



WINERY

FINANCIAL ANALYSIS TRAINING

Metrics and Tools to Help Wineries Succeed



LONGCRIER
& ASSOCIATES

Certified Public Accountants

Silicon Valley Bank >

A Member of SVB Financial Group

REGISTER TODAY

Wednesday, January 18, 2012, 9:00 A.M. - 11:30 A.M. | Hampton Inn, Paso Robles

Name

Title

Address

City, State, Zip

Name

Title

Address

City, State, Zip

REGISTRATION FEES

Training includes all materials, morning beverages, and pastries. Existing Longcrier & Associates or Silicon Valley Bank clients are not charged a registration fee for this training. Refunds will not be made after January 16th or if conference is not attended. Full refunds will be made with written cancellation prior to January 16th.

REGISTRATION RATES

Longcrier & Associates or SVB Clients

BEFORE JAN 13

■ \$ 0.

AFTER JAN 13

■ \$ 0.

General Public

■ \$40.

■ \$50.

PAYMENT

■ Check enclosed for \$ _____

■ Visa

■ MC

■ Call for my credit card info

Name on Card

Card Number

Billing Address

Security Code

City, State, Zip

Expiration Date

FAX (805) 541 - 4024

MAIL 100 Cross Street, Suite 103, San Luis Obispo, CA 93401

CALL Gayle Harbert at (805) 782-5289

VISIT www.longcriercpas.com

Please contact **GAYLE HARBERT** if you have any questions about registration

CALL (805) 782-5289

E-MAIL gayleh@longcriercpas.com

Please contact **HILLARY TROUT** if you have any questions about the course

CALL (805) 782-5236

E-MAIL hillaryt@longcriercpas.com



FINANCIAL ANALYSIS TRAINING

Metrics and Tools to Help Wineries Succeed

COURSE OVERVIEW

This course will help you understand the tools needed to evaluate past, current, and expected performance enabling you to make better business decisions. The financial analysis training for wineries course will explain how to approach various factors winery managers and owners are faced with when making decisions regarding operations, sales objectives, asset replacement, break even, and improving profits.

This two and a half hour session will provide winery managers and owners with examples, templates, and industry benchmarks that can be used as you work to achieve various business strategies.

COURSE OBJECTIVES

The purpose of this course is to:

- Familiarize participants with the inventory costing methodologies from a management perspective.
- Use margin information to develop projections and plan for the various stages of growth.
- Understand how to accumulate costs to allow for bench marking performance over time and against peer groups.
- Learn how cost recovery is approached through direct and indirect inventory costs including cost of time, asset use, and cost of money.
- Understand the needs and viewpoints of the bank as they evaluate your financial reports.

COURSE OUTLINE

- I. Overview of the Business Perspective on Wineries
- II. Benchmarking Metrics for Performance Improvement
 - A. Peer Group & Industry
 - B. Business model comparisons
- III. Essential Metrics for Running a Profitable Winery
 - A. Cash & Cash Flow
 - B. Profits - per case and the bottom line
 - C. Assets, Liabilities and Equity
- IV. Setting Direction & Getting Started
 - A. Accounting function and reporting
 - B. Executive Dashboard and Monitoring



HILLARY TROUT, CPA

Hillary has been teaching Accounting courses for many years. She has been doing winery cost accounting and winery training since 2006 and has helped many wineries improve their accounting functions.



JED TABORSKI

Jed has been a commercial banker in the wine industry for 10 years and has supported wineries and vineyards in the Central Coast of California, Napa, Sonoma, Oregon, and Washington.

WHEN

Wednesday, Jan. 18, 2012
9:00 A.M. - 11:30 A.M.

WHERE

Hampton Inn, Paso Robles
212 Alexa Ct. Paso Robles, CA 93446

COST

\$40 if before January 13
\$50 if after January 13
\$0 for existing clients

PREREQUISITES/AUDIENCE:

This program is designed for winery management and winery owners who are seeking to understand the various ways to break down wine inventory margins for better decision making and management. It is aimed to help management use the cost and accounting information available to them to make decisions that align with their business strategies. This class is a management orientation course that builds upon the Winery Accounting Training I courses that have been taught over the past several years. Completion of Winery Accounting Training I course is not required to attend this training.



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