

**April 23, 2022**

**8:00 AM**

## **LINCOLN, NEBRASKA**

### **New Victorian Inn**

**216 North 48th St. 402-464-4400**

**Mark Blum, CML, CPS**

**Your Bottom Line:**

**“If you don’t know what it costs to operate your business, how can you reliably determine your selling prices?”**

**“You work all year long, sometimes seven days a week, and discover that your financials show a negative figure for the year. You were therefore not profitable. True or False?”**

**“How can you attend Educational Conventions (ALOA, ISC West) with no out-of-pocket expenses for airfare, housing, tuition?”**

**We’ll uncover clues to improve profitability so that there won’t be a need for overtime or 24/7 hours or lost weekends- EVER!**

**We’ll discover how to use OPM (Other People’s Money) to fund retirement programs (you have more than one, don’t you?) and the REAL goodies.**

**Whether you’re the business owner, an involved partner or an employee looking to buyout the boss, you must have a working knowledge of business planning.**

**Bring a willingness to learn and discover what your competitors might have already found out! Sometimes Uncle Sam will subsidize your dreams and goals.**

**You won’t be disappointed (except perhaps at the instructor’s humor) while you invest a day in building yourself.**

**Class fees:**

**Lunch is included.**

**NLA Members (2022 Dues paid): \$100.00**

**Members with unpaid 2022 dues & Non-members: \$200.00**

**Registration: Ryan Andersen, President**

**Phone/text: 402-499-3195**

**Email: andersencustomworks@gmail.com**

**Mailing Address: 736 West Leon Dr**

**Lincoln NE 68521-3760**

# **“Your Bottom Line” Objectives**

**At the end of the presentation the participants will be able to**

## **Create**

**a personal Chart of Accounts,**

## **Calculate**

**Minimum desired Margin on goods and services and  
hourly operational costs;**

## **Compute**

**How many days’ sales are in OPP (Other peoples’ pockets);  
How much inventory is too much;**

## **Evaluate**

**Financial ratios to monitor forward progress toward profitability;**

## **Project**

**next year's selling prices using four or five simple arithmetic calculations;**

**When the participants leave, they won’t care what the other guy charges.**

**AND at next year’s end, they’ll have at least \$10,000.00 in the bank simply because they’re good-looking (and Momma loves them.)**

Mark Blum, (DOB 04-22-1950) CML, CPS has worked in retail, wholesale and institutional environments since 1967.

Since joining the Associated Locksmiths of America (ALOA) in 1973, became actively involved and has taught throughout the industry since 1987.

He was the first recipient of the prestigious ACE Award, presented to the ALOA outstanding instructor of the year.

He is the first Master Locksmith in Michigan certified by ALOA, also the first Certified Professional Safe Tech in his state and at the time the youngest in Michigan to do so. He is also a Certified Fire Door Inspector and Certified Alarm Installer I.

In business since 1975, he is recognized as one of the most efficient in his State.

A member of regional and national security industry associations, his passion for improved profitability and professional development of locksmithing is widely known.

Over the last four decades, he has taught at local Educational Conferences, the Annual ALOA Convention as well as individual regional and State association EdCons.

His devotion to the trade allowed him to serve an elected position to the ALOA Board of Directors for thirteen years.

#### Directions from Google Maps.

##### Eastbound I-80

1. Take exit 395 for Northwest 48th Street
  2. Keep right at the fork, follow signs for West O St/NE-55
  3. Turn left onto West O St. Continue 7 mi.
  4. Turn left onto N 48th St
- Destination will be on the right.

##### Westbound I-80

1. Take exit 409 for Waverly/E Lincoln
  2. Turn left onto US-6 W/Cornhusker Hwy
- Follow steps 3, 4, 5 below.

##### Alternate exit:

1. Take exit 405—US 77 / North 56th St.
  - 2a. Drive South to US 6 / Cornhusker Hwy.
  - 2b. Turn right onto US 6 / Cornhusker Hwy.
  3. Turn left onto N 48th St
  4. Turn left onto R St
  5. Take the 1st right onto N 50th St
- Destination will be on the right

**Pre-registration is required to reserve a seat. Advance payment is requested and is NON-REFUNDABLE, unless the class is canceled.**

**Class fee: \$200.00  
NLA Members: \$100.00  
(2022 dues paid)**

**Checks for the class fees must be payable to NLA.**

**Registration Deadline: April 1, 2022  
Please call or text: 402-499-3195  
Email: andersencustomworks@gmail.com**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Mail completed form and payment to:  
Ryan Andersen, CRL  
736 West Leon Dr.  
Lincoln, NE 68521-3760**