



## **Mid-America Lumbermens Association**

### **Best Practices Webinar Series for Financial Principles**

**April 9 – June 11, 2015**

**Cost: \$69 per webinar / \$276 Series (5 for 4)**

#### **About Our Instructor:**

Terri Tucker is president of E-Cubed Consulting, LLC. Her financial experience includes 10 years as the CFO and treasurer of a large, multifaceted, multiple yard building supply company; CFO in the medical industry; senior accountant for Deloitte Haskins and Sells (now Deloitte) and other public accounting firms. She has been a CPA for over 30 years in addition to owning her own business and is utilizing her experience, expertise and empathy to help others grow.

#### **P&L for Non-Financial Managers**

**Thursday, April 9, 2015 / 1 pm to 2 pm CDT (Includes Q&A)**

Hired or promoted to management positions, many people have leadership skills and technical knowledge but lack an understanding of financial reporting. In this webinar, non-financial managers learn how a profit and loss statement shows how the revenue of a business is turned into the net income of a business. This webinar includes the layout and elements of a P&L statement, including: differing types of revenue; cost of goods sold; gross income; operating and non-operating expenses and net income.

#### **Inventory Management – Integrated with Gross Profit & Pricing**

**Thursday, April 30, 2015 / 1 pm to 2 pm CDT (Includes Q&A)**

Inventory is one of a building supply company's largest assets. This webinar discusses how managing inventory is the process of efficiently overseeing the constant flow of goods into and out of an existing inventory and the effects your daily activities surrounding inventories have on your profitability and cash flow. This includes purchasing and purchase discounts, inventory controls including cycle counts and physical inventories, pricing of goods and maintaining gross margin goals.

#### **Cash is King**

**Thursday, May 14, 2015 / 1 pm to 2 pm CDT (Includes Q&A)**

Profit is theory; cash is fact. Not understanding the preceding, business managers and owners can find themselves managing a profitable but cash strapped enterprise. This webinar demonstrates when utilizing balance sheet management and understanding cash flow and the cash flow statement, astute managers can maximize cash.

#### **Ratio Analysis**

**Thursday, May 28, 2015 / 1 pm to 2 pm CDT (Includes Q&A)**

Balance sheet and profit and loss ratios provide benchmarks that help managers maximize assets and profitability. During this webinar you will learn the importance of financial statement ratios and how they are computed.

#### **Budgeting**

**Thursday, June 11, 2015 / 1 pm to 2 pm CDT (Includes Q&A)**

Businesses of all sizes share some of the same basic financial concerns and requirements. One of these is preparing a budget that compares expenses to earnings and allows owners and managers to plan for the future while learning valuable information about past performance. A budget gives businesses a powerful tool in several key areas: controlling costs, planning ahead, compiling reports and evaluating success. This webinar addresses the essentials of developing an accurate operating budget.



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**Yes, I would like to register for the following webinars:**

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*Please Note: Once your registration has been received and processed, you will receive a confirmation email with webinar instructions.*



**\*If registering more than one employee, please make copies of this form.**  
**Once completed, please email this form to: [oholcombe@TheMLA.com](mailto:oholcombe@TheMLA.com) –**  
**Or fax to 816-561-1249.**