

ACCOUNTING  
**TREASURE**  
**HUNT**®



The **Accounting Treasure Hunt**®  
is the most effective (AND THE MOST FUN) way  
to learn accounting and finance fundamentals.

Attend a  
**PUBLIC** Accounting Treasure Hunt®

or ask us to develop a  
**CUSTOM** Accounting Treasure Hunt®  
just for your organization.

*Either way, you will learn more about accounting  
and finance than you ever imagined possible.*

Singleton<sup>SM</sup>  
ASSOCIATES

# Public Programs

**If you want to understand financial statements, this one-day adventure is for you!**

- X Learn about accounting issues facing today's businesses in one fun, action-packed day!**
- X The Accounting Treasure Hunt® starts with the basics and assumes no prior accounting knowledge!**
- X Learn accounting and finance fundamentals at the seminar that consistently receives rave reviews from participants!**
- X Finally, an accounting class everyone can understand!**



*Visit our website today  
for current dates and locations.*

## **What is an Accounting Treasure Hunt?®**

Imagine starting your own company with your friends and family. Your goal is to grow and build your business, all the while searching for the treasure of accounting and financial understanding. During the hunt you learn about many of the issues facing today's companies, including revenues, expenses, cash flow, and profits. You also acquire another company and deal with a myriad of accounting issues - all while having fun hunting for treasure.

## **That's exactly what you'll do at the Accounting Treasure Hunt!®**

You follow the treasure map that ultimately leads you to treasure - the "treasure of accounting and financial understanding." An understanding of accounting and finance is essential for success in business today.

There is no chance of failure or going home empty-handed. Everyone will successfully learn and have fun at the same time!

## **Who Should Attend?**

- Anyone who has been intimidated by accounting and finance.
- Anyone who wants to understand accounting and finance issues facing companies today.
- Anyone who wants to understand how to read and interpret financial statements.
- Anyone who wants to understand the basics of the IPO process.
- Anyone who wants to understand what is meant by "profit."
- Anyone who likes to learn and have fun at the same time!
- Anyone who was never "good at math" and therefore avoided accounting and finance at all costs.

The Accounting Treasure Hunt® is designed FOR people who work, invest, and are interested in improving their accounting and finance skills BY people who have experience working in the financial side of business! The Accounting Treasure Hunt® was developed by a collaboration of accountants, auditors, investment bankers, attorneys, and academics, all of whom have extensive experience working with business organizations.

# Public Programs

## What You Are Hunting For:

- ✗ Accounting Fundamentals and Basic Terminology
- ✗ Generally Accepted Accounting Principles (The House of GAAP)
- ✗ Basic Financial Statements
- ✗ Balance Sheet, Including the Fundamental Accounting Equation
- ✗ Income Statement, Including Revenues and Expenses
- ✗ Statement of Cash Flows
- ✗ Corporate Basics - We will form a corporation - Each Hunter owns “shares” in our start-up business
- ✗ Accounting Issues facing Companies Today
- ✗ Revenue Recognition for Companies That Sell Services and Products
- ✗ Accrual Basis versus the Cash Basis of Accounting
- ✗ C-A-S-H - The four letter word everyone loves
- ✗ Expense Recognition
- ✗ Income Statement versus the Statement of Cash Flows
- ✗ What it Means to Capitalize a Cost versus Expensing It
- ✗ Stock-Based Compensation (including stock options) and the Controversy Surrounding Them
- ✗ Mergers and Acquisitions (M&A)
- ✗ Goodwill and Goodwill Impairment
- ✗ Research and Development (R&D) Costs
- ✗ Software Development Costs
- ✗ Accounting and Corporate Governance
- ✗ Internal Controls
- ✗ The Independent Auditor’s Report - What it Means
- ✗ Initial Public Offerings (IPOs)
- ✗ The “HOT” accounting and finance issues of the day. We continuously improve the content to keep the Accounting Treasure Hunt® current.

## Throughout the Accounting Treasure Hunt® You Will Learn What the Numbers Mean and (Even More Important) What They Don’t Mean.

### You will understand:

- ✗ How to Read a Balance Sheet
- ✗ How Stock Options Work and the Controversy Surrounding Them
- ✗ Why Revenue is not synonymous with Income
- ✗ Why Profit does not mean Cash
- ✗ Why Cash Flow is not the same as Revenue
- ✗ Why You Cannot Determine the “Market Value” of a Company’s Assets from its Balance Sheet
- ✗ What it means to “Go Public”

### In one action-packed day, you will:

- ✗ Form a company, where every Treasure Hunter Becomes a Shareholder
- ✗ Use this Company to Illustrate Important Accounting and Finance Issues Facing YOUR Organization
- ✗ Understand and Prepare the Basic Financial Statements
- ✗ Balance Sheet
- ✗ Income Statement
- ✗ Learn to read and interpret the Statement of Cash Flows
- ✗ Learn the hot accounting issues facing companies today

**See our website for information on upcoming Singleton Associates Seminars**

# Public Programs

## Treasure Hunt Schedule

Accounting Treasure Hunt® seminar schedules are updated frequently. Please check our website for additional dates and locations.

8:00 a.m.	Prepare for the Hunt Registration and Continental Breakfast
8:30 a.m.	Start the Hunt!
12:00 noon	(approximate time) — Even Treasure Hunters Need to Eat — Lunch On Your Own for One Hour
5:00	The Treasure is Discovered!

**In today's rapidly changing world,  
everyone needs an understanding  
of accounting and finance  
fundamentals.**

**The Accounting Treasure Hunt®  
will give you that understanding  
while you have more fun  
than you ever imagined!**

*“You made it fun! As you said you would at the beginning of class – I didn't believe you at first – but it was fun. Good presentation and fun. Great speaker. The interaction made it more interesting and enjoyable.”*

HR Professional  
Arizona

## How to Get Your Hunting License

*(How To Register for the Treasure Hunt)*

### Telephone

(703) 448-8085

Toll Free (877) 310-HUNT or (877) 310-4868

### Fax

Your registration form to (703) 448-8485

### Mail

The Accounting Treasure Hunt®  
Singleton Associates, LLC  
6709 Wemberly Way  
McLean, Virginia 22101

### Register Online:

[www.singletonassociates.com](http://www.singletonassociates.com)

### Hunting License Fee (Tuition)

See our website for locations and pricing.

### What's included with your hunting license

Course Materials

Continental Breakfast

Refreshments during Breaks

Most Importantly, You Will Discover the

Treasure of Accounting and Financial Understanding!

### Confirmation

You will receive a written Hunting License (confirmation) documenting your enrollment prior to the beginning of The Accounting Treasure Hunt®. If you have not received this confirmation within ten business days of your registration please call us.

### Dress appropriately for the Treasure Hunt

Please dress casually in comfortable clothes. (Hunting clothing is NOT necessary.)

### Treasure Hunt Cancellation Policy

Up until the time the Treasure Hunt begins you may substitute another Hunter from your organization or request a Hunting License for a future Hunt within one year at no additional cost. Hunting fees are refundable only if the license is cancelled at least 14 calendar days before the scheduled Hunt begins. All refunds are subject to a \$75 processing fee.

[www.singletonassociates.com](http://www.singletonassociates.com)

# Public Programs

## A C C O U N T I N G TREASURE HUNT®



### If you are not a CPA, don't worry.

This course is designed for those without previous accounting or finance experience. The Accounting Treasure Hunt® starts with the absolute basics.

Singleton Associates, LLC is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. NASBA phone number: 615.880.4200 Website: [www.nasba.org](http://www.nasba.org)



Prerequisites: None

Course Level: Basic

Instructional Delivery Method: Live

Recommended CPE Credit: 9 hours

*“Excellent! So much better than my business school accounting and finance professors!”*

Administrative Officer  
PacifiCare Health Systems

*“It was wonderful! I will highly recommend to my colleagues.”*

Finance Professional  
CapitalSource

*“Great concept overview...really learned! Great examples. Thank you for sharing your insights – I would have loved to have had you as my professor in college!”*

HR Professional  
Arizona

*“Very good course and well worth the time! Dr. Singleton knows his stuff and presented it in a way that was easy to understand. I want more!”*

PR Manager, United Kingdom  
Cisco Systems, Inc.

*“This is the first seminar that ever brought basic accounting information all together for me. I also enjoyed the use of role-plays to introduce new topics - they kept every participant engaged. Everyone in the business world should attend the Accounting Treasure Hunt®.”*

Vice President, Communications  
NiSource Inc.

*“This seminar was invaluable. It provided a great financial ‘tune-up’ for me, giving me enough understanding about the numbers that I can interpret them accurately and use them when making different points to the media or other constituencies about the health and outlook of my company. In addition, the program itself was interesting, engaging and entertaining - not adjectives usually applied to an accounting class. The professor was outstanding. I highly recommend this class for every corporate communicator.”*

Director, Public Relations  
Siemens Corporation

# Public Programs - Registration Form

## The Accounting Treasure Hunt®

Telephone: (703) 448-8085

Toll Free: (877) 310-4868 or (877) 310-HUNT

Facsimile: (703) 448-8485

Location of the Hunt You Wish To Attend \_\_\_\_\_ Program Date \_\_\_\_\_

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City State Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

e-mail \_\_\_\_\_

I cannot attend one of the Treasure Hunts currently scheduled. Please add me to your mailing list for future Treasure Hunts.

### PAYMENT OPTIONS:

Payment must be received prior to the beginning of the Treasure Hunt.

Check (make checks payable to Singleton Associates, LLC)

VISA

MasterCard

American Express

Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Amount to be charged \$ \_\_\_\_\_ *(see website for current locations and pricing)*

Name as it appears on the card \_\_\_\_\_

Signature \_\_\_\_\_

Please mail or fax your registration form:

### The Accounting Treasure Hunt®

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ASSOCIATES

# Custom Programs

**We develop Custom Seminars for many of the world's leading organizations:**

Affymetrix, Inc.  
America Online, Inc. (AOL)  
BioReliance Corporation  
Cisco Systems, Inc.  
Consolidated Engineering Services, Inc.  
Harley-Davidson Motor Company  
The International Finance Corporation (IFC)  
The NASDAQ Stock Market  
The National Geographic Society  
The National Investor Relations Institute (NIRI)  
The Public Relations Society of America (PRSA)  
Robbins-Gioia, Inc.  
Siemens Corporation  
The Society for Human Resource Management (SHRM)  
The U.S. Department of Housing and Urban Development (HUD)  
The World Bank

*Let us develop a custom Accounting Treasure Hunt® for you!*

*We incorporate your financial statements, transactions,  
and operating procedures to develop an*

**Accounting Treasure Hunt®**

*specifically for Your Organization, and...*

**We deliver it anywhere in the world!**

# Custom Programs



## About Singleton Associates

Singleton Associates, LLC is a McLean, Virginia-based training and consulting firm. Singleton Associates professionals are a select group of George Washington University professors with a broad range of academic and consulting experience. You and your organization benefit from our:

- Knowledge of contemporary business and management theory
- Hands-on consulting experience in our fields of expertise
- Scholarly research and publications.

## Why Singleton Associates?

Singleton Associates has built an excellent reputation by providing high quality, interactive training programs that provide immediate benefit to those who attend. We thoroughly enjoy what we do, and it shows. We want everyone who attends one of our seminars to become as excited about the subject matter and its importance as we are. We also want you to come back to another program, or to engage us for another project. We won't be satisfied until you are!

*“Singleton Associates showed our managers how to make better use of financial information. We were so pleased with the course that we plan to offer the training program to additional NGS personnel.”*

Director of Training  
National Geographic Society

*“The course incorporated AOL's financial statements and helped our technical managers better understand the financial consequences of their actions.”*

Director of Training  
America Online, Inc.

*“The Accounting Treasure Hunt was excellent, and the way it was customized to include real Cisco transactions and financial statements made it even better! You took a subject typically intimidating to most and made it fun, informative and most importantly relevant.”*

Executive Communications Officer  
Cisco Systems, Inc.

*“The course was customized to meet our specialized needs at the Bank, and was very informative and extremely well taught. Even our most senior managers learned a lot!”*

Senior Manager  
The World Bank

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