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For Immediate Release

Fairfield, Connecticut

Free talk March 15, 2007

Using Technology to Improve your Business and Not-for-Profit Cash Flow

Why Cash REALLY is King

Presenter: Marc W. Halpert of Your Best Interest LLC

Do you wish your business or nonprofit had more cash in the bank account, faster with lower fees? Do you borrow or have to juggle bank accounts to meet your outflows? Do you receive the bulk of your cash inflows once a month and worry about bill payments due just before the next large monthly inflow?

Cash flow, in today's real world, is measured by how fast you can put real cash in your bank account and how to minimize fees doing so. Today's cash flow is not about mailing an invoice or depositing a check. Cash flow is based on timing, faster communications and new payments methods.

This presentation will get you thinking in new ways of getting paid, using simple technology tools to optimize your cash flow. By exposure to these methods, many of which are web-based, you can optimize your cash flow and smooth out the cash peaks and valleys, at lower fees that you are used to.

Marc W. Halpert, Managing Member of Your Best Interest LLC, has 28 years experience in cash management operations and most recently as co-owner of Fairfield-based Your Best Interest LLC for the past 5 years, has helped businesses, nonprofits and membership organizations all over the country. He will present almost 20 new techniques for cash flow optimization using today's technology from which attendees will find at least a few applicable to their needs to bring back new ideas to their business or nonprofit.

The talk will take place at the Capitol PhotoInteractive studio, 1300 Post Road in downtown Fairfield. Contact info@capitolphotointeractive.com or 203-255-4002. Attendance at this event is open to the community. Light refreshments will be served.