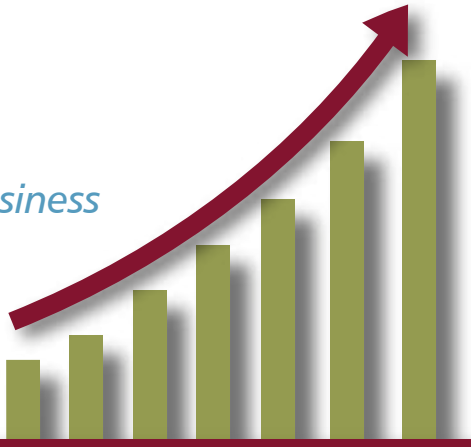
PROFIT MASTERY

Business Finance Workshop

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

September 22 & 23, 2014

The Grand Traverse Resort
Traverse City, Michigan



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 of The Bank of Northern Michigan 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.

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 has enabled me to conquer the challenges of maintaining my business. More remarkably it has enabled me to measure and manage my growth, profit, and finances with certainty."

Mark Wilson
Maxbauer Specialty Meat Market

"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

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DAY 1 SEPTEMBER 22, 2014

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 SEPTEMBER 23, 2014

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

ACCOMMODATIONS

A reduced guestroom rate has been established with The Grand Traverse Resort in Acme. Register online at grandtraverseresort.com using code: BNM0914 or call 231.534.6000 and mention The Bank of Northern Michigan conference when reserving your room to get the discounted rate.

The following guestroom rates are available:

Hotel Guestroom $149
Tower Guestroom $179

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

Ways to Register

- Online at tbonm.com/pm.aspx
- Call Alisha Kuyper at 231.922.1445
- Send an email to akuyper@tbonm.com
- Mail registration and payment to: The Bank of Northern Michigan, Attn: Alisha Kuyper,130 S Union Street, Traverse City, MI 49684

RSVP by September 12, 2014

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