



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

AW 105:

Financial Statements & Cash Flow Management

This presentation will be given by John Whitman, UAH College of Business ICE Lab Director. This two-hour workshop is designed to introduce the three, key financial statements and the role they play, while spending considerable time understanding how to use an operating cash flow statement as a critical device for managing a new venture.

Course Objectives: By the end of this workshop, participants should understand the role of the income statement, balance sheet, and cash flow statement, and how to construct and use an operating cash flow statement to monitor the cash status of their ventures.

Who Can Benefit: The workshop is specifically designed for first-time entrepreneurs, whether in the for profit or nonprofit sectors, who have responsibility for managing the financial status of the organization.

Thursday, December 11, 2014

2:00 pm – 4:00 pm

Huntsville Chamber of Commerce, 225 Church Street , Huntsville, AL 35801

Visit our website for registration <http://www.uah.edu/sbdc>

Registration is required as seating is limited - Registration fee is \$20.00 per person.

GUEST SPEAKER: John R. Whitman, PhD is Visiting Assistant Professor of Entrepreneurship and Leadership and Interim Director of the Innovation, Commercialization, and Entrepreneurship Lab (ICE Lab) at the UAH College of Business Administration. In addition to teaching he is building the entrepreneurial ecosystem in Huntsville, serves on small company boards, mentors start-up CEOs, and judges and coaches students in business plan competitions.

Prior to moving to Huntsville in 2013 he taught at Northeastern University, Babson College, Harvard University, Georgetown University and American University. Also, Dr. Whitman founded and sold an international software company, consulted to business school deans in assessment and evaluation, and developed international environmental programs.

John has served on the US Research Team for the Global Entrepreneurship Monitor, published peer-reviewed articles in Nonprofit Management & Leadership, authored book chapters in textbooks on the social economy, entrepreneurship, and intellectual property law, and co-authored a peer-reviewed book, The Social Economy of the United States (University of Toronto Press, forthcoming), and an earlier book, Creating Service Quality in Libraries (American Library Association, 2001).



*Reasonable accommodations for persons with Disabilities will be made if requested at least two weeks in advance.
Contact: Magdaline Braxton Staff Assistant , 301 Sparkman Drive, Huntsville AL 35899 (256-824-6422).*

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