

Tuesday, July 24th

11:00 a.m. to 1 p.m.



Small Business Accounting Workshop

● Budgets & Scorecards ●



Two-Part Series:

1. *How Finances Support Strategy*

- ◆ Defining your priorities
- ◆ Creating a useful chart of accounts
- ◆ Budgeting to meet your goals

2. *SMO Balanced Scorecards*

- ◆ What do your finances tell you
- ◆ Developing useful reports
- ◆ Ratios, stoplights and trends

Cost: FREE

Lunch & Refreshments will be served.

Please Register in Advance
Seating is Limited

<https://conta.cc/2HqROCv>

Collinsville City Hall
125 S. Center Street
Collinsville, IL 62234



Presented by:

Brian G. Severns, MBA, CPA, PMP

Brian is a senior accountant at West and Company providing accounting, auditing, and tax services to individuals, small and medium sized businesses. Retired from the military as a project manager and whose wife has her own business, he is familiar with career transitions and new business development as well as accounting and operations.



SIUE & East St. Louis

