



CMMA General Meeting Thursday, April 22

St. Joseph, MN

Viking Industries

38169 County Road 2, St. Joseph, MN 56374

7:15 - 7:30 AM Networking & Registration
7:30 - 9:00 AM CMMA Breakfast Meeting
9:00 - 10:00 AM Tour: Viking Industries

DISCUSSION TOPIC

"Manage Your Mission and Grow"

Presenter: Sam Zordich, RAI Stone Group

You've cut the waste out of your operations, brought your expenses in line with sales, and you've refined your value proposition. You're ready to move forward...but how? How do you grow if you've done everything you can to cut costs but sales are just not happening fast enough to generate the cash to grow? If all the advances you've made to increase your company's profitability have only had short-term success, this presentation is for you.

In Manage Your Mission and Grow, you'll gain these valuable insights:

- Why so many programs only reap short-term gains
- How to monetize your values
- Where growth opportunities may be hidden in your financial statements
- The distinction between improvement activities and growth activities
- Prioritizing payoffs and tradeoffs

Sam Zordich is founder and CEO of RAI Stone Group, a firm that provides Trusted Advisors an affordable financial performance analysis service they can provide to their small business clients, tailored to deliver immediate bottom-line results. (www.raistonegroup.com) Born into a family of entrepreneurs, Sam has herself owned and operated six prior companies in multiple industries and has also held senior management positions in various size companies—from startup to Fortune 100. She is a life-long learner of the struggles, perspectives, and accomplishments shared by small business owners and entrepreneurs.

PLANT TOUR



www.vikinglogfurniture.com

Viking Industries has more than thirty years of experience manufacturing household furniture. Founded as a manufacturer of waterbeds in 1979, the 15-employee company has evolved into a premier source of log furniture for the bedroom, dining room, living room and rec room. A new line of barnwood-style furniture was recently added to the product mix. Also new to the mix is a line of log or rustic kitchen cabinets and vanities. A separate division, Northwoods Billiards, markets seven different style pool tables and accessories. The company also caters to requests for custom-size rough sawn timbers and structural logs.

Viking products are sold nationwide to regular furniture stores and specialty lodge or rustic furniture stores. Special orders account for about fifteen percent of business, and some thirty percent of sales occur over the internet. The company's ware house doubles as a retail outlet. In addition, they maintain a permanent showroom in Las Vegas that's part of World Market Center, a national furniture show.

The Viking Industries facility has 13,000 square feet dedicated to manufacturing and 13,000 square feet of warehouse and office space. The manufacturing processes are all wood related to include old world technology (the use of a hand draw knife to scallop logs) to new world technology (the use of a CNC and a frequency glue machine).

Meeting Fee: \$15/member*
\$20/nonmember

Includes full breakfast. CMMA requests remittance for all reservations not cancelled prior to the meeting.

**If a company is a CMMA member, all employees are eligible to attend at the member rate.*

RSVP by Friday, April 16

Melissa Christianson

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**Meeting
Sponsor**

**Sunbelt Business
Advisors**

Sponsorship Opportunities Available: Call the CMMA office!

****All events including a catered breakfast will be held at Viking Industries**