**To:** All Business Owners and Managers Affiliated in  
 Any Way with the Logging Industry



**From:** The Three Premier Logging Associations:

ACL, LANC, SCLC, and Tri Counties Bank

**Date:** February 11, 2019

**Subject:** An Unprecedented Business Management Opportunity

On March 21-22 in Redding, CA, the three logging associations and Tri Counties Bank will sponsor a unique two-day session entitled: "Profit Mastery: Uniquely Effective Financial Tools and Resources to Improve both Cash Flow and Profitability."

The program will be presented by Steve LeFever, internationally-acclaimed financial presenter, analyst, and advisor. Steve's uniquely effective presentation style combining information, motivation, and humor (yes, humor — this guy could excel in stand-up comedy if his message and financial tools were not so darn important) will leave you laughing all the way to the bank!

Just so you know we're not "blowing smoke," here's what Monet Allen, President, CLT Logging — and a member of all three associations had to say after completing this two-day session last year: "Excellent presenter who kept us engaged both days, Steve made the information come alive. Every business owner should attend this program!"

Steve utilizes a unique case-study approach — so, along with your peers, you'll take a "plain-English, application-driven journey to unlock the amazing amount of financial intelligence inside two simple documents — the P&L...and the Balance Sheet. Just like an ESPN analyst, you'll learn a bevy of powerful techniques to go “inside the numbers.”

You will leave with specific strategies and tools to apply immediately in your own business.

As you know, the three sponsoring organizations do not collaborate on "just any program." This one is special, and the sponsoring associations have combined to offer Profit Mastery at just $495 — the regular price is $895.

Attached is complete registration information, so don't delay. Register today — and bring along your partners, key managers, and outside advisors. We promise this will be the best investment you make in yourself and your business this year.

So don't delay, register today — online with a credit card — or by mail with a check. Either way, we'll look forward to seeing you there on March 21-22 in Redding.

Sincerely,

Eric Carleson Mark Lathrop Dale Orchard

ACL LANC SCLC