

BE YOUR OWN CFO IN 5 MINUTES A DAY

PRESENTED BY:



Banking in a whole new light

LEARN WHAT KEY FINANCIAL DATA YOU SHOULD BE KEEPING YOUR EYES ON AND WHAT TO DO ABOUT IT

SMALL BUSINESS EXPERTS AGREE YOU SHOULD BE LOOKING AT YOUR FINANCIAL PICTURE NEARLY EVERY DAY. SOUND OVERWHELMING? IT DOESN'T HAVE TO BE. LEARN HOW TO QUICKLY SCAN YOUR QUICKBOOKS (OR OTHER ACCOUNTING SOFTWARE) TO HAVE PLENTY OF CASH AND STAY IN THE BLACK. MAKE BETTER DECISIONS!

“WHEN YOU ARE DRIVING YOUR BUSINESS AS FAST AS YOU CAN, YOU WANT TO LOOK OUT THE WINSHIELD NOT THE REAR VIEW MIRROR” -RICK BALOG

WHAT YOU WILL LEARN

- Profit and loss, balance sheets demystified
- 3 things about your financial picture you need to know...everyday
- Spotting “red flags” before they become a bigger problems
- Setting up your dashboard to proactively run your business

DATE: Thursday, May 19th 2011

LOCATION: My Executive Center 4600 Touchton Road Building 100 ste. 250 Jacksonville, FL 3224

TIME: 11:30am-1pm

COST: \$25 includes lunch

REGISTER: Online at www.advantagebizmag.com/events or by phone at 904-704-5058

LIMITED TO 40 PARTICIPANTS



ABOUT THE PRESENTOR: RICK BALOG

Richard T. Balog, CPA/CFF, CIA, CGFM, DACFE is CEO & Vice President - Financial Services for The ARC Consulting Group, Inc., a Jacksonville Florida-based professional services firm providing tax, accounting, Business, Professional Development focused Business Consulting services to the North Florida business community. Mr. Balog manages the conduct of ARC's financial consulting engagements, specializing in Accounting, Tax, Virtual CFO, Start-Up and Forensic Accounting, “Distressed-Business” Recovery Services, Internal Auditing, Operational Auditing, and Activity-Based Cost Management consulting. He is also internationally recognized in the development and presentation of a wide range of professional development programs. He is a recognized leader in providing competency-based training to the professional community. He has won awards from The Institute of Internal Auditors and is currently one of the American Management Association's (AMA) highest rated speakers in AMA's Finance World-Practice. Mr. Balog is a member of the University of North Florida Faculty, serving in their Continuing Education Division. A graduate of Loyola University, he holds degrees in accounting and management. In addition, he holds an M.S. in Behavioral Sciences from the University of Florida. Mr. Balog is a member of the University of North Florida Faculty, serving in their Continuing Education Division. He has served on the faculties of Florida State College in Jacksonville, The University of Central Florida - Graduate Division, Orlando College, and the adjunct faculty of The George Mason University - School of International Studies in Arlington, VA.

Brought to you by:

JACKSONVILLE

ADVANTAGE

SMALL BUSINESS