

# KEYNOTE

## Steve LeFever, Chairman and Founder, Business Resource Services



Finance = boring. For Steve LeFever, this equation doesn't work.

With a superior command of his subject material, he makes finance compelling, interesting, and funny. Steve's unique ability to take complex topics and translate them into plain English separates him from the crowd.

Our clients routinely tell us they never expected to take away so much new knowledge from a keynote speech. Steve has a rare skill – being able to motivate business owners and advisors to enthusiastically explore the financial workings of a business and change the areas that need changing. Steve will make you believe that finance ≠ boring; instead you'll agree with him when he says, "Finance is fun!"

Part comedian, part financial manager, former commercial banker, current entrepreneur, and 100% world-class presenter, Steve drives home his message with a no-nonsense, laugh-out-loud approach that makes him the top-rated presenter at virtually every conference he attends. For over 20 years, Steve has combined humor and practical knowledge in hard-hitting, substantive presentations. His ratings currently rank him as the highlight of our clients' conventions in a wide spectrum of industries.

An internationally-recognized author and advocate for independent business, Steve's book, "Profit Mastery: Knowledge-Driven Financial Performance" has sold over one million copies.

Steve has travelled widely, and the Profit Mastery program has been presented on three continents in eight languages over two decades to hundreds of thousands of business owners, managers, commercial bankers, accountants, and business coaches.

### Recent Keynote Bookings

- Pearle Vision, Las Vegas, NV
- National Association of Quick Printers, Austin, TX
- Sylvan Learning, Phoenix, AZ
- Faegre & Benson Franchise Summit, Minneapolis, MN
- Do it Best, Indianapolis, IN
- Famous Dave's, Las Vegas, NV
- Association of SBDC, Orlando, FL
- Oreck, Nashville, TN
- Multi-Unit Franchisee Show, Las Vegas, NV
- Comfort Keepers, Louisville, KY
- Hearts on Fire, Las Vegas, NV

### Sample List of Keynotes Speeches

- **Beyond Survival: Seven Steps to Fiscal Fitness** (60-90 minutes)
- **Taking Stock, Taking Action: Managing Your Business In An Uncertain Economy** (60-75 minutes)
- **Break-Even Analysis: Your Path to Greater Profits** (75-90 minutes)
- **Small Business Banking: Full Service or Lip Service?** (60-75 minutes)

**PROFIT  
MASTERY**

**Compelling Subject Matter** - Financial management education is repeatedly cited as the single greatest need for business owners across all industries. Steve LeFever is the acknowledged expert on the subject. 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** - Steve possesses a breadth of knowledge and experience in banking, finance, and small business management. His work with the Risk Management Association (RMA), the Association of Small Business Development Centers (ASBDC), and financial institutions around the globe help keep his insights sharp and his information relevant to business owners, operators, and managers.

Profit Mastery • PO Box 219 • Hobart, WA 98025  
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# Global Praise for Steve LeFever



**"There are few times when one can say that you have seen an audience completely enthralled with a presentation on finance. We can certainly say this now, having watched LeFever completely engage our franchisees!"**

- Scott Purdy, Stan Murray, & Jim George, MEDichair, Canada



**"Picture M\*A\*S\*H's "Hawkeye" Pierce as a financial consultant instead of a surgeon, and you'll have some idea why laughter rang through the walls for an hour and a half outside a Tuesday workshop on pharmacy cash flow."**

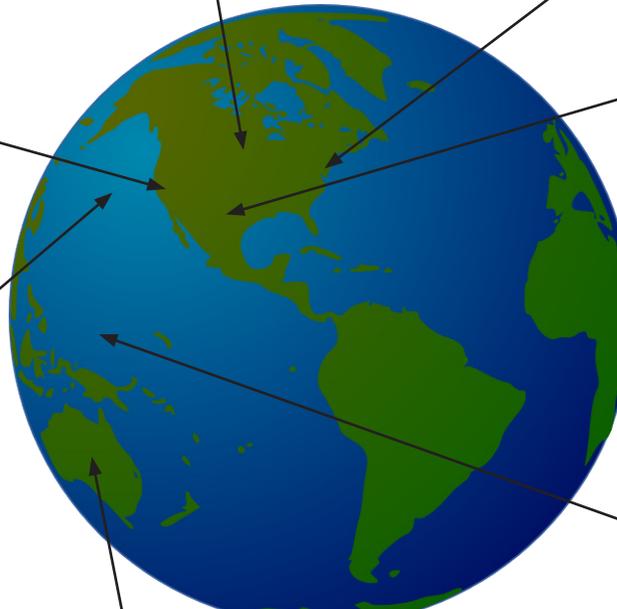
- National Community Pharmacists Association, Washington, DC



VISTAGE™

**"Steve LeFever is one of the best speakers I have ever seen, and the best by far on this topic. I recommend you run ... don't walk, to sign up for this outstanding program."**

- Larry Cassidy, Vistage Chair & Cope Award winner, CA



**"We've called on BRS to present for each of the last four years. Our members overwhelmingly rate these seminars as the most valuable we provide for them."**

- Gale Frentz, FTD USA



HAWAII NATIONAL BANK

**"Without any doubt, Steve LeFever has THE BEST seminar presentation that I have ever had the pleasure of participating in. I can see how, if implemented on a regular basis, his presentation content will fortify any relations that any business has with Hawaii National Bank."**

- Letter to Warren Luke, President and Chief Executive Officer of Hawaii National Bank by Tom Nishi of Elite Mechanical, Inc.



**"I consider one of the best professional development training decisions I made is to bring you out to train my entire staff. I virtually saw light bulbs going on over their heads as they were grasping the different concepts taught in Profit Mastery."**

- Casey Jeszenka, Network Director, Pacific Islands SBDC, Mangilao, Guam



**"I have had so many people tell me how much they enjoyed your presentation style, particularly your sense of humor. (Some were absolutely amazed that they could have a financial address delivered in such an entertaining fashion!) Even now, some six months after the event, I still hear convention delegates singing your praises."**

- Paul Waite, CEO, Australian Newsagents' Federation

Other domestic & international clients include



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