

To: <email>
From: extended.std@sdsu.edu

Subject: Is your business on the right course?

Dear <First Name>:

Financial statements are maps. Knowing how to read them can help you pinpoint where your business is now—and predict where it's headed.

Hospitality Finance for Non-Financial Professionals is a 6-week program tailored specifically for professional leaders in the hospitality industry. The program introduces and builds upon essential financial strategies that every business owner should know.

What You'll Learn:

Upon completion of the *Hospitality Finance for Non-Financial Professionals* program, you will be able to:

- See your financial statements as a system
- Navigate your operating statements and balance sheets
- Interpret and analyze your organization's financial data
- Understand investments and the logic of return
- Execute financial decisions with confidence
- Build value in your organization

Enroll online now while openings are still available!

The program will run once weekly from April 14 to May 17, 2010 and will take place on campus.

For more information visit [Hospitality Finance for Non-Financial Professionals](#) online.

Sincerely,

SDSU College of Extended Studies
<http://www.NeverStopLearning.net>

About the Instructors:

Jeff Campbell is currently the Brinker Executive in Residence at SDSU's School of Hospitality and Tourism. Campbell is the former CEO of Burger King Corporation, former senior vice president of Pepsi-Cola, and has managed many other high-profile companies in the restaurant business. He serves as chairman of San Diego's Chairmen's Roundtable, an organization committed to providing free advice and mentorship to local, private businesses.

Jeff will be joined by **Rich Fox**, VP of finance at Pick Up Stix; **Tjeerd Brink**, VP of finance at Pechanga Casino; and several other professionals gifted in the art of teaching practical finance to non-financial businesspeople.

