



Enriching the Bottom Line

A Small Business Roadmap

No Room for Error

The recession changed the way all of us view our businesses. Being a successful entrepreneur today 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.

Tackle Your Critical Entrepreneurial Challenges:

- ✦ 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

Sponsored by:



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May 11, 2010

7:30 am - 5:00 pm

Reception 6:00 – 8:00 pm

May 12, 2010

8:00 am – 1:00 pm

UPS Headquarters
55 Glenlake Parkway, NE
Atlanta, GA 30328

\$350 per person

Register Now Space is Limited

Register On-Line Now

[CLICK HERE](#)

Louis G. Hutt, Jr.

– an accountant, attorney, author, radio personality and entrepreneur are the force behind MegaSuccess Partners and MegaSuccess Seminars. Lou has taught countless small business owners proven techniques and effective strategies to increase their financial returns, enhance their business growth and realize their business goals.

**Radically boost your
FINANCIAL MANAGEMENT IQ
now!**

This was the best thing that could have happened to me to help make our business grow!

- Mega-Success Seminar Attendee

Enriching the Bottom Line

A Small Business Roadmap

Addressing Today's Most Important Entrepreneurial, Financial, Leadership and Management Challenges

Meet the Experts: Learn from Successful Executives and Bankers

Manufacturing Success in the New Economy

Recognize and avoid common causes of business downturn.

- ✦ Setting the Right Course
- ✦ CEO as Financial Leader
- ✦ Profiling Credible Business Opportunities
- ✦ Managing the Bottom Line

Promoting Profitable Growth

Profit – or lack of it – goes directly to the heart of any business, and a viable profit model equals long-term survival and growth.

- ✦ Breakeven and profitability scenarios
- ✦ Strategic pricing
- ✦ Boosting profit margins
- ✦ Streamlining direct and indirect expenses
- ✦ Resetting performance measures

Financial Leadership and Performance

Strategic financial positioning requires performance-driven leadership.

- ✦ Revitalizing, repositioning and restructuring financially
- ✦ Critical mass and capacity building
- ✦ Accountability gaps
- ✦ Growth by acquisition or affiliation

Accelerating Cash Flow

Anticipating cash flow and financing needs in advance promotes stability in growing businesses.

- ✦ Forecasting cash flow
- ✦ Maximizing cash from operations
- ✦ Tightening up cash flow leakages
- ✦ Best practices for accelerating collections and deferring disbursements
- ✦ Quantifying financing requirements

Growing the Bottom Line

Overcome the anxiety, frustration and confusion felt by entrepreneurs overly dependent on shorthand computations rather than conventional financial statements.

- ✦ Make critical financial decisions objectively
- ✦ Dissect liquidity, earnings and working capital
- ✦ Measure financing and growth capacity
- ✦ Make the budget your road map

Financing Alternatives & Solutions

Explore strategies and alternatives for financing growth in a tight credit environment.

- ✦ Financing resources, options and requirements
- ✦ Underwriting criteria
- ✦ Access to capital through BCF and financiers in your area

Lunch with Five Star CEO Panel

Join us for a round table with high achieving entrepreneurs on navigating financial challenges and unearthing solutions in today's economy. Panel members offer their real world experiences and suggestions, particularly as they related to growth prospects and strategic positions.

Power Networking Reception

Leverage this occasion to explore with fellow entrepreneurs and senior level executives the most effective techniques for cultivating new business relationships and opportunities, even in a slow-growth economy. Tip the scales in your favor.

Financial Matchmaking

Meet and greet bankers and financiers seeking to expand financing opportunities with entrepreneurs in growth industries.

One-on-One Counseling

Get a fresh perspective on your business financials.



Substantive & Motivational
Real Work Focus
Interactive Presentations
Hands-On Case Studies
Exchange of Ideas Among CEOs

Register Today