

# THE BUSINESS AND LEGAL AUDIT

## REDUCING EXPOSURE AND SAFEGUARDING PROFITABILITY

**Wednesday, December 5**

**8:00 - 10:30 a.m.**

**Ritz-Carlton**

**Ten Avenue of the Arts, Philadelphia  
Marroni Salon**

In the midst of a challenging business environment, many companies are struggling to maintain profitability, each striving to streamline expenses while optimizing revenues. Some who take precautions quickly and manage smartly will survive. Others may not. Those who effectively manage the adversity of an economic downturn will emerge stronger and more profitable.

During this session, you will gain essential advice and insight for effectively managing the adversity of an economic downturn, including:

- Where is my business/personal exposure?
- How can I best protect corporate/personal assets?
- Where are my resources best positioned during the downturn?
- How can I ensure proper succession planning?
- How can I gain market penetration in a downturn?
- Where can I reduce costs?
- What is the best exit strategy?
- What is the best operation structure for sale of assets or IPO?
- How can I preserve estate assets and liquidity?

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## PRESENTERS

**William Creamer, Gates and Company**, is a seasoned international executive with proven technology and quantitative skills in business acceleration, alliance/partner formations, and e-business. He has over 20 years of experience in financial services, manufacturing, chemical, and high-tech businesses. Mr. Creamer earned both a BS and an MBA from Widener University and is an adjunct professor. He is currently writing a book entitled, "Preparing for the Turns in the Economy."

**Herbert Fineburg, Eizen Fineburg & McCarthy**, began practicing law in 1976 and received his LL.M. in Taxation from the New York University School of Law. He began his career in civil litigation, specializing in commercial and bankruptcy matters. He continues to work with the firm's special litigation counsel in all types of litigation matters. Mr. Fineburg has lectured to professional and business groups in the areas of estate and income taxation, as well as bank financing, commercial transaction, and mergers and acquisitions. He is a co-editor of the Tax Background for Chapter 7A, entitled "Estate Planning for Businesses" in *Current Legal Forms with Tax Analysis*, published by a leading legal publisher. Mr. Fineburg has also written numerous articles for state and national professional journals.

**To reserve your seat at this FREE seminar, including continental breakfast, please contact Kristen Powers-Najmola at 215-751-9666 or [knajmola@efm.net](mailto:knajmola@efm.net)**

**Please respond by November 28.**

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