



## SPRING PROFESSIONAL DEVELOPMENT SEMINARS

Greater Ozarks IMA

Presented by:  
Springfield ASWA

Ozarks AGA

**April 22, 2009**

**Morning Session: 8:00-12:00**

**Advanced Excel Formulas, Mr. Excel, Bill Jelen  
4 CPE available**

**Afternoon Session #1: 1:00-5:00**

**Power Tips and Tricks for Excel, Mr. Excel, Bill Jelen  
4 CPE available**

**OR**

**Afternoon Session # 2: 1:00-5:00**

**IFRS vs GAAP, Dr. Rod Oglesby, Drury University  
Business Ethics, Dr. Rod Oglesby, Drury University**

**Location:**

**Ramada Oasis and Convention Center  
2550 N Glenstone, Springfield Missouri**

For more information visit:

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

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

[www.ozarksaga.org](http://www.ozarksaga.org)

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## Presenter Bill Jelen



Bill Jelen is the host of MrExcel.com and the author of 23 books on Microsoft Excel including Pivot Table Data Crunching, VBA & Macros for Microsoft Excel, Excel for Marketing Managers and Guerilla Data Analysis Using Microsoft Excel. He has made over 60 guest appearances on TV's Call for Help with Leo Laporte and was voted guest of the year on the Computer America radio show. His daily video podcast Learn Excel from MrExcel is a top 50 tech video podcast on iTunes.

Bill will entertain you while showing you the powerful tricks in Excel. Before founding MrExcel.com in 1998, Bill spent twelve years "in the trenches", as a financial analyst for the accounting, finance, marketing, and operations departments of a publicly held company. Since then, his company automates Excel reports for hundreds of clients around the world. The website answers over 30,000 questions a year—for free—for readers all over the world. Bill joins us from Akron, Ohio.

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### 8:00 AM—Noon "Advanced Excel Formulas" (4 hrs)

While the average person can use the formula "=SUM" in Excel, do you know there are 351 formulas in Excel 2003 and 356 in Excel 2007? This session will be focused on the amazing array of formulas available for Excel personnel in accounting, administrative, marketing and sales, materials group, legal, engineering and other professionals that use mathematical equations and spread sheets.

Learn the formulas format, rules, argument types, plus information on the different types of formulas: database statistical, date & time, financial, logical, mathematical, special, string, etc. Learn the various options available with VLOOKUP, IF, SUMIFS, DAVG, AVG, IRR, NPV, HLOOKUP, FV, PMT, TERM, CTERM, RATE, ROUND, RAND, COUNT, MAX, EXACT, LOWER, PROPER, REPEAT, REPLACE, and many more. Perform distributions, amortizations, and what-if simulations using formulas with ease.

Delve into obscure functions in the analysis toolpak. Manage dates, times, workdays and more. Learn about an incredibly powerful formula that can replace a thousand formulas with three simple keystrokes. If you have any formula problems you would like solved, please send your problem in advance via e-mail for possible use in the presentation.

Participants will receive a copy of Excel Gurus Gone Wild—a guide to 50 impossibly hard tasks in Excel.

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## BACK BY POPULAR DEMAND!

### 1:00 PM—5:00 PM "Power Tips and Tricks for Microsoft Excel" (4 hrs)

You use Excel 40 hours a week, but do you really know how to unleash the power of Excel? Learn cool secrets and tricks lurking on the Data menu. Learn the ins and out of Pivot Tables (from the guy who wrote the book on pivot tables!). Create slick charts in a single button click. Add thousands of subtotals in seconds. Don't be tortured by bad data any longer.

The session will cover both the new and old versions of Excel. Participants in the session will receive a copy of Bill's latest book, "Learn Excel 97-2007 from Mr. Excel" which is comprised of 277 questions and solutions posed to him during this seminar. Bill loves new questions and will incorporate them in the seminar. Send your Excel questions in advance via e-mail or bring them to the seminar. Bill promises, "If you use Excel 40 hours per week, you will save 100 hours each year by attending this seminar!"

## Presenter Dr. Rod Oglesby



**Rodney Oglesby**  
PhD, CPA, CMA,  
CFM, CGFM,  
CVA

Dr. Rod Oglesby is a long time resident of southwest Missouri. He received a BSBA from University of Missouri - Columbia, his MBA from Southern Illinois University in Edwardsville Illinois, a Ph.D. from the University of Missouri - Columbia and completed the Institute for Educational Management program at Harvard University in Cambridge Massachusetts.

Dr. Oglesby has held many financial and administrative positions including: Controller, Director of Financial Affairs, Vice President for Financial Affairs, Executive Vice President for Internal Affairs, Chief Operating Officer - Interim CEO, Assistant Dean and Director of Graduate Study and Chief Administrative Officer of SIFE. Additionally, his faculty experience includes Instructor of Accounting, Business and Economics at Missouri Baptist College, Special Instructor of Accounting and trainer for the Management Development Institute at Missouri State University, Professor of Accounting and Management at Southwest Baptist University and is currently Professor of Accounting at Drury University in Springfield, Missouri.

An accomplished author he has published several articles in Activity Based Costing, Ethical Issues and Moral Reasoning, is currently researching the Ethics of Tax evasion. He has led numerous regional seminars, is a licensed CPA sitting on the MSCPA Ethics Committee and serves as lead Consultant with Mentor Group, LLC. Additionally, Dr. Oglesby is Editor of the Business Research Yearbook published by the International Academy of Business Disciplines and serves on the Editorial Board of the Journal of International Business Disciplines.

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### IFRS vs. GAAP

Dr. Rod Oglesby will present International Financial Reporting Standards (IFRS) vs. Generally Accepted Accounting Principles (GAAP). Convergence is a high priority on the agendas of both the US Financial Accounting Standards Board (FASB) and the International Accounting Standards Board (IASB) and "convergence" is a term that suggests an elimination or coming together of differences. Yet much is still made of the many differences that exist between US GAAP as promulgated by the FASB and the IFRS as promulgated by the IASB, suggesting that the two GAAPs continue to be worlds apart. This apparent contradiction has prompted many questions.

Hear Dr. Oglesby address many of these issues. The history of IFRS, the current status of IFRS in the US, milestones and possible dates of required adoption. He will also answer what should you be doing? What will happen to FASB? Where are we now in the convergence plan? Don't miss this fascinating topic and it's certain impact on accounting professionals.

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### Business Ethics

Dr. Rod Oglesby will present Business Ethics. He will review the evolution of accounting ethics, codes of conduct for AGA, ICMA, AICPA, etc. He will address ethical analysis, the accountant's core values, the cause and consequences of unethical behavior as well as cases and examples.

Don't wait; get your ethics hours in early for 2009, April 22nd at the Ramada Oasis and Convention Center.

**IMA-ASWA-AGA  
PROFESSIONAL DEVELOPMENT SEMINAR  
RAMADA OASIS AND CONVENTION CENTER  
2550 N GLENSTONE  
SPRINGFIELD, MO  
APRIL, 22<sup>ND</sup> 2009**

NAME	
EMPLOYER	
MAILING ADDRESS	
CITY, STATE, ZIP	
OFFICE PHONE	
OFFICE FAX	
EMAIL*	

\* IMPORTANT FOR CONFIRMATION

Morning session 8:00-Noon, Registration \$109 before April 1st:

\_\_\_\_\_ Advanced Excel Formulas with Mr. Excel (4 CPE available)

Afternoon concurrent session 1:00-5:00, Registration \$109 before April 1<sup>st</sup> (mark one):

\_\_\_\_\_ Session #1 Excel Tips and Tricks with Mr. Excel (4 CPE available)

\_\_\_\_\_ Session #2 IFRS vs GAAP (2 CPE available)  
Business Ethics (2 CPE available)

Multiple Registration Discount:

Discount: \$99 per session with registration of three or more sessions by employer with registration before April 1<sup>st</sup>.

Cost is \$129 per sessions after April 1<sup>st</sup>

**Companies must provide a completed form for each participant with payment. Register before April 14th, 2009 to have your book available at the seminar. Registrations after April 14th, 2009 may not have a book available for use during the seminar but will have it shipped to them later.**

**Please make checks payable to:  
Greater Ozarks Chapter IMA  
C/O Terry A. Jones  
PO Box 10587  
Springfield, MO 65808-0587**

No refunds will be given after April 10th, 2009.