



**Please Join us for this virtual program:  
Thursday, July 18, 2024 at 7:00 a.m. (Arizona time)  
to hear Guest Speaker, Larry Tyler**

*This program is complimentary. Must register to attend.  
Program is joint with NAIFA-Michigan and does not carry CE credit.*

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### **"Revenues are Vanity, Profit is Sanity, and Cash Flow is King"**

*Many businesses are managed by revenues and profit. Neither revenue nor profit are bad or negative. They are important for businesses to sustain. But are they what is important to manage the internal operations of a business? Accounting professionals primarily use generally accepted accounting principles (GAAP) to help owners manage their business. GAAP is good as it is standard for external reporting of business results so there is some level of consistency in reporting for investors, leaders and stockholders.*

**Larry will present the case for using cash accounting to manage the internal operations of a business. He will provide some practical tools to help manage your business and possibly help you assist your client's business to be more effective operationally and increase profits and cash flow.**

**Click following link to register:**

**<https://us02web.zoom.us/meeting/register/tZYufuGvrzosGtVDf7VBIEg6mR9m4h4k-r-Q#/registration>**

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### **Larry Tyler "The Loan Whisperer"**

Larry's vision is to support, encourage, guide and engage entrepreneurs to build up the economic engines of their businesses through simple, practical, easy-to-use tools enabling them to understand and interpret their cash flow and numbers so that the accounting function becomes a strategic asset resulting in a healthy business with greater operational effectiveness, profitability, and cash flow.



**Author:** *'Hidden Messages in Cash Flow - What your Cash Flow Might Say If It Could Speak'; "Eliminating Debt God's Way"; "Cash Flow and Profitability Tools Bible"; "Romancing the Loan - 14 Principles for Opening Your Lender's Vault".*

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