

P R O F I T

Profit Soup News

April 2010

Dear Barbara,

Welcome to Profit Soup News!

In this newsletter we highlight Profit Soup's latest news and seminar offerings.

Profit Soup has a catalog of specially designed seminars that build skills and focus to improve profit, cash, and business value.

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Denver Franchise Business Network features Profit Soup's "Enrich the Mix: Financial Essentials for Your Business Recipe" Tuesday, April 20

PakMail, Jones Group CPA's & Advisors, and Ballard Spahr LLP will sponsor Profit Soup Principal Barbara Carper's visit to the Denver Franchise Business Network, April 20 at the University of Denver.

The Profit Soup presentation will deliver tips for discovering opportunity to make financial management discipline and success a part of your franchise model. In addition to the presentation, the dinner meeting includes time to socialize and network with industry peers and pros.

Attendance is open to all.

Details: <http://enrichthemix.eventbrite.com/>

New Twist on a Business Solutions Case Study for your Next Meeting

Barbara Carper represented Seattle area women in franchising at the February 2010 meeting of the Women's Franchise Committee in San Antonio. The meeting was held in conjunction with Women in Franchising's Leadership Conference and the annual convention of the International Franchise Association. The leadership conference featured an innovative group problem solving format that has real potential for adapting to your own next meeting.

Attendees were given a one-page summary of a business scenario detailing events leading up to a critical point. Immediate prioritizing and proactive management were required for a business turnaround. Attendees were told that the problems outlined were real, and were asked to determine solutions and priorities. Table-groups worked out solutions and shared the high points of their plans with the entire group. After the solutions were presented, the actual CEO who implemented the turnaround was introduced. She revealed her real-life solutions and candidly shared the thought processes and challenges involved in establishing her pathway to success.

Attendees were able to ask direct questions about how the solutions were implemented and what the CEO would have done differently if given the chance.

Could a format like this work for you? Could a member of your network who has faced the adversity of 2009 with conviction and discipline help others learn from the real-life trials of their peers?

Planned properly to maximize group participation, this hard hitting session can help build problem solving skills, reinforce operational truths, establish a sense of optimism and cultivate camaraderie in your network, all within the context of your own unique and challenging business environment.

Need help designing impactful activities for your next convention or meeting? [Contact us](#)

How's the Financial IQ of Your Network?

Profit Soup facilitated a business solutions roundtable at the IFA Convention that revealed opportunities for supporting and enhancing the financial IQ of a franchise network. Financial executives shared their real-life practices, challenges and solutions contributing ideas in five areas: education, systems, goal setting, benchmarking, and coaching.

While the discussion was framed in the franchising environment, buying groups, associations and other multi-unit business networks will value from the insights shared at the session, which are captured in the discussion paper ["How's the Financial IQ of your Network?"](#).

New Digs for the Soup and "What's Behind Door Number Three?"



We're settling into our new location just south of Seattle, near the Sea-Tac airport at 356 Upland Drive, Tukwila.

The facility houses our new offices and the 1959 vintage unlimited hydroplane "Miss Thriftway." The retired race-boat has been the cornerstone of the event management and marketing services business **Fast Promotions Company, LLC**. (also owned and operated by Profit Soup founder Barbara Carper).

Its clients have included **Associated Grocers**, the **Detroit River Regatta Association** and the movie production **Madison**. The company and Miss Thriftway have also participated in promotions for **Ivar's Acres of Clams**, **Pemco Insurance** and **Sherwin Williams Paints**.

Miss Thriftway recently appeared at the **Seattle Boat Show** in a promotion for Seattle's premier summer festival, **Seafair**.

Get Cooking!

Profit Soup can help assess and supplement your financial support resources. We can help with education, systems development, goal setting, benchmarking and coaching.

[Click here to learn how!](#)

Email directly with interest, questions or to say hello:

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