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Veteran Strategist Lori Williams Announces Classes on the Basics of Finance

LOS ANGELES, CA, (July 20, 2007) – LW and Associates, a strategic advisory firm, announced today that Chief Strategist Lori Williams is teaching classes on reading and understanding financial statements for business owners and executives.

The Basics of Finance: Learn to Read and Understand Financial Statements focuses upon analyzing and interpreting income statements, balance sheets and cash flow statements; understanding the relationships among the different statements and how they provide clues about your business; calculating key ratios and using them to monitor business performance; and an overview of financing options for companies. Using real world case studies and jargon-free lessons, the course is designed to help you gain a clear diagnosis of your company's financial health whether you are the owner of a start-up company or a seasoned manager. Classes are open to all entrepreneurs, executives and analysts who rely on sound financial management skills for the continued success and growth of their firms.

"It isn't rocket science -- four simple ratios can save your company," says course presenter Lori Williams, a veteran finance expert with more than 15 years of experience in growth strategy consulting. "My goal is to do more than teach the fundamentals of basic bookkeeping and cost accounting. I want to help you develop a whole new mindset on finance. My hope is that you will walk away from my class with a renewed interest in the machinery of financial controls and how they work for your business. Don't let your CPA be your company's sole source of financial insight."

Class will be held on Wednesday, October 17, 2007 in West Los Angeles. Cost is \$149. Group discounts are available. To register or receive additional information, call (310) 473-9064 ext. 2 or visit www.lwandassoc.com.

About Lori Williams

Lori Williams has over 15 years of experience in strategic planning, marketing, operations and finance. She has functioned as a business owner, corporate officer and consultant in a variety of industries. Through a combination of real life experiences and academia, she has developed a unique balance of intellect, experience and interpersonal skills. Lori holds an MBA from Pepperdine University, BS Business and Management, an AA in Medical Science, and a Practitioner's license in NeuroLinguistic Programming. She has an abundance of energy and believes anything is possible if you work hard and are committed to your dream.

About LW and Associates

LW and Associates is an innovative strategic advisory firm, providing businesses with growth strategies designed to increase revenues, profitability and productivity. We help companies to achieve the next level of growth. Our expertise includes strategic planning, financial analysis and restructuring, marketing/selling strategies and operational efficiencies.

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