



NSRA Members-Only Benefit

Retail Education Webinar

Join industry professionals and NSRA in live education seminars discussing topics that will help grow your business.

Dollars and \$en\$e:

Do You Control Your Finances or Do Your Finances Control You?



Thursday, September 27th, 2018 at 3 p.m. (ET)

Webinar will be approximately 45 minutes long. Space is limited.

Presented by: Noah Barsky, Ph.D., CPA

Professor at Villanova University School of Business, Certified Public Accountant, Certified Management Accountant, author

Far more than a session on keeping the books, this webinar provides practical guidance that owners and managers can use to better understand and communicate the economic importance of every decision made at your store. Run a better business with the essential financial acumen that connects customer loyalty to lasting profitable results. Specifically, participants will:

- Learn how to most effectively communicate a compelling and credible vision of business success to your staff*
- Identify the numbers that matter most for thriving businesses*
- Discuss how to motivate employees to make small, but meaningful changes to overcome current market challenges and deliver amazing results*

Dr. Barsky is a business school professor at Villanova University, and has taught as a visiting professor at Washington University in St. Louis and the INSEAD MBA program in Europe. His research and teaching focus on performance measurement, business planning, risk assessment, and contemporary financial reporting issues. Dr. Barsky delivers executive programs, management training, and educational seminars for various business organizations and professional associations in North America and Europe, including numerous presentations to NSRA audiences. His professional experience includes practice in the fields of accounting and finance as an analyst, auditor, and business consultant. He has served on business advisory boards and as the Treasurer for a retailing cooperative. He holds active licenses as both a Certified Public Accountant and Certified Management Accountant.

Register at www.nsra.org

NextGen Special Event: Exclusive Q&A Session with Webinar Speaker

NextGen members are extended a very special invitation to an open and exclusive forum with the webinar speaker. The extra session will immediately follow the webinar and will be driven by participant questions and curiosity.

Topics will focus on financial matters of greatest interest to NextGen members in continuing their family legacy of business success. The forum will last approximately thirty minutes.

If you have questions, please contact NSRA at 1-800-673-8446 or memberservices@nsra.org