

## FOR IMMEDIATE RELEASE

### CASH IS KING FOR ENTREPRENEURS

*-Author of "Financial Intelligence for Entrepreneurs" explains the importance of knowing the numbers to NorthFront Entrepreneur Alliance-*

**SALT LAKE CITY, August 13, 2009** – Entrepreneurs need to know and understand key aspects of finance in order to achieve success, according to Joe Knight, author of "Financial Intelligence for Entrepreneurs" and CFO of Setpoint Engineered Systems.

"You don't have to have a degree in high finance to understand this stuff, you just have to get past all the financial language and jargon and see the relevance in understanding the importance of basic financial information" said Knight. "Always remember, cash is king. Regardless of what kind of crisis your company faces, having a large amount of free cash flow can pull your company through as it gives you a wider variety of options in fixing problems. Your company will survive and thrive with free cash flow."

Knight delivered his message to the [NorthFront Entrepreneur Alliance](#) Tuesday afternoon in Kaysville at the Simmons Entrepreneur Center on the campus of the Davis Applied Technology Center (DATC).

Knight discussed key financial advice from his book, including making sense of income statements and balance sheets, best practices for managing cash flow, metrics that can positively or negatively affect your bottom line and how to better understand your company's strengths and weaknesses.

"The financial guidance and information presented by Joe today is priceless to entrepreneurs and start-up businesses," said Brad Walters, NorthFront Entrepreneur Alliance Chairman of the Board. "It lets entrepreneurs know they don't have to be a financial whiz to understand and be in control of the financial component of their businesses."

Tuesday's event marked the sixth event held by the NorthFront Entrepreneur Alliance since its inception in February.

"We want the NorthFront Entrepreneur Alliance to be a place where members can come and learn the strategies that will help them be better business people," said T. Craig Bott, President & CEO of Grow Utah Ventures who is one of the sponsors of North Front. "Joe taught us all a valuable financial lesson today and was able to reinforce how critical it is to not be intimidated by finances and to not be afraid to ask questions about best financial practices."

The NorthFront Entrepreneur Alliance was created under the sponsorship of SEED Weber/Davis/Morgan to bring entrepreneurs in Northern Utah together to learn,

network, share ideas, find needed resources, and to recognize accomplishments among the group. The goal is to create an alliance that will foster and promote entrepreneurship in Northern Utah.

The next NorthFront event is scheduled for October 13, 2009 and will focus on learning more about non- traditional sources of capital that is available for early stage businesses, e capitalists and angel investors. For more information on the NorthFront Entrepreneur Alliance including it's next event in October please visit [www.northfront.org](http://www.northfront.org).

### **About Grow Utah Ventures**

Grow Utah Ventures, is a privately funded not-for-profit organization dedicated to stimulate, unlock and develop the entrepreneurial talent and early stage business opportunities for value creation across Utah. Comprised of a team of successful and experienced entrepreneurs, business leaders and private investors, Grow Utah Ventures accomplishes its mission by identifying, selecting and recognizing accomplished and promising Utah entrepreneurs, building a statewide community of outstanding entrepreneurs and those interested in promoting entrepreneurial development, partnering with organizations, companies and investors seeking to support Utah's best entrepreneurs, rallying community leadership and financial resources to support entrepreneurial development. For more information about Grow Utah Ventures, visit [www.growutahventures.com](http://www.growutahventures.com).

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