



Financial **MANAGEMENT**

FOR A/E/C FIRM LEADERS

April 18, 2018
10:00 a.m. to 5:00 p.m.

Flamingo Resort & Conference Center
Santa Rosa, CA

PSMJ | **Resources, Inc.**®



THIS SEMINAR is extremely useful for those who are looking for all levels of financial information – from understanding basic financial indicators your firm should be tracking to interpreting predictive financial metrics for more accurate financial forecasting.

"This seminar provided exceptionally beneficial benchmarks & methods to evaluate & manage a company."
— Laura Linn, Admin. Services Department Manager, FourFront Design Inc



5 REASONS **EVERY** **A/E/C FIRM LEADER** **MUST ATTEND:**

1. See why labor utilization has a poor correlation with profitability and the only key performance indicator that has a 100% correlation with profitability.
2. Permanently reduce your work-in-process and accounts receivable that are causing major working capital drags.
3. Use the secrets that other A/E/C firms are using right now to achieve a 5.0 (or higher!) Net Direct Labor Multiplier.
4. Determine the optimum price for your services in each of your market or service areas.
5. Accurately forecast the cash demands that growth will put on your firm (and the tips to manage them).

WHO SHOULD ATTEND

This seminar is designed specifically for anyone in an A/E/C firm who is eager to improve their financial management skills, including:

- CEOs, COOs, and other Principals who want to improve their financial management acumen.
- Senior Project Managers who want to move to the next level in their careers.
- CFOs, Controllers, and Financial Managers who want to learn more about how to successfully manage finances in the A/E/C industry.

"It was great to understand how to use tools for financial analysis and to see where our firm fits."

— Jay Brotman, Partner / Svigals + Partners, LLP

Did you know that the average firm spends \$36,000 of cash paying new employees before they collect the first dollar for that new employee's time? And, it takes over two years to break even on cash flow.

Fortunately, a few tweaks in some key financial metrics can dramatically reduce the negative cash flow and time it takes to generate positive cash flow in a growing firm. This is just one example of what you can learn in this popular seminar



This Seminar Will Be Led by:

Dave Burstein, P.E. is a Director and Senior Consultant with PSMJ. As part of his responsibilities, he provides consulting and training on a wide range of management and leadership topics. Prior to joining PSMJ, Dave worked for 26 years at Parsons Corporation, one of the world's largest and most respected engineering-construction firms. During his tenure at Parsons, Dave held a variety of responsible positions including President of Parsons' 1,600-person environmental subsidiary and President of Parsons 120-person planning subsidiary.

While serving as President of two subsidiaries of Parsons Corporation, Dave participated in several major strategic planning efforts. Since joining PSMJ, he has facilitated strategic planning retreats for over 100 A/E/C firms ranging in size from less than 10 employees to more than 1,000 employees.

Financial Management For A/E/C Firm Leaders

April 18, 2018 • Santa Rosa, CA *(photocopy form for additional registrations)*

CONFERENCE SITE AND ACCOMMODATIONS

Flamingo Resort & Conference Center

2777 4th Street, Santa Rosa, CA 95405 • 707.545.8530 • www.flamingoresort.com

Guestroom rate is: \$169 + TAX Single/Double (CalGeo group rate)

Hotel reservation cut-off date: April 6, 2018

Name _____

Title _____

Firm Name _____

Address _____

City _____

State _____ ZIP _____

Phone _____ Fax _____

Email _____

EARLY-BID REGISTRATION DEADLINE: FEBRUARY 22, 2018

- ☐ \$650.00 per person for members
- ☐ \$995.00 per person for non-members

REGISTRATION DEADLINE: MARCH 20, 2018

- ☐ \$750.00 per person for members
- ☐ \$995.00 per person for non-members

PAYMENT INFORMATION

- ☐ Check enclosed for \$_____ payable to **CalGeo**
- ☐ Charge my: ☐ VISA ☐ Mastercard ☐ AMEX ☐ Discover

Credit Card # _____ Exp. Date ____/____/____

Cardholder Name _____

Signature _____

4 WAYS TO REGISTER:

MAIL: CalGeo
1048 Irvine Ave #994
Newport Beach, CA 92660

WEB: www.calgeo.org

EMAIL: kelly@calgeo.org

PHONE: (949) 391-2436

Cancellations MUST be received before March 20, 2018 for a full refund (less 10% cancellation fee)