



# EDUCATION MEETING

## “BUSINESS FINANCIAL INTELLIGENCE”

### CORPORATE PARTNERS

### PRESENTED BY PAUL BUTLER

#### PLATINUM



#### GOLD



**TUESDAY, MARCH 27, 2018**



SPRING BROOK COUNTRY CLUB  
9 Springbrook Rod, Morristown, NJ 07960

#### SILVER



Pascal Coffee  
Titos



#### BRONZE

Allied Beverage Group LLC  
Driscoll  
Ecker Brothers  
Entegra  
Jackson Family Wines  
Jonas  
MembersFirst  
MJ Frank  
M Tucker/Springer  
Victory Pest Solutions

Host Managers:

David Bachman, CCM, CCE

Chris Lukov

Alex Betancourt

9:30 am	Registration
10:00 am –Noon	Program
Noon-1:00 pm	Lunch
1:00 pm -3:30 pm	Program

**4 Credits**

Register online at [www.njcma.org](http://www.njcma.org)

You are requested to wear your name badge

\$40.00 per person

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Please mail form and check made payable to Spring Brook Country Club for \$40.00 per person by March 20 to Spring Brook Country Club, 9 Springbrook Road, Morristown, NJ 07960

NAME \_\_\_\_\_

CLUB \_\_\_\_\_

GUESTS \_\_\_\_\_

Number of People : \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

# BUSINESS FINANCIAL INTELLIGENCE

This session will give attendees knowledge on the following :

- **Your Business Model** - For Participants to have increased confidence in their ability to understand how their club makes money and to see the direct correlation between the work they do every day and the club's money-making model.
- **Profit and Working Capital** - For Participants to better understand how they can improve profit margins and working capital efficiency.
- **Key Performance Indicators** - For Participants to better understand the Key Performance Indicators of their business; how they're calculated and why these vital few measures demand attention and continual focus.
- **Understanding Financial Statements** - For Participants to have increased confidence in their ability to be able to read and interpret a Profit & Loss account; a Balance Sheet and the Cash-flow statement.



## PAUL BUTLER

### Biography

Paul Butler is a Client Partner with Newleaf Training and Development and their subject matter expert for the Business Financial Intelligence program. Paul is a Chartered Global Management Accountant (CGMA) and a Chartered Management Accountant (CIMA), having qualified with Pricewaterhouse Coopers. Prior to starting Newleaf Training and Development in 2005, he served as a Regional Finance Director for Marriott International Hotels and Hilton International Hotels. Paul also served as the Director of Finance for Hilton Honors. Paul is an engaging Facilitator, able to take the complexity of business finance and break it into simple, memorable concepts that can be immediately applied. Paul has served as a keynote speaker for the CMAA World Conference (2016 and 2017) as well as at the GMA Conference in Adelaide, Australia (2017).