

Registration Info

Profit Mastery; Practical Tools for Control, Survival and Success

To register call Pauline at
Walsh Kelliher & Sharp
(907) 456-2222

Cost: \$425 1st registrant per company, \$400 for the 2nd, \$375 for the 3rd and/or more.

Registration includes: Participant's Guide workbook, additional materials, two continental breakfasts, two lunches, and reception.

Questions? Call Margaret Rich at Walsh Kelliher & Sharp (907) 462-2222 or Mike Milam at Denali State Bank (907) 456-1400 or visit wkscpa.com or denalystatebank.com



"I would recommend the Profit Mastery class to any business person regardless of the size of their operation. It was well worth my time to attend."

— Fairbanks business owner who attended the Profit Mastery class in 2008, 2010 and 2011

"Fantastic course. Truly explored the various aspects of the Balance Sheet and Income Statement. Good humor, as well as a great depth of knowledge."

— Aaron Welterlen, W.V. Builders, Ester, AK

Profit Mastery "Mini-MBA: Business Finance" qualifies for 16 hours of CPE credits.



NASBA

Statement: Business Resource Services, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE sponsors, NASBA ID #102520. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417.

Tax Refund: Tax deductions may be applicable for all expenses of continuing management education undertaken to maintain and improve professional skills.

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

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Walsh Kelliher & Sharp and Denali State Bank are pleased to present

Profit Mastery: Practical Tools for Control, Survival and Success

February 7 & 8, 2012
Fairbanks, Alaska

PROFIT MASTERY

"After taking the Profit Mastery course, my finances improved. As my top line shrunk, my bottom line improved, and it was the best year on record for my business."

— Jeffrey Cripe, i9 Sports

Where & When

Profit Mastery; Practical Tools
for Control, Survival and Success

February 7 & 8, 2012

Fairbanks, Alaska

- Nationally known and respected speaker, Steve LeFever
- Full two days of financial tools for control, survival and success
- Off-site location and catered food

Day 1

Registration & Continental Breakfast

7:30—8am

Session

8am—5pm
(Lunch included)

Reception

5—6pm

Day 2

Session

8am—4pm
(Continental Breakfast,
Lunch included)

Dress comfortably &
bring a calculator.

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Seminar Outline

MONITORING FINANCIAL POSITION

Understanding Income Statement
The Roles of a Balance Sheet
Financial Ratios & Efficiency
Financial Cause & Effect
Case Study & Practical Application

CAUSE & EFFECT: 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

PLANNING AND MANAGING LONG-TERM GROWTH

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

PROFIT PLANNING AND CASH FLOW ANALYSIS

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

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

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Who Should Attend?

Business Leaders, Key Managers, 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.

About the Presenter



Steve LeFever - part comedian, part financial manager, former commercial banker, current entrepreneur and world-class presenter. Steve drives home his message with a no-nonsense,

laugh-out-loud approach that makes him the top-rated presenter at virtually every conference he attends. Driving financial discipline and initiating change in diverse types of organizations can be a big challenge – and in this area, Steve LeFever can do it like no one else.

About Walsh Kelliher & Sharp and Denali State Bank

Walsh Kelliher & Sharp

- Accounting Services
- Business Advice and Planning
- Business Valuations
- Certified Quick Books ProAdvisors
- Estate Planning
- Litigation Support
- Management Advisory Services
- Tax planning and Return Preparation

Denali State Bank

"Our staff and management live and work here. We are part of the community, and as such we want the community to be a part of us. We conduct all our business locally—all decisions are made locally, and our loan servicing happens locally. We are proud of our ability to deliver exemplary service to our customers."