



## CMTC is Offering a Complimentary Executive Seminar

### *Working ON Your Business rather than IN Your Business*

#### Join us if .....

- You need to improve your **competitive edge**
- Understanding **performance measurements** is critical to your success
- You need to understand **value** as defined by your customers
- You need to recognize the difference between **benefits to the customer** and waste activities in your processes

#### Date

March 30, 2010

#### Time

10:00 am – 1:00 pm

#### Location

Tax & Financial Group  
4001 MacArthur Blvd.  
3<sup>rd</sup> Floor  
Newport Beach, CA

***Lunch will be served***

Today's manufacturers are facing critical issues, more so than ever before.

- Do you really know what business you are in, not the products that you make?
- Do you know why your customers do business with your company?
- Do you know what makes you unique from your competition?

You **need to attend** this event to broaden your vision of business strategy to improve your business approach and competitive edge and evaluate the overall health of your company. Learn how working **ON** your business is different than working **IN** your business. Learn how you can:

- Take better control to improve your business
- Really understand what your competitive edge is all about
- Identify problem areas to reduce costs
- Focus on value added activities to increase your bottom-line and satisfy your customers

Focusing **ON** your business by adopting an Improvement Strategy to create an environment where your customers will want to do business with you. Help your company be more unique and increase your bottom line. Improvement Strategy will help you to:

- Identify factory issues facing manufactures today
- Define value added activity
- Eliminate non-value activity
- Improve productivity and increase your bottom line

#### Who Should attend:

CEOs, CFOs, Presidents, General Managers, Owners, Operations Managers, and Quality Managers

#### Co-Sponsors:

- **Jim McCloskey, Financial Advisor - Tax & Financial Group**
- **Robert Dodge, Senior Loan Officer - Southland EDC**
- **Scott Proud, Vice-President - Farmers & Merchants Bank**
- **Lindsay Fleumer, Manager Business Development - Ells CPA**

***Attendees will leave with a better understanding of how to work ON their business rather than just being IN business.***

Please RSVP Mark O'Shea at 310-322-0508 or email [moshea@cmtc.com](mailto:moshea@cmtc.com).

***CMTC is a non-profit consulting company whose sole mission is to assist Southern California manufacturers to improve profits, stimulate growth, create and retain jobs and improve productivity. [www.cmtc.com](http://www.cmtc.com)***