

Greater Raleigh NAWBO Hosts Financial Workshop for Business Growth

Written by Australian Business

RALEIGH, NC, August 23, 2014 **/24-7PressRelease/** -- Erin Cohen, President of National Association of Women Business Owners (NAWBO) Greater Raleigh, announced that NAWBO will host a financial workshop led by Jess McLamb, Founder and President of Roper Bookkeeping, entitled "Developing Your Financial Dashboard". This mentoring workshop is open to both members and guests and will be held at The Roper Group, 242 W. Millbrook Rd. in Raleigh from 6:00 PM - 7:00 PM. Registration is \$10 for members and \$15 for non-members.

"Developing Your Financial Dashboard" outlines how businesses can begin using metrics to determine if they are on track with their financial goals. Metrics are specific numbers that may be related to business financial data, marketing, sales and/or operations. A Financial Dashboard is a one-page view of the specific metrics that you determine are important to track in your business. In this workshop, business owners will learn how to create a dashboard to track the key metrics for sound financial decisions and business growth.

Jess Roper McLamb is a Certified QuickBooks Pro Advisor and helps business owners create the financial information they need to make sound business decisions. For 20 years, she has worked with attorneys, healthcare providers, retailers, realtors, contractors, and other service providers to clean up their QuickBooks file and teach them to understand the numbers for their business. Prior to starting her firm, Jess was a senior officer in banking and insurance for close to 20 years. She currently teaches small business workshops for area community colleges and SCORE and she facilitates the monthly meetings of the Wake County Women Business Owners Network, a group she founded in 1995.

"This is a great opportunity to learn about the latest tools available to help keep your business goals on track," said Cohen. "Jess has a wealth of experience and knowledge in the financial sector and workshop participants are sure to leave with a hands-on, practical tool they can use to help their business right away." For more information or to register for the event, visit <http://www.nawbo-raleigh.org>.

About Roper Bookkeeping: Roper Bookkeeping is a full-service bookkeeping firm in Raleigh, NC with a team of highly qualified, dedicated bookkeeping experts with an average of over 20 years of experience in accounting. We are certified QuickBooks Pro Advisors and accounting experts dedicated to accuracy in QuickBooks and personally committed to you.

Although we specialize in working with medical, dental and legal practices, we work with businesses in all industries. Our clients often think of us as an extension of their staff. That's because we are more than your QuickBooks and bookkeeping experts. We are the ones who will get to know you and your business best!

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About Greater Raleigh NAWBO: Founded in 1978, Greater Raleigh NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty-five years later, NAWBO is still the only organization dedicated solely to representing the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence decision makers. To learn more about the Greater Raleigh chapter of NAWBO, visit their website at <http://www.nawbo-raleigh.org>.