

FOR IMMEDIATE RELEASE

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**AICPA TO OFFER FREE WEBINAR SERIES THIS FALL FOR CPAs IN BUSINESS,
INDUSTRY AND GOVERNMENT**

New York, N.Y. (Sept. 17, 2009) – The American Institute of Certified Public Accountants begins its free “Strategic Management Infocast” series on Sept. 24 to help CPAs serving in business, industry and government gain the tools needed to effectively evaluate and analyze their strategic positioning to survive in difficult business conditions.

The seminars will run from 12:00p.m.-1:15p.m. ET.

The Strategic Management Infocast schedule is as follows.

- **Thurs., Sept. 24, 2009: “Supply Chain Management: Relationships, Risks and Rewards.”** Participants will gain practical knowledge about managing the risks and reaping the rewards of supply chain management. They will learn how to match accounting techniques to different supply chain relationships, develop an effective supply chain strategy and indentify key opportunities and risks associated with their supply chain. This session will be presented by Ed O’Donnell, CPA, Vice President, Business Analysis, Teknor Apex Company, Pawtucket, R.I., and Paul Massey, ACMA, finance leader, Cummins Turbo Technologies, Charleston, S.C.
- **Thurs., Oct. 15, 2009: “Evidence-based Management: Making Intelligent Business Decisions.”** The Webinar will discuss how to leverage information technology and business intelligence investments to better define the real information needs of your organization, collect meaningful data to turn into relevant insights and how to present and communicate this information to decision makers. It will be presented by Bernard Marr, chief executive, Advanced Performance Institute, London and Donny Shimamoto, CPA/CITP, managing director, IntrapriseTechKnowlogies, LLC, Honolulu.

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- **Thurs., Nov. 19, 2009: “Business Intelligence: Driving Value by Turning Data into Decisions.”** This webinar will cover the concepts, principles and practices associated with business intelligence, as well as practical guidance for managing an enterprise BI initiative. Discussion topics will include assessing your organization’s current capability to support a BI initiative and how to evaluate your organization’s current one for potential risk areas. Donny Shimamoto and Bernard Marr will lead the discussion.

The series is free to AICPA members but pre-registration is required because of limited space. Please visit www.cpa2biz.com to register. AICPA members may register for one hour of optional CPE credit for \$34; non-members will be charged \$44.

All three Webinars may be accessed for one year at:
<http://fmcenter.aicpa.org/Resources/Management+Accounting+Guidelines/>

The AICPA “Infocasts” are being produced in conjunction with the Society of Management Accountants of Canada and the Chartered Institute of Management Accountants, headquartered in the United Kingdom.

About the AICPA

The American Institute of Certified Public Accountants (www.aicpa.org) is the national, professional association of CPAs, with more than 360,000 CPA members in business and industry, public practice, government, education, student affiliates, and international associates. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies, non-profit organizations, federal, state and local governments. It develops and grades the Uniform CPA Examination.

The AICPA maintains offices in New York, Washington, D.C., Durham, N.C., Ewing, N.J., and Lewisville, Tex.

Media representatives are invited to visit the AICPA Online Media Center at www.aicpa.org/mediacenter.

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