



March 1-2, 2012 • Omni Hotel at CNN Center • Atlanta, GA, USA

**THURSDAY, MARCH 1, 2012**

**How to Find Your Million Dollar Blind Spots**

—Gary W. Patterson, “The Fiscal Doctor”

Cost: \$299.00

Includes: four hour workshop on March 1 plus continental breakfast with PELICE conference, attendance at PELICE keynoters morning session, buffet lunch with PELICE conference, PELICE exhibitor reception.

**WORKSHOP DESCRIPTION:**

**How to Find Your Million Dollar Blind Spots**

Presented by Gary W. Patterson, “The Fiscal Doctor”

Risks are what go wrong when you are not looking: those stupid things like bounced checks, losing your best customers or best people when you are blindsided. Gary Patterson will help you create peripheral vision in your business so you are not caught unprepared.

Patterson has learned one thing from analyzing and helping hundreds of companies: “What You Don’t Know About Your Business Can Cost You Your Business.” Sticking out your balance sheet and coughing gets you what you need to know in time for needed procedures, which can mean the difference between life and death, in your product, business, department, life or job.

This workshop offers a common sense, value-added approach to risk management that helps executives not only unearth key risk areas, but in the process, identify formerly invisible opportunities leading to growth and profitability. Attendees of this interactive session will walk away with:

- a laser like focus on the strategic areas they need to address to reduce or minimize risks
- a roadmap that will help them develop new revenue streams
- a practical, actionable process that they can implement the day after this presentation

The workshop audience can expect a color commentary of insights that give a common sense approach to what people make complex, as companies grow, to solve problems easier than you think.

Sticking out your balance sheet is no more comfortable than a visit to your doctor, but it’s every bit as important. Even if it’s bad news (maybe especially) you need to know. Business information is the hidden pathway you travel toward your goals.

## Who Is Gary W. Patterson?

Gary W. Patterson, The Fiscal Doctor, has helped hundreds of companies in construction, manufacturing, technology, service and distribution in companies from startups to Inc 500 to Fortune 500. Several reached 10x compounded annual revenue growth. He was the CFO of the BI Group, which built more than 10,000 apartment and condominium units and 1 million square feet of commercial space, and the European coordinator for a global supply chain re-engineering software application for Robertson CECO, a Fortune 500 building products company (also selected a premiere site by J D Edwards). Patterson holds a Stanford MBA in Finance and Operations, an Accounting BBA from the University of Mississippi, and is a Big 4 CPA, and NSA speaker.

Patterson is the author of *Stick Out Your Balance Sheet and Cough: Best Practices for Long-Term Business Health*. and speaks on enterprise risk management, risk analysis, leadership, and strategic budgeting. Patterson has been interviewed or presented internationally to publications and groups including Entrepreneur, The CEO Magazine (AU), Directors & Boards, Risk Management Magazine and more.

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