

## SEMINAR TIME

Stella Slaight, vice president of business and professional banking for M&T Bank, presented "Cash, the Engine that Drives the Business" on Thursday at the Bonadio Group in Pittsford for the National Association of Women Business Owners.

### Four tips from the expert

■ Profit is great, but cash pays the bills. In order to fund the growth of your company, or just "make payroll," planning out the cash receipts and disburse-



**Slaight**

ment for the week, month and year ahead is essential.

■ Cash flow statements should illustrate where the money comes from and where it goes, and while focusing on sales may be more exciting, monitoring cash flow in detail allows you to project how you'll adjust to fluctuations. As familiarity with looking at a spreadsheet increases, examples of excess or deficiency of cash will "jump out at you."

■ The capacity to accept credit card payments is required by many government vendors and can allow businesses to pay you more quickly when doing so does not immediately deplete their cash flow, and paying with a credit card keeps cash in your account until that bill is due.

■ Analyze all the details of your cash flow statement, from who writes the checks to the payment terms you extend to your customers and how they tend to pay. Template spreadsheets are available at [www.scorerochester.org/help/funding/cashflowproj.htm](http://www.scorerochester.org/help/funding/cashflowproj.htm).

### What I'm taking home ...

**CAROL WRIGHT, principal, Enterprise Solutions.** "You can have sales in the real world, but if you aren't actually collecting, it could be the end of the game."



**Wright**

**LINDA HOPKINS, principal, PLS.** "Being aware of the various ways things go out or come in. Having a system of checks and balances and having more than one person in charge of payments."



**Hopkins**

**KELLY SABETTA, founder and publisher, Betta Book Publishing.** "Manage and see on paper what's coming in and what's going out by using a cash flow projection spreadsheet to map the upcoming year's finances."



**Sabetta**