



# Finding Cash in Your Business

## WHY BUSINESS OWNERS ARE TURNING TO CREDIT UNIONS VS. THE BIG BANKS

### IN-PERSON BUSINESS OWNER WORKSHOP

• WHERE & WHEN •

**06.06.24**

**LEHIGH COUNTRY CLUB**

2319 S. CEDAR CREST BLVD  
ALLENTOWN, PA 18103

**7:30 to 9:00 AM EST**

DOORS OPEN @ 7:00 AM  
EVENT BEGINS PROMPTLY at 7:30 AM

• SCHEDULE •

**7:00 - 7:30AM**

CHECK-IN & REFRESHMENTS

**7:30 - 8:30 AM**

PRESENTATION

**8:30 - 9:00 AM**

Q&A SESSION

• HOSTED BY •



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**HAVE QUESTIONS?**

Contact your workshop host

**Cash is not about finance. Or accounting for that matter.**

**Cash for a business is like oxygen to a human.** Without oxygen, a human suffocates, and death is inevitable. No air. No sustaining life. Similarly, without cash, a business will struggle to stay afloat. Growth stops. With no forward movement, the company stalls. Then the means to maintain the daily operations begin to contract. No cash means the company will drown under its expenses.

**Where is the CASH in your business?** Is it in your Accounts Receivable? Is it tied up in inventory, unfilled key positions, unbilled services...or somewhere else? Or is it in the form of equity?

[CLICK HERE TO REGISTER](#)

**WHO SHOULD ATTEND**

**Owners of Family Businesses and Privately-Held Companies** with revenue between \$5M and \$150M+ and their CFO or Controller.

**FINDING CASH IN YOUR BUSINESS AND HOW CREDIT UNIONS CAN HELP**

**This 90-minute workshop can significantly shift** your level of understanding of where the business cash may be stuck, underutilized, or worse – leaking. Cash is the lifeline of any business... and your future exit. We will discuss:

- Key areas where cash gets stuck
- How to make your team aware of their impact on cash
- How today's credit unions offer creative alternatives compared to the big banks

**ATTENDEES ALSO RECEIVE:**

- **The "Finding Cash in Your Business" deck**
- **A complimentary business valuation** to know the current value of your business TODAY
- **A complimentary 30-minute** business consultation will help you know where to look for cash in your business

FACILITATED BY  
**TOM GARRITY**  
FAMILY BUSINESS CONSULTANT  
**COMPASS POINT**



**MEMBERS 1<sup>st</sup>**  
FEDERAL CREDIT UNION

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