



Counting Noses

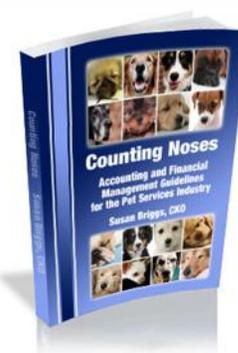
Accounting and Financial Management Success
for the Pet Services Industry

Ebook

Empower yourself and take control of your business success by better understanding your accounting and financial systems. Content is presented in a friendly and easy to understand manner using examples from the pet industry. Build your knowledge from the basics in chapters one through five into key business analysis to improve your profitability. Consider this a smart investment for yourself and your business.

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Author Bio

Susan Briggs is a former CPA that began her working career as an auditor with Ernst & Whinney. She moved into the travel industry as an internal auditor and transferred to operations performance measurement management. Susan created a financial management training program for travel industry managers finding a fun method to teach accounting and financial management to non-financial managers. She worked as an operations manager in mortgage banking before finding her true passion in the pet industry. In 2000 she and her partners opened Urban Tails, LLC, a successful full-service pet care center in Houston, TX. In 2009 she wrote the first edition of Counting Noses for the Pet Care Services Association and presented a seminar based on it during their annual convention in Pittsburgh. When Susan started Crystal Canine in 2011 she combined a new passion of helping pet industry business owners succeed and enjoy their career choice. As someone that has endured the challenges of small business ownership Susan knows that financials are the least fun part of our role and can contribute greatly to the stress of business management. She's designed this webinar series to provide the basics and key management tools in short sessions over a two-month period of time so you won't be bored or overwhelmed. Susan knows everyone can learn the basics of accounting and financial management so embrace this critical aspect of your business and register today for this webinar series.