

# Wisconsin Bank & Trust: Sponsoring Financial Training Workshop

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F.K. Bemis International Center  
299 3rd St, De Pere, WI 54115

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Wisconsin Bank & Trust is sponsoring a hands-on financial training workshop for business professionals titled “**Profit Mastery: Creating Value & Building Wealth for Business**,” on November 8 -9 at St. Norbert College’s Bemis Center in De Pere.

At this interactive seminar, guests will learn skills to gain the leverage they need for their business to be successful. Participants will find out how to use financial statements as management tools to understand price, volume and costs. They’ll also learn to understand, predict and control cash flow as well as effectively plan for and manage growth. Guests will learn to successfully work with banks and lenders, and to best plan for inevitable transitions of their business.

“The Profit Mastery session was fantastic,” said Mark Swiecichowski, Chief Financial Officer for DeLeers Construction, Inc. “We were able to quickly use the principles taught in class and bring them to life using our data. We fully intend on sending additional team members to the upcoming training.”

This course will focus on business concepts and case studies that identify best practices and highlight profitability and cash flow opportunities. The seminar also qualifies for 16 hours of continuing education credits for CPAs.

Steve LeFever, Profit Mastery creator, will present financial concepts and tools using practical, understandable language and intuitive, visual presentations. He will share

insights on using financial statements as management tools, understanding money management, planning and managing for growth, working with banks and lenders, and planning for transition of the business. Participants will leave with the confidence and tools for control, survival and success.

The seminar is limited to 60 participants. A \$495 registration fee covers materials, a continental breakfast and lunch each day, as well as a cocktail hour following the seminar's first day. Events will go from 8 a.m. to 5 p.m. both Wednesday, November 8 and Thursday, November 9. To register, visit [www.WisconsinBankandTrust.com/profit-mastery](http://www.WisconsinBankandTrust.com/profit-mastery) .

For questions regarding this event, please contact Patrick Murphy, Wisconsin Bank & Trust Market President - Northeast Wisconsin, at (920) 983-5029 or [pmurphy@wisconsinbankandtrust.com](mailto:pmurphy@wisconsinbankandtrust.com).

Wisconsin Bank & Trust is co-sponsoring this event with the Law Firm of Conway, Olejniczak & Jerry, S.C. of Green Bay and Baker Tilly.