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Present...

Profit Mastery: Practical Tools for Control, Survival and Success

January 28th-29th 2010

Seminar Outline

Introduction

The Entrepreneur
Management Styles
Common Business Problems
Managing the Cycles More Efficiently

Monitoring Financial Position

Using Financial Statements
The Roles of a Balance Sheet
Financial Ratios and Efficiency
Case Study and Practical Application

Roadmap to a Bigger Bottom Line

Identifying Financial Distress
Seeing the Symptom
Identifying the Cause of the Problem
Prescribing a Cure
Improving Cash Flow and Profitability

Profit Planning & Cash Flow Analysis

Developing a Profit Plan and Budget
Identifying Key Patterns of Cash Flow
Developing Seasonal Cash Budgets
Cash Forecasting as a Tool
Funding Seasonal/Long-Term Growth

Planning and Managing Long Term Growth

Role of Balance Sheet
Operating Leverage
The Cost of Growth
Planning Successful Growth
Case Study and Practical Application

Income Statement: Break-Even Analysis

Managing Income Statement
Understanding Cost Behavior
Contribution Margin
Applying Break-Even in your Business
Case Study and Application

Dealing with Banks and Funding

Understanding Loan Approval
What Bankers Look For
Putting a Package Together
Summary, Conclusions and Evaluations

Wedgewood Resort

Fairbanks, AK 99710

SCHEDULE

Day 1

7:30am-8:00am

Registration

8:00am-5:00pm

Session

(lunch included)

5:00pm-6:00pm

Reception

Day 2

7:30am-8:00am

8:00am-5:00pm

Session

(lunch included)



Steve LeFever, Chairman
Business Resource Services

ABOUT YOUR INSTRUCTOR

Steve LeFever is a national leader in the development of practical financial programs and training for the independent business community. His dual role as a successful entrepreneur and as a commercial banker gives him a unique perspective on financial analysis, business management, and practical business decisions.

WHO SHOULD ATTEND:

Business Owners, Key Mangers, Entrepreneurs, Business Advisors and others whose decisions have an impact on your company's financial performance. Our Profit Mastery program is designed to enhance the financial management skills of all business people.

*This Course Qualifies for 16 hours of CPE Credits for CPAs
NASBA ID#: 102520

All Registrations Due by January 22nd!

Cost : \$375

Registration Includes 200+ page workbook, materials, two lunches & reception

DON'T FORGET TO BRING A CALCULATOR!

Send Registration and Payment to:

Walsh, Kelliher, & Sharp
Attn: Pauline Alis
330 Barnette St., Ste 101
Fairbanks, AK 99701

**For More Information, Please Call
Margaret Rich @ 907-456-2222**

*Cancellations made less than 7 working days prior to seminar are subject to a \$50 cancellation fee.

You may pay by

- Check (payable to Walsh, Kelliher & Sharp)

- Credit Card Visa Master Card Exp Date ____/____

Account No. _____ CV# _____

Authorized Signature _____

Name _____

Company _____

Address _____

Cite, State, Zip _____

Phone # _____

Email _____