THE BANK OF
northern michigan

Profit Mastery: Practical Tools for Control, Survival & Success

March 4 & 5, 2013 at the Hagerty Center in Traverse City

Profit Mastery is a two-day program designed to enhance the financial management skills of all businesspeople.

Graduates of Profit Mastery 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 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

Details:

The cost for the two-day session is $495, and includes the Profit Mastery workbook and materials, lunch for both days and a reception. This course qualifies for 16 hours of CPE credits for CPAs.

Who Should Attend?

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

> **"Steve LeFever is one of the best speakers I have ever seen, and the best by far on this topic. I recommend you run...don't walk, to sign up for this outstanding program."**
>
> — Larry Cassidy
> Vistage Chair & Cope Award winner

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.

Visit www.tbonm.com/pm.aspx for more information.

Register by February 22, 2013. See back for registration information.

Profit Mastery Agenda & Registration

March 4, 2013

7:30-8:00 REGISTRATION

8:00-10:00 INTRODUCTION AND OVERVIEW

- Business Owner Roles, Responsibilities and Management Styles
- The Seven Financial Reasons Businesses Fail
- The Impact of Sound Financial Management
- The Working Capital Cycle & the Financial Operating Cycle
- Managing the Cycles More Efficiently

10:00-10:15 Morning Break

10:15-12:00 MONITORING FINANCIAL POSITION

- Understanding the Income Statement: Taking a New Look
- The Role of the Balance Sheet: Understanding the "Forgotten Statement"
- Using Financial Ratios to Measure Efficiency and Plan for Greater Success
- Case Study and Practical Application

12:00-1:00 Lunch (Provided)

1:00-3:00 CAUSE & EFFECT: THE ROADMAP TO A BIGGER BOTTOM LINE

- Using Financial Ratios to Measure Efficiency
- The Importance of Industry Parameters and Other Financial Guidelines
- Identifying Financial Distress
- Seeing the Symptom
- Identifying the Cause of the Problem
- Prescribing a Cure
- Improving Cash Flow, Profitability and Operating Efficiencies

3:00-3:15 Afternoon Break

3:15-5:00 PROFIT PLANNING AND CASH FLOW ANALYSIS

- Developing a Profit Plan and a Cash Budget
- Identifying Key Patterns of Cash Flow

5:00-6:30 RECEPTION

- Join us for hors d'oeuvres and drinks immediately following the first day's session!

March 5, 2013

8:00-10:15 PROFIT PLANNING AND CASH FLOW ANALYSIS

- Developing Seasonal Cash Budgets
- Identifying Key Patterns of Cash Flow

10:15-10:30 Morning Break

10:30-12:00 PLANNING AND MANAGING LONG-TERM GROWTH

- The Role of the Balance Sheet: Forecasting Capital Needs
- Financial Leverage and Debt Structure
- The Cost of Growth: Paying Your Bills and Managing Risk
- Planning for Successful Growth
- Case Study and Practical Application

12:00-1:00 Lunch (Provided)

1:00-2:30 INCOME STATEMENT: BREAK-EVEN ANALYSIS

- Managing the Income Statement from the Bottom Up
- Understanding Cost Behavior: Fixed & Variable Cost Patterns
- Contribution Margin: Planning for Profits
- Applying Break-Even in Your Own Business
- Strategic Application of Break-Even: Cost/Benefit Analysis
- Case Study and Practical Application

2:30-2:45 Afternoon Break

2:45-4:00 DEALING WITH BANKS AND FUNDING SOURCES

- Understanding the Loan Approval Process
- What Bankers Look for in a Loan Request
- Putting the Package Together
- Summary, Conclusions and Evaluations

RSVP by February 22, 2013, online at tbonm.com/pm.aspx or to Melissa Fochtman at The Bank of Northern Michigan, 231.922.1410 or by email at mfochtman@tbonm.com or send in the form below.

Send registration and payment to: The Bank of Northern Michigan, Attn: Melissa Fochtman, 130 S. Union Street, Traverse City, MI 49684. Make check payable to The Bank of Northern Michigan.

Name ______________________ Company ______________________

Address ______________________ City, State, Zip ______________________

Phone ______________________ Email ______________________