act 4. Fraud risk in Accountable Care Organizations (ACO) 5. Commercial company threatens thousands of small health care organizations 6. Health Insurance Premium Tax Credit fraud risk 7. Compensation systems that incent fraud 8. Fraud risks in Bundled Payments system 9. How fraud took down one state's orthopedic payments system 10. Fraud risk in ACA Sunshine Act requirements 11. New or used. What difference does it make? 12. Doctor gets rich blowing whistle 13. Fraudulent lab payments 14. Health insurers help hospitals bill Medicare 15. HHS announces major HIPAA fines and enforcement in 2015
	
SPECIAL	Get a simple free way to stay up to date on ACA developments
BONUS	Receive Gary's FREE newsletter
HOURS	4 (same topics condensed) or 8 Yellow Book
LEVEL	Advanced
ACRONYM	ACA2015
FOR	CPAs, Healthcare executives, internal auditors, risk managers
AREA	Gov't
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.




TITLE	Fraud: 10 Scary Cases in Compilations and Reviews
SUBTITLE	All it takes it one fraud to ruin your career
OBJECTIVE	Recognize why, when, and how engagements put you at risk
LEARN	10 frauds in compilation and review engagements.....
	<ol style="list-style-type: none"> 1. Engagement letter 2. Change in engagement 3. Self-incrimination 4. Presenting report 5. Management letter 6. Sale of a business 7. In-transit checks 8. Bank reconciliation 9. Missing checks 10. Withdrawing from engagement
BONUS	Video of CPA who orchestrated a fraud to fool his former firm
HOURS	4
LEVEL	Advanced
ACRONYM	F10C&R
FOR	CPAs working in public practice and responsible for compilation and review engagements
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.



TITLE	Fraud: 10 Scary Cases in Audits
SUBTITLE	All it takes it one fraud to ruin your career
OBJECTIVE	Recognize why, when, and how engagements put you at risk
LEARN	10 frauds in audit engagements..... <ol style="list-style-type: none"> 1. Independent step-up 2. Independence leave of absence 3. Management representations 4. Analytical procedures 5. Brokerage firm 6. Mortgage company 7. Bank load analysis 8. Credit union 9. Trust fund 10. Church
	
BONUS	Video of CPA who orchestrated a fraud to fool his former firm
HOURS	4
LEVEL	Advanced
ACRONYM	F10Audits
FOR	CPAs working in public practice and responsible for audit engagements
AREA	AA
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.




TITLE	Gary Zeune's Fraud: Detecting and Preventing Internal Theft and Abuse 2015 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	Private companies lose an average of 6% of revenue to fraud, theft and abuse. Gary will show you simple methods to keep your money.....
	<ol style="list-style-type: none"> 1. Newest data how much actively disengaged workers cost you 2. Just because you made a sale doesn't mean the cash went in the drawer 3. 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 blind 6. See how easy it is to steal inventory and other goods 7. Find out why corruption, kickback and bid-rigging schemes are soooooo hard to detect 8. Don't let employee bribery and conflicts of interest harm your bottom line 9. How employees manipulate non-financial measurements to steal from you
SPECIAL	Watch video of 7 people, from cashiers to small bank CEO, explain their frauds, thefts and abuses
BONUS	Receive Gary's FREE newsletter
HOURS	4 or 8
LEVEL	Update
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.



Updated

Yellow Book


TITLE	Gary Zeune’s Fraud and Abuse in Government and Non-profits 2015 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"> Types of NPOs at risk for fraud and abuse Types of and who commits fraud and abuse against NPOs Comprehensive model for controlling fraud and abuse in NPOs Purchasing and disbursement schemes HR and administrative policies that minimize fraud and abuse How boards of directors can minimize fraud <p>Fraud and abuse in and on government entities....</p> <ol style="list-style-type: none"> Small city finance manager steals \$50+ million The special nature of government fraud and abuse Corruption and funding of public bodies Key revenue and expenditure manipulations, risks, detection and controls Risks and controls over benefits, claims, grants and rebates 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 Yellow Book Update
PREREQ	None
INSTRUCTOR	Gary D. Zeune, CPA
AVAILABLE	May 1
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NEW


TITLE	Gary Zeune's CFO: 5 Critical Skills to Maximize Profits
SUBTITLE	Today's CFOs don't just count the beans. They get more beans.
AUDIENCE	CFOs, controllers and advisors/consultants to small and mid-size entities
OBJECTIVE	Learn these 5 simple ways to drive the bottom line using skills you already have.
LEARN	Learn these 5 skills to drive the bottom line that you need to know..... <ol style="list-style-type: none"> 1. How failure to identify disruptive technologies can bankrupt your entity 2. How to make more money from what business the company is in than what the company does 3. How to use Benchmarking to boost profits 4. Learn how extraordinary guarantees get customers for life 5. Why you should fire customers to maximize profits
	
BONUS	Video of small companies making outsized profits
HOURS	2 (same topics condensed) or 4
LEVEL	Advanced
ACRONYM	CFOProfit
AREA	Mgt
PREREQ	None
Vendor	The Pros & The Cons
INSTRUCTOR	Gary Zeune CPA
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.




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NEW

TITLE	Gary Zeune's CFO: 5 Critical Skills to Become a Leader
SUBTITLE	Master these 5 skills to make yourself a valuable member of the management team
AUDIENCE	CFOs, controllers and advisors/consultants to small and mid-size entities
OBJECTIVE	Surveys of CEOs report that the biggest reason CFOs fail isn't lack of technical skills.
LEARN	Learn the 5 skills you need to become a CFO Leader.....
	<ol style="list-style-type: none"> 1. Why isn't the controller having the desired impact 2. How to know the big picture 3. How to get your staff to understand their impact on the bottom line 4. What CEOs think of finance and accounting 5. 10 questions to be a CFO
BONUS	Videos of small business owners that are Leaders
HOURS	2 (same topics condensed) or 4
LEVEL	Advanced
ACRONYM	CFOLeader
AREA	Mgt
PREREQ	None
Vendor	The Pros & The Cons
INSTRUCTOR	Gary Zeune CPA
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



TITLE	CPAs: 10 Steps to Shattered Careers with ZZZZ Best CFO Ex-Con Mark Morze
SUBTITLE	How just one missed fraud can ruin a CPA's career
AUDIENCE	CPAs, auditors, practitioners, CFOs, CFEs
OBJECTIVE	Learn how to spot the red flags of how one person can put an entire firm at risk
LEARN	<p>Using actual cases, Mark shows CPAs who slowly descended into actual fraud, and the results....</p> <ol style="list-style-type: none"> 1. Learn how letting little things slide facilitates frauds both huge and small 2. 5 examples that resulted in CPAs participating in fraud 3. How CPAs violations of GAAP facilitated my ZZZZ Best fraud 4. The career-ending consequences of lapses 5. How others suffer, including families, friends, co-workers 6. The effect on the accountant's firm, reputations, trials, prison, and loss of license 7. How early detection can stop the "slippery slope" to loss of license 8. Recognizing a client's or staff person's or superior's disguised request 9. Recognizing the absence of action (nonfeasance) 10. The lure of "willful ignorance"
	
SPECIAL	Actual documents CPAs failed to audit that violated GAAP
BONUS	A single document that would have led to the imprisonment of numerous accountants
HOURS	4
LEVEL	Advanced
ACRONYM	MMShat
FOR	CPAs, clients, internal auditors, controllers, CFOs, Executives, board members
AREA	A&A
PREREQ	None
INSTRUCTOR	Mark Morze
AVAILABLE	Now
IN-HOUSE	We customize our courses for in-house training and conferences. Just let us know what you need.




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	<p>Learn inside secrets from a CFO who cooked the books.....</p> <ol style="list-style-type: none"> 1. How I committed the ZZZZ BEST Fraud, including 10 Red Flags auditors missed 2. Complete review of 10 white-collar frauds and how CPAs missed them 3. How people use Accuracy, but not True, information to fool you 4. Ten simple procedures to minimize fraud risk 5. Get an “ethical road map” to minimize fraud 6. How management representations enable fraud 7. How clients convince auditors that illegal companies are real 8. Two frauds that were committed with “Black Boxes” and magical secrets 9. How even a simple mistake can cost you your CPA license 10. How to prevent your clients, staff or boss from making you look guilty or incompetent 11. A complete analysis of theft, Ponzi, inside info, false business reporting, and collusion 12. How the “color of the ink” exposed a major fraud 13. How a private company used “off balance sheet” entities in a sophisticated crime 14. How private companies use SOX techniques to combat fraud 15. The 32 Red Flags a CFE sent the SEC showing Madoff was a fraud
HOURS	4 (topics condensed) 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.




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Yellow Book

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TITLE	Mark Morze’s Fraud: 15 Ways Clients Circumvent Auditing Procedures
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	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 requirement.....
	<ol style="list-style-type: none"> 1. Audit Evidence 2. Audit Sampling 3. Related Parties 4. Risk Assessment (Planning, Materiality, Evidence) 5. Considerations of Laws and Regulations in an Audit 6. Analytical Procedures 7. Auditing Accounting Estimates 8. External Confirmations 9. Subsequent Events 10. Written Representations 11. Terms of Engagement 12. Consideration of Fraud in a Financial Statement Audit 13. Quality Control for Engagements under GAAS 14. Opening Balances – Initial Engagements 15. 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 (same topics condensed) 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.




TITLE	Embezzler Amy Wilson’s “Deceit, Lies and Embezzlement”
SUBTITLE	Embezzler Amy Wilson demonstrates how she used accounting software to steal \$350,000
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 theft 2. The myths and misconceptions regarding white collar criminals 3. My red flags of fraud which would have exposed my crime 4. What motivated me, a trusted employee, to embezzle 5. How I fooled my boss using the façade of separation of duties 6. Step by step review of system entries I used to conceal my theft 7. How I deterred the owners from performing frequent and thorough review of the business’ financial health 8. How unpredictable events led to getting caught 9. What happened when I accepted responsibility and went to prison 10. The devastating impact on my family 11. The owner’s reaction to my betrayal of trust and condition of the business today 12. In depth analysis of two other theft cases committed by trusted professionals Amy met while in prison.
	<p>Click here to watch Amy explain her fraud.</p>
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.




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TITLE	Crazy Eddie CFO and ex-CPA Sam Antar Shows You How He Cooked the Books
SUBTITLE	How I Cooked the Books in 10 Easy Steps
AUDIENCE	CPAs, CFEs, Auditors, Accountants, Internal Auditors, Controllers, CFOs, CEOs, Business Owners, and Department Managers
OBJECTIVE	Antar will take you into his mind and show you how he committed the Crazy Eddie fraud. The presentation will emphasize how those engaged in fraud prey on the psychological and cognitive vulnerabilities of gatekeepers such as attorneys and accountants.
LEARN	<p>A review of the Crazy Eddie fraud case to demonstrate the fraud vulnerabilities inside a company and how to detect fraud.....</p> <ol style="list-style-type: none"> 1. Why he went to college and why he worked at a specific accounting firm 2. Why and how he cooked the books to 'go legit' 3. Accounting: Inventory fraud, accounts payable fraud, accounts receivable fraud 4. Non-accounting: insurance fraud, consumer fraud 5. Red flags the auditors missed 6. How ethical lapses by auditors made the fraud possible 7. How to find accounting red flags in publicly available information 8. Share the vulnerabilities clients use to fool CPAs <ul style="list-style-type: none"> o Unexamined acceptance o False integrity o Staff crooks o Trust o Profiling my auditors 9. How I was caught (a procedure you can use...at zero cost) 10. Actual testimony of auditor in lawsuits 11. Forensic accounting tools he uses to investigate fraud cases for law firms.
	
	Click here to watch Antar explain fraud on major networks.
BONUS	Watch a video of Crazy Eddie commercials
HOURS	4 (same topics condensed) or 8
LEVEL	Advanced
ACRONYM	Antar
AREA	A&A
PREREQ	None
Vendor	The Pros & The Cons
INSTRUCTOR	Sam Antar
AVAILABLE	Now
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.




TITLE	How Technology Changes Compliance
SUBTITLE	Use technology to comply with documentation requirements
AUDIENCE	Every CPA who uses computers
OBJECTIVE	Documentation 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	Attorney Ben Wright will show you how to use computers, mobile devices and digital records to execute responsibilities and prove your compliance....
	<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 a malpractice investigation.
SPECIAL	Materials contain references and URLs to outside materials for further reading
HOURS	4
LEVEL	Advanced
ACRONYM	ETech
FOR	CPA firm partners and staff, Controllers, CFOs, CEOs, business executives, security officers, risk managers
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.



TITLE	Ben Wright's Practical Business Law: 2015 Update <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px;"> Includes NEW Cases Affecting CPAs </div>
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	14 things you will learn in Attorney Ben Wright's class... <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
	<ol style="list-style-type: none"> 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
	<ol style="list-style-type: none"> 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 (same topics condensed) 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	May 1
CUSTOM	We customize our courses for in-house training and conferences. Just let us know what you need.



TITLE	Ben Wright's Email, Record Retention, Destruction & Security: 2015 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 (same topics condensed) 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	May 1	
CUSTOM	Mix and match Ben's different class topics from Ben's classes for in-house and conferences	

**Includes
Social
Networking
Requirements**