

## Rod Bristol, CFE, Senior Vice President



Rod Bristol is the Senior Vice President of Business Resource Services in Seattle, Washington, and has been a featured speaker at many national and international conferences.

Rod is responsible for client development, the national expansion of the Profit Mastery University online video program, and for Facilitator Certification training nationally and internationally.

Part of the development team that created the Profit Mastery University financial education curriculum (including creating the teaching materials and methods for Facilitator Certification) Rod has taught over 400 Certified Facilitators in 40 states and Australia, and is involved in the expansion of the Profit Mastery University program to Small Business Development Centers and other networks throughout the country.

Prior to joining Profit Mastery, Rod owned Sudden Printing, the largest quick printing company in the state of Washington, with 19 locations, 60 employees, and annual revenues of approximately \$5 million. He sold Sudden Printing in 2007, after a 23 year career as a business owner.

Rod was a President of the National Association of Quick Printers, at the time a 4,000 member trade association. He received many awards, and was honored as an Honorary Lifetime Member in September of 2007.

Rod is a Certified Franchise Executive, has a Bachelor of Arts degree from the University of Washington, studies towards a Masters in Christian Ministry, and has participated in and taught numerous professional development programs in his 30 year business career.



### Recent Programs

- University of Guam, School of Business
- The Spice and Tea Exchange
- ASBDC 2011, 2012, 2013 Annual Conferences
- FASTSIGNS
- SBDC: Washington DC, Kansas, Arizona, N. California, Alaska, Montana, Minnesota, Florida, W. Virginia

### Sample List of Presentations

- Profit Mastery: Achieving the Entrepreneurial Dream (60 minutes)
- Seven Steps to Fiscal Fitness (60-90 minutes)
- Increasing Your "Bankability" (90 minutes)
- Taking Stock, Taking Action: Managing Your Business In An Uncertain Economy (60-75 minutes)

Compelling Subject Matter - Financial management education is repeatedly cited as the single greatest need for business owners across all industries. Our educational programs take the mystery out of the numbers. Audience members with differing levels of expertise will gain specific tools that can be applied immediately to improve the financial health of their companies.

Industry Knowledge - Rod possesses a breadth of knowledge and experience in investment banking, finance, and small business management. His work with franchises, SBDC networks, trade associations, and financial institutions help keep his insights sharp and his information relevant to business owners, operators, managers, and advisors.

Profit Mastery [profitmastery.net](http://profitmastery.net) 800.488.3520 [info@profitmastery.net](mailto:info@profitmastery.net)



## **Rod Bristol: Introduction**

Rod Bristol is the Senior Vice President of Business Resource Services in Seattle, Washington, and has been a featured speaker at many national and international conferences.

Prior to joining Profit Mastery, Rod owned Sudden Printing, the largest quick printing company in the state of Washington, with 19 locations, 60 employees, and annual revenues of approximately \$5 million. Rod sold Sudden Printing in 2007, after a 23 year career as a business owner.

Rod was a President of the National Association of Quick Printers (a 4,000 member trade association at the time) and was honored as an Honorary Lifetime Member in September of 2007.

He was also elected to the White House Conference on Small Business, and served as Governor Appointee and Chairman of the Washington State Economic Development Finance Authority and Small Business Improvement Council.

Rod is a Certified Franchise Executive, has a Bachelor of Arts degree from the University of Washington, and studies towards a Masters degree in Christian Ministry.

Rod resides in Seattle, Washington with his wife of almost 40 years, has three grown children, and is enjoying being a new first-time Grandpa. Please join me in giving a warm welcome to Rod Bristol.

## **Rod Bristol testimonial comments from recent programs:**

### **Comments from Franchisor Representatives.**

"Great information! ... Rod is a fantastic instructor and an excellent job of keeping the course very engaging and interesting. I would absolutely recommend this course to all franchise partners that I support."

"Material content and Rod were awesome. This is the best tool ever to take both the business and the Brand to the next level."

"Thought the session was great. Rod is a terrific speaker and very engaging... Very valuable information for any business owner wishing to improve profitability and cash flow."

"Very powerful information by Rod. I think it helps us have a better grasp of the information we should give to our franchisees."

"Great job Rod! Excellent presentation style, very insightful comments, extremely valuable perspective for our group. Thank you!"

### **Comments from Small Business Development Center Counselors:**

"Rod Bristol-Profit Mastery is a wonderful tool. He is a dynamic and powerful instructor, extremely knowledgeable and very helpful-make sure we understood all processes."

"Rod Bristol was personable, helpful, energizing and informative, and provided excellent instruction."

"Vital information conveyed coherently and comprehensively. Materials and Rod were superior."

"The best presentation I seen (in over 40 years of business) of getting the owner's attention to understand the need of acquiring knowledge and use of financial statements."

**Letter of Reference: Profit Mastery/Rod Bristol**

I would highly recommend Rod Bristol and the team at Business Resource Services/Profit Mastery for any franchise company looking to take their organization to the next level. Rod was a featured presenter at our Frantopia 2013 franchisee business summit conference. His presentation "*Profit Mastery: Driving Unit Profitability*," was truly outstanding and one of the most dynamic sessions of the two-day program. Feedback from the attendees was overwhelming: "We want him back next year!"

The Profit Mastery system is proven to raise the overall performance and profitability of your franchisees, by arming them with an in-depth understanding of the key financial metrics that truly drive their business – something that many small business owners struggle to understand, and franchisors fail to provide.

Building a best-in-class franchise system is no easy task, but working with BRS is a no-brainer. Through the Profit Mastery program, your franchisees will become more engaged, more satisfied, and perform at a higher level – generating more revenues, profits, and royalties system-wide.



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Mr. Rod Bristol, CFE  
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July 10, 2013

Dear Mr. Bristol,

We would like to thank you for your participation at the recent Pathways to Profit events in Dallas and Chicago. The Franchisor participants considered the Profit Mastery sessions to be one of the most highly regarded programs of the two events. After the conferences, Franchisors requested that we give Profit Mastery two hour sessions at the next events. The Franchisors felt that there was much more critical financial training to share and we only scratched the surface during the sessions.

If your franchise organization is in a growth mode or you are looking to align your franchisees with managing their financials and their businesses more effectively, and you want your system benchmarked for success, you must look at the Profit Mastery program for your franchise organization.

Rod, it was a pleasure working with you! Your professionalism, enthusiasm and passion for making financials come alive for Franchise Business Owners is truly inspiring and infectious. We would love to have you come back to speak at future Pathways to Profit events.

Thank you for your commitment to financial excellence in franchising.

Sincerely,

*Scott Thompson*

Vice President, FranConnect