

**CASH IS KING...BUT IT'S PURPOSE IS TO SERVE**  
**IRISH ASSOCIATION OF CORPORATE TREASURERS WORKSHOP**

Cash is the lifeblood of any enterprise

*90% of small business failures are caused by poor cash flow management*

*Many of the stress points in building a business relate to cash flow issues*

*Cashflow is like fire in that it is a good servant but a poor ruler*

*It is the hardest resource attain but the easiest to lose*

This workshop provides the opportunity to gain an insight into the development of good business “habits” relating to cash and cashflow that are simple to understand and apply but will provide a basis for managing an enterprise through the startup, growth phases and beyond.

Date: **30th October 2013**

Time: **4.30-5.30pm**

Location: **Invent DCU**

**How can we help.....?**

- With over 20 years' experience in the area of finance and treasury in a range of banking and corporate institutions. **Lorcan Travers** is currently the Investment and Liquidity Manager for Johnson & Johnson, a position he has held for over 10 years.
- He is also a committee member of the Irish Association of Corporate Treasurers which is a voluntary not for profit association with a remit in promoting ethical and prudent treasury practices.
- He is seeking to promote good business practice, by sharing the experience that the association has at its disposal, among creative entrepreneurs and start-ups. This workshop is underpinned by the firm belief that the entrepreneurial spirit is key to recovery and growth in this country and should be supported and encouraged.