



School of Business
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EXECUTIVE IN-RESIDENCE PROGRAM

Management Principles Seminar

P&L (Profit/Loss) Business Execution Principles: The Critical Path to Business Success

Presenter:

***David Kerford, President & Founder
Kerford & Associates, Inc., Atlanta, GA***



Kerford serves as the first **Executive In-Residence (EIR)** in the School of Business at South Carolina State University. In this role, he will conduct the Management Principles Seminar Series in two parts and will be available for one-on-one consultation on scheduled dates.

Kerford & Associates, Inc. provides turn-around services for distressed businesses across the country. Kerford has led turn-around efforts for struggling businesses for the past 17 years.

He formerly served as the president and chief executive officer of AQUUS, Inc. in Wisconsin, a 33-year-old insurance software and services firm. While employed at the firm, Kerford led a team that returned the business to profitability in two years, tripling revenues in four years, while building a strong platform for future growth. He has also served as the president and chief operating officer of Leverage Group in Hartford, Conn., the leading software and services company to the life insurance industry and a subsidiary of Cybertek Corporation. Kerford also worked directly with private equity investors to assemble management teams for companies they acquired. In this process, he was able to build short and long-term business plans and serve as the chief executive officer of those companies as they were being reconstructed.

PART I: Sept.22-23

PART II: Oct. 22-23

TIME: 4:00 – 6:00 p.m.

LOCATION: Belcher Hall, 3rd Fl. Dev. Room

Earn 8 hrs. of CPE credit

Take this opportunity to enhance your skills and increase your success in the workplace.

This seminar series is focused on future business performance P & L principles and tactics that all businesses can use to grow and be more profitable.

**To Register, Call:
(803) 536-8186**

Deadline: Sept. 15, 2014

**Registration Fee: \$100
(Fee is due at sign-in on 9/22 and covers both parts and one-on-one consultation)**