



THE MANITOBA ASSOCIATION OF ARCHITECTS
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**THE PRINCIPAL'S SCOREBOARD –
MAKING SENSE OF YOUR FIRM'S FINANCIALS**
VIRTUAL SESSION
1.00 Structured Hour

We are delighted to advise that, in an effort to assist members during these challenging times, the MAA Council has agreed to absorb all of the costs relative to this on-line session within the MAA's 2020 budget, so that the session can be provided to all registered and intern members at no charge. And, for the benefit of those who might be unable to participate when the session is delivered, the necessary arrangements have also been made for the session to be recorded; and it will be made available to members for one full year following.

Date: Thursday, August 20, 2020
Time: 12:00 Noon – 1:00 p.m.

Many Principals struggle with their financial metrics. Rick Linley will present a simple diagrammatic way to track your firm's financial status. You'll walk away being able to cut through the complexity of finances so you can lead more effectively, ultimately growing the profitability and value of your firm.

REGISTRATION WILL GENERALLY BE ACCEPTED ON A FIRST-COME, FIRST SERVE BASIS. HOWEVER, PREFERENCE WILL BE AWARDED TO PRINCIPALS OF FIRMS REGISTERED WITH THE MAA, AND THEN OTHER REGISTERED MEMBERS (IF REQUIRED), UP UNTIL ONE WEEK PRIOR TO THE SESSION.

Presenter: Rick Linley

Rick Linley practiced as an architect with Smith Carter Architects and Engineers Inc. for 28 years. He performed multiple roles in the firm including Principal, Business Unit Director and Chief Operating Officer prior to his recent retirement. Rick now leads his own consultancy, 'Strong Practice Strategies,' helping emerging and evolving firms to be strong.

ALTHOUGH THERE IS NO CHARGE TO PARTICIPATE IN THIS SESSION, REGISTRATION IS REQUIRED. DEADLINE FOR REGISTRATION IS 12:00 NOON ON MONDAY, AUGUST 17, 2020.

I wish to register for the session entitled "The Principal's Scoreboard – Making sense of your firm's financials", to be delivered on Thursday, August 20, 2020 from 12:00 Noon to 1:00 pm.

Name: _____

Firm: _____

Email: _____ Phone: _____

Registrations will be accepted by:

- EMAIL at info@mbarchitects.org;
- FAX at 204-925-4624; or
- COURIER or MAIL to MAA, 2nd Floor, 137 Bannatyne Avenue, Winnipeg, MB, R3B 0R3.

SIGN-IN DETAILS AND LINKS WILL BE FORWARDED BY WAY OF EMAIL, NO LATER THAN AUGUST 18, 2020.