

Presents

The Essentials of Finance Workshop
With Keynote Speaker: Jay Cober, CPA/MBA

Wednesday, February 15th, 2012
7:30 am to 11:00 am
Hilton Airport Hotel, Ft. Lauderdale

This workshop covers the key elements for successful business sustainability and growth, and the importance of strong financial knowledge in driving results.

Take away key tools that can help decision makers understand when they should spend money are taught.

1. What is the Mission and importance of Finance?
2. What is meant by "adding shareholder value"?
3. How is the value of a company determined?
4. Tools to monitor company performance
5. Bottom Line for decision makers



Jay Cober, CPA/MBA is an independent consultant who specializes in providing CFO services to businesses of all sizes from various industries. He started his career in the oil and gas industry and worked for ARCO in different managerial capacities. During his seventeen year tenure at ARCO he worked in virtually every accounting/finance sector within the company.

For the last several years he has worked in the Human Resources Outsourcing industry for mid-size businesses, serving as CFO and President in his last two positions. Jay is a CPA and obtained an MBA from the Anderson School of Business at UCLA.

"It is critical given today's volatile business environment that companies insure that their decision makers have the proper financial knowledge base to drive value based decisions that produce superior financial performance." Jay Cober, CPA/MBA

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