



Presents

A MEGASuccess Seminar

Enriching the Bottom Line...A Small Business Roadmap

The recession changed the way all of us view our businesses. Today being a successful entrepreneur means knowing exactly what it takes to run the business and where each dollar goes. Profitability is achieved only with vigilant financial management and carefully conceived growth strategies. There is no room for error.

Now is the time to boost your financial management IQ. ***Enriching the Bottom Line ... A Small Business Roadmap*** will help you tackle your critical entrepreneurial challenges, including:

- Financial Leadership Hurdles for CEOs
- Increasing Sales but Decreasing Profits
- Anemic Cash Flow despite Sales Growth
- Solid Strategies but Weak Financial Performance
- Unreliable Projections increasing Risk of Loss
- Lack of Capital compounded by Tight Credit
- Profitable Growth in the New Economy

What You Will Learn

This 1.5 day workshop will help you, the small business owner, assess business performance objectively, operate efficiently, grow profitably and secure capital. Topics include:

- Managing Success in the New Economy: recognizing and avoiding common causes of business failure
- Promoting Profitable Growth: learn about viable profit models, profit margins, strategic pricing and establishing performance goals.
- Leadership Driven Performance: learn key attributes of business leadership and building effective strategic alliances with partners and customers.

- Accelerating Cash Flow: Learn how to map sources and uses of cash, and effective cash management techniques.
- Growing the Bottom Line: learn the importance and how to navigate critical financial statements.
- Financing Alternatives and Solutions: learn about alternatives for financing small business growth.

Enriching the Bottom Line also features:

- Individualized or small group counseling session: You will have the opportunity to discuss financial management issues particular to your company with the facilitators in 15-20 minute individual or small group setting.
- Financial Matchmaking: You will have the opportunity to meet with lenders and other invited financing sources to discuss you financing needs.
- Panel discussions: You will have the opportunity to hear insights from financial providers on how to access capital as well as corporate supplier diversity representatives.
- Networking Reception: You will have the opportunity to meet and network with invited corporations, banks and other financing sources from the region.

The Lead Facilitator

Louis G. Hutt, Jr. is an accountant, lawyer, entrepreneur, author and radio personality on Sirius-XM radio. He is the driving force behind the MEGASuccess business seminars and has taught scores of small business owners proven techniques and effective strategies for increasing their financial returns, enhancing business growth and realizing business goals.

Date and Location

June 8, 2011 – Chrysler Group LLC
800 East Chrysler Drive
Auburn Hills, MI 48326

June 9, 2011 – Chrysler Group LLC
800 East Chrysler Drive
Auburn Hills, MI 48326

Who Should Attend

Entrepreneurs and senior management at entrepreneurial companies (CEOs, COO, etc.). Prior finance background is not required.

Pricing

The cost to attend *Enriching the Bottom Line* is \$350 per participant. Please contact BCF if 3 or more individuals from one company wish to participate for pricing information.

Registration

To register, print, complete and mail the registration form along with the registration fee to the Business Consortium Fund. You may also register online by clicking [HERE](#). Space is limited, so register as soon as possible to assure your participation. There may be a limited number of scholarships available to attend *Enriching the Bottom Line*. Please contact the BCF if your company needs financial assistance to participate.

Contact Information

For more information about *Enriching the Bottom Line*, please call the Business Consortium Fund at (212) 243-7360.

Business Consortium Fund
305 Seventh Avenue, 20th Floor
New York, NY 10001
(212) 243-7360 (phone)
(212) 243-7647 (fax)
info@bcfcapital.com
www.bcfcapital.com

The Business Consortium Fund, Inc. (“BCF”) is a non-profit business development company affiliated with the National Minority Supplier Development Council. We are the nation’s most comprehensive financing and business development company dedicated exclusively to minority-owned corporate suppliers. We work closely with the regional councils of the NMSDC including the Michigan Minority Supplier Development Council.

The Business Consortium Fund wishes to thank the following companies that contributed to the sponsorship of this event:



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