

# PROFIT MASTERY CLASS

Driving financial performance in your business is crucial. This program provides business owners and key managers with the tools that can move attendees from Profit Mystery to Profit Mastery. The presentation will be facilitated by Carleen Dotson, Training Specialist and Business Advisor with the Small Business Development Center at Ohio University's Voinovich School of Leadership & Public Affairs. Using case studies and a down-to-earth style — with just a bit of humor and a touch of motivation — this DVD-based program, developed by Business Resource Systems, includes all the material from their internationally-acclaimed two day program. You will never look at your financial statements in the same way!

**Only for-profit entities that have been in business for one year or longer are eligible.**

**In this hands-on workshop, you'll cover:**

- Overcoming common business problems
- Understanding your financial position
- Using tools to take active control
- Making effective pricing decisions
- Evaluating cost patterns
- Making your business bankable
- Avoiding cash crunches
- Planning for transition
- An approach to analysis

## TWO-PART PROGRAM

**Tuesday, April 16, 2019 - 9:00 AM—4:00 PM**

**Tuesday, April 23, 2019 - 9:00 AM—4:00 PM**

Registration includes 200+ page workbook. This workshop normally costs nearly \$500 to attend.

**Thanks to funding provided by the Small Business Development Center at Ohio University, we are providing this training at no cost.**

**\*This Course Qualifies for 16 hours of CPE Credits for CPAs. NASBA ID#: 102520**

## LOCATION

Ohio University Credit Union, 944 East State Street, Athens, OH 45701

## REGISTRATION

Trenia Twyman  
Ohio University  
Small Business Development  
Center  
**(740) 597-1460 or  
twyman@ohio.edu**

*Registration is limited to 10 businesses.*

*Please RSVP to reserve your seat.*

*Lunch will be provided courtesy of Ohio University Credit Union.*



## FACILITATOR

Carleen Dotson, Training Specialist and Business Advisor with the Small Business Development Center at Ohio University's Voinovich School of Leadership & Public Affairs, has an extensive background in training programs and working with businesses. She has experience consulting businesses in the areas of financial analysis, market research, and assistance in obtaining financing. Carleen is a Certified Business Advisor through the Ohio SBDC program.