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Contact Information:  
Lori Williams  
LW and Associates  
lori@lwandassoc.com  
Phone (310) 473-9064

### **Strategist Lori Williams Offers Basic and Advanced Courses on Financial Analysis**

LOS ANGELES, CA, (August 28, 2007) – Lori Williams, Chief Strategist for LW and Associates, will be presenting two classes on financial statements for fall 2007. The courses are *The Basics of Finance: Learn to Read and Understand Financial Statements* and a new, advanced course *Financial Analysis: Learn to Interpret Financial Statements for Financial Management and Investment*. Both classes are designed to help business owners and managers pinpoint areas of strength and weakness in their financials and comprehend the fiscal machinery of their company.

*The Basics of Finance* returns on September 12, 2007 to help students read and understand balance sheets, income statements and cash flow statements. Open to small and large business owners and managers, commercial lenders and investors, the class clarifies the relationships between financial statements and explains how to use simple ratios and other tools to gauge the health of your business. According to veteran course practitioner Lori Williams, "This first course is meant to take the mystery out of financials. I have two key goals for my class. First, I want to teach you the key principles of financial analysis in a way that makes sense to you, using real-world cases and your own company reports. Second, I want to empower you to take control of your company's financial operations, using the tools that you've developed from my course."

*Financial Analysis: Learn to Interpret Financial Statements for Financial Management and Investment*, an advanced course on financial analysis, will be held on October 17, 2007. *Financial Analysis* guides students on developing a deeper understanding of ratio analysis and the methods of determining liquidity, leverage and profitability. The course also explores asset management ratios and the uses and advantages of different financing options.

"The *Financial Analysis* course is recommended for students who have already taken *Basics of Finance* and are looking to deepen their understanding of financial evaluation tools," says presenter Lori Williams. "I can show you how to use formulas and tested techniques to extract critical information about your company's solvency, liquidity and opportunities for growth through financing."

*The Basics of Finance* will be held on September 12, 2007, and *Financial Analysis* will be held on October 17, 2007 in West Los Angeles from 9AM to 4PM. The cost is \$149 and \$249 respectively. Group discounts are available. To register or receive additional information, call (310) 473-9064 ext. 2 or visit [www.lwandassoc.com](http://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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