



REGISTRATION

Name _____

Company _____

Address _____

City, State Zip _____

Phone _____

Email _____

Client Rate (\$495)

Non-Client Rate (\$595)

Payment

Please make check payable to: The Bank of Northern Michigan

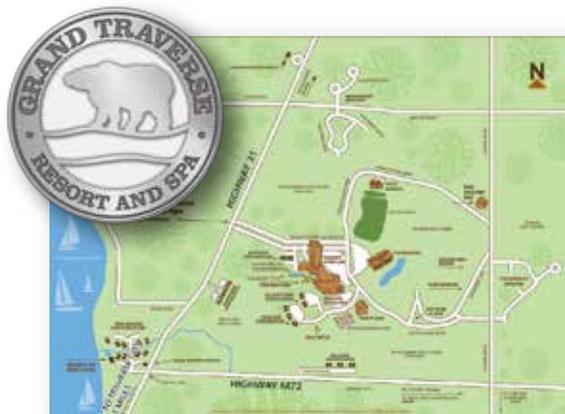
Check Enclosed Send Invoice



ACCOMMODATIONS

THE GRAND TRAVERSE RESORT

100 Grand Traverse Blvd
Acme, MI 49610
231.534.6000



The following guestroom rates are available:

Hotel Guestroom \$139

Tower Guestroom \$169

Mention The Bank of Northern Michigan conference when reserving your room for the discounted rate.

Room rates quoted above are per room per night based on single/double occupancy - tax not included. In addition, there will be a daily resort fee of \$14.95 per room, per night. This rate includes unlimited use of resort fitness center, preferred guest pricing of golf courses and tennis facilities, high-speed internet access, on-property shuttle service to Cherry Capital Airport and Turtle Creek Casino, unlimited toll-free and credit card access phone calls, voicemail message service, daily newspaper upon request, use of safe deposit box, preferred car rental pricing through Enterprise in Traverse City, golf bag storage, and parking. Fee and services are subject to change.

PROFIT MASTERY

Mini MBA: Business Finance Workshop

Practical Tools for the Control, Survival and Success of Your Business

October 8 & 9, 2013
Traverse City, Michigan



WAYS TO REGISTER

- Online at tbonm.com/pm.aspx
- Call Melissa Fochtman at 231.922.1410
- Send an email to mfochtman@tbonm.com
- Mail registration and payment to:
The Bank of Northern Michigan
Attn: Melissa Fochtman
130 S Union Street
Traverse City, MI 49684

RSVP by October 2, 2013



WHAT YOU WILL LEARN

- The seven steps to business success
- Why and how to benchmark company performance
- To quantify the financial payoff of changing management behaviors
- Methodologies for managing profits
- The difference between 'making a profit' and 'having cash' and how to do more of both
- Practical ways to improve cash flow
- To predict, manage and control the financial effects of growth
- How to be prepared to get what you need from financing partners
- To create effective, practical plans to improve the financial health of a business



WHO SHOULD ATTEND

Business Leaders, Key Managers, Business Advisors and others whose decisions have an impact on your company's financial performance.



HOW MUCH DOES IT COST

The cost for the two-day session is \$495 for clients or \$595 for non-clients. This includes the Profit Mastery workbook and materials, lunch for both days and a reception. CPAs taking the course can receive 16 hours of CPE credit.

DAY
1

OCTOBER 8, 2013

7:30 - 8:00	REGISTRATION
8:00 - 10:00	INTRODUCTION & OVERVIEW
10:00 - 10:15	Morning Break
10:15 - 12:00	MONITORING FINANCIAL POSITION
12:00 - 1:00	Lunch (provided)
1:00 - 3:00	CAUSE & EFFECT: THE ROAD MAP TO A BIGGER BOTTOM LINE
3:00 - 3:15	Afternoon Break
3:15 - 5:00	PROFIT PLANNING AND CASH FLOW ANALYSIS
5:00 - 6:30	RECEPTION

DAY
2

OCTOBER 9, 2013

8:00 - 10:15	PROFIT PLANNING AND CASH FLOW ANALYSIS
10:15 - 10:30	Morning Break
10:30 - 12:00	PLANNING AND MANAGING LONG-TERM GROWTH
12:00 - 1:00	Lunch (provided)
1:00 - 2:30	INCOME STATEMENT: BREAK EVEN ANALYSIS
2:30 - 2:45	Afternoon Break
2:45 - 4:00	WORKING WITH BANKS AND FUNDING SOURCES



WHO IS 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.



WHAT OUR CLIENTS SAY

"As someone trained as an engineer and woodworker and then put into a role where understanding business and finance is important, I am constantly looking for opportunities to give me an infusion of knowledge in a very short period of time. Profit Mastery did exactly that. It was an invaluable experience for me and provided me with the tools to bring back to our business and implement right away."

Ben Van Dam
Van Dam Custom Boats

"Profit Mastery provided us with a great way to organize our thoughts around cash flow planning issues for our retail stores. It provided us with very helpful skills and knowledge that will help us make informed business decisions."

Don McCarty
Kilwins Chocolates