

# Financial Management for Non-Financial Managers

Learn to analyze business opportunities, assess financial risks, and communicate your ideas to others.

October 20, 2015

8:30 a.m. - 3:30 p.m.

Advance Business & Manufacturing Center  
Green Bay, WI

In this workshop you will learn basic financial management skills every business person should know. Topics will cover the three major financial statements, sources and uses of cash, cash budgeting, breakeven analysis and an introduction to financial ratios. Emphasis is placed on the practical uses of financial information as a diagnostic tool to understand a company's health. Using real life examples and exercises, participants will learn simple and necessary skills they can immediately apply to their workplace.

## You Will Learn:

- The difference between profits and cash
- How to interpret and understand the income statement, cash flow, and balance sheet
- Techniques for managing cash flow
- How to calculate a breakeven point
- Methods to evaluate capital purchases
- How to use financial information to manage and forecast your business
- The importance of understanding your cash conversion cycle
- How to predict your cash needs with a cash budget and assumptions
- Where cash lies hidden in your business and how to get it back



## Instructor – Greg Gauthier



Greg Gauthier has over 25 years of senior management experience in large, publicly traded and small, privately held companies. He was a small business owner for nearly ten years and has particular strengths in operations management and information systems, cash flow and profitability, and business turnaround.

## Who should attend?

Financial Management for Non-Financial Managers is well suited to anyone who is new to financial concepts and techniques and to any manager or executive who wishes to update his or her knowledge of basic finance and accounting. It is particularly applicable to individuals whose backgrounds are in creative, scientific, or technical fields.

## Small Business Development Center

The Wisconsin Small Business Development Center (SBDC) at UW-Green Bay is your local business resource. We have helped thousands of entrepreneurs in the New North successfully start or grow their business. The SBDC offers a full range of business management and workforce development training programs for both established businesses and start-up companies. Business advisors teach business owners and managers about best business practices, sharing information and expertise that facilitate changes. There is no charge for many of these confidential services.

# Financial Management for Non-Financial Managers

October 20, 2015  
8:30 a.m. - 3:30 p.m.

Advance Business & Manufacturing Center  
Green Bay, WI

## Workshop Site

Advance Business & Manufacturing Center  
2701 Larsen Road, Green Bay

## Workshop Meeting Time

8:30 a.m. - 3:30 p.m.

## Confirmation

Prior to the seminar, you will receive a letter with directions to the seminar site.

## Accommodations

If you need an accommodation for a disability to fully participate in this program, please call Ryan Kauth at 920-496-2117 at least three weeks prior to the program.

## Available at Your Site

Customized, in-house presentations of these workshops are available. Call 920-496-2117 to discuss potential professional development and leadership options. Additional topics are available. Content will be tailored to meet your needs.

## Cancellation/Refund

To receive a full refund, you must cancel no later than seven (7) business days prior to the start of the program. Cancellations after this time will be responsible for the full program fee.

Substitutes are welcome. Walk-ins are welcome — please call 24 hours in advance to ensure space availability. If you wish to transfer your registration to another seminar, a \$50 transfer fee is applied.

Available as part of the  
**Supervisory Leadership Certificate Program**

## Registration Form

Mail with payment to:  
SBDC  
2701 Larsen Road  
Green Bay, WI 54303



Personal Information

Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Work Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Payment Information

**Financial Management for Non-Financial Managers** **\$200**

Number of people: \_\_\_\_\_ x \$200 ea. = \$ \_\_\_\_\_

Name(s) of Participant(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Check or purchase order enclosed PO# (Payable to UWGB)

VISA  MasterCard

Credit card number: \_\_\_\_\_

Card expires: \_\_\_\_\_ CVV#: \_\_\_\_\_

Print cardholder's name: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Contact Us

For more information, or if you would like to pay by P.O., contact us by:

Phone: 920-496-2117  
Web: www.uwgb.edu/sbdc  
E-mail: sbdc@uwgb.edu  
Fax: 920-496-6009  
Mail: SBDC  
2701 Larsen Rd.  
Green Bay, WI 54303

Funded in part through a Cooperative Agreement with the US Small Business Administration (SBA). Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Ryan Kauth, 2701 Larsen Road, Green Bay, WI 54303, and (920) 496-2117. The support given by the SBA does not constitute an expressed or implied endorsement of the opinions, products, or services of the SBDC. The Small Business Development Center services are part of the UW-Green Bay Division of Outreach and Adult Access. We are also a partner in education with the University of Wisconsin-Extension. SBDC programs are nondiscriminatory and available to individuals with disabilities. AA/EOE.

No state tax dollars were used in printing this piece.

