



Effective Business Planning Your Key to Success in Tough Economic Times

MAP, Community Bank and White, Nelson & Co., LLP have partnered to bring you this 1.5-hour program that will offer practical tools to succeed in this economic slowdown and emerge even stronger than before.

Effective business planning is the key to success in business. It provides you and your team a roadmap to execution and results. Take control of your future through a proven business planning process that provides you a blueprint to success.

Planning is the Process of:

- Looking at where your company has been (Past)
- Assessing where your company is now (Present)
- Defining where your company will go (Future)
- Determining how your company will get there (How)
- Assigning team member owners to these initiatives and tasks (Who)
- Committing to the timing of accomplishing and implementing all of the above (When)

About The Speaker/MAP

Steve Behunin is a Senior Consultant at MAP, one of the nation's most respected business consulting firms. Since 1960, MAP has accelerated the growth and success of over 13,000 companies and 160,000 executives nationwide. He brings over twenty-three years of profit

What Will You Take Away?

- *What is a Business Plan?*
- *What are the Criteria for a Superior Business Plan?*
- *Contents of a Business Plan*
- *The Business Planning Process*
- *Successfully Executing your Company's Business Plan*
- *Modifying your Business Plan*
- *Critiquing your Business Plan*

and loss experience in General Management, Sales Management, Operations Management, and Human Resources/Employment Management. Steve graduated from the Presidential/ Key Executive MBA Program at Pepperdine University in Malibu, CA.

About Community Bank

Headquartered in Pasadena, Community Bank is a proudly independent, full service bank dedicated to meeting the financial needs of small and middle market companies. For over sixty years, Community Bank has provided Partnership Banking® services through a high quality staff of professionals with fourteen local offices to serve you.

About White, Nelson & Co., LLP

White, Nelson & Co., LLP is one of Orange County's largest local CPA firms and has served privately held and family-owned businesses for over 65 years. Located in Irvine, White, Nelson & Co. provides a full range of accounting, tax, and management advisory services that support some of Southern California's most successful and entrepreneurial companies.

REGISTRATION INFORMATION:

When: Thursday, March 4, 2010

Event Time:

Continental Breakfast: 7:30 AM – 8:00 AM
Program: 8:00 AM - 9:30 AM

Where:

The Marriott Bayview
500 Bayview Circle
Newport Beach, CA 92660

Cost: Complimentary

RSVP by February 15th

Two easy ways to register:

Contact: Scott Jones

Phone: 714-978-1300

Email: sjones@whitenelson.com

How to register: Contact Scott Jones at 714-978-1300 or sjones@whitenelson.com

Directions to Marriott Bayview
500 Bayview Circle
Newport Beach, CA 92660

