



3925 River Crossing Parkway, Third Floor
Post Office Box 40368
Indianapolis, Indiana 46240-0368

Tel: 317.472.2200 - 800.469.7206
Fax: 317.208.1200
www.somersetcpas.com

Somerset Practical MBA Program October 28, 2009 Four Ways To Grow Your Business

It may sound a little simplistic, but there are really only four fundamental ways to successfully grow your business—in other words make it more valuable:

- Increase the number of customers of the type you want to have
- Increase the number of times customers come back
- Increase the average value of each sale
- Increase the effectiveness of each process in the business

In this seminar, we will look at some of the key strategies within each of these four ways that you can use to make your business more valuable. We will also look at how they should be used synergistically in order to capture the greatest value and not miss out on opportunities to grow the business

When: Wednesday, October 28, 2009
7:45 a.m. to 8:00 a.m. - Registration/Continental Breakfast
8:00 a.m. to 10:00 a.m. - Seminar

Where: Somerset Conference Center
3925 River Crossing Parkway, First Floor
**If you cannot attend in person, you may participate via live webinar simulcast. Please see our website for details.*

Facilitator: Michael A. Fritton, CPA

Fee: None

Our Practical MBA Program is a series of complimentary seminars that will be held over the course of two years, much like a traditional MBA program. We hope you will join us.



Register by calling our RSVP line, 317-472-2570 or 800-469-7206 ext. 2570.

Register online at www.somersetcpas.com or by e-mail to seminars@somersetcpas.com.



Mike is the principal in charge of our Real Estate Team and is responsible for coordinating the financial services needs of our real estate clients. Mike has extensive experience in complex tax issues related to real estate and construction, including tax-free exchanges, business valuations, estate and succession planning, cost segregation analysis and financial forecasting. He is a frequent speaker on tax issues related to the real estate industry and is committed to providing aggressive and proactive service to our clients. Mike graduated from Purdue University in 1990 with B.S. degrees in accounting and general management and received his M.B.A. in finance from Indiana University in Indianapolis. He is a member of the Indiana CPA Society and American Institute of CPAs. Mike is active in the Building Owners and Managers Association (BOMA), the Builders Association of Greater Indianapolis (BAGI) and has served in various capacities for The Penrod Society and St. Luke Catholic Church.

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