

NRMCA

Think Like an Owner



Financial Performance Course December 12-13, 2022 | Dallas, TX

Course Information

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Registration and Travel Information

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Course follows all federal anti-trust guidelines.

This course earns **12 credits** towards a CCPf designation in the Sales career track. CCPf, standing for Certified Concrete Professional, is the highest professional designation in the industry. For more information, visit www.nrmca.org/steps

Presenter Information

Bob Capasso, CPA, CMA

Principal, Concrete Financial Insights

Bob has decades of experience as a financial executive and business manager with major producers of ready mix concrete, cement, construction aggregates and concrete products. Bob is a frequent speaker at industry events and has substantial experience working collaboratively as a member of a company, joint venture, industry association and other types of boards.



PURPOSE AND BACKGROUND

This course for the ready mixed concrete industry teaches its participants about financial management and performance of successful ready mix operations. The course was developed based on insights gleaned from NRMCA's annual Performance Benchmarking Survey and intended to give participants an overview of the industry, focusing on identifying and addressing the factors that are causing the ready mix industry to see poor returns and deteriorating results in a strong market. The course examines elements of successful firms and teaches participants how to manage profitable operations - from reading and understanding financial statements to thinking in terms of economic profit. This course is a must-attend for plant managers to company presidents who want to run their operations profitably. Participants can expect hands-on exercises and in-class quizzes.

A comprehensive program:

Day 1:

- *Begin at 8:30AM*
- Welcoming Remarks
- Industry overview
- Financial Performance Measures
- Business basics
- *Break*
- Reading financial statements
- Elements of profit and loss
- *Lunch*
- Fixed and variable costs
- Contribution margin
- Using industry benchmarking surveys
- *Break*
- Balance sheet
- *Day 1 Review*
- *Conclude at 4PM*

Day 2:

- *Begin at 8:30AM*
- Breakeven analysis
- Performance measures
- Time value of money
- *Break*
- Managing like an owner
- Who is your best customer?
- *Break*
- Economic profit
- Continuous improvement
- Recap
- *Conclude at 1PM*

Participation:

The course will involve attendee participation in hands-on exercises, including individual and group activities and quizzes.

