

# Optimizing Your Cash Flow



2024 GOVERNOR'S  
**SMALL BUSINESS  
WEBINAR SERIES**

December 10, 2024



# QUESTIONS?

- Please send us questions to our email at [smallbusiness@gov.texas.gov](mailto:smallbusiness@gov.texas.gov).
- We will be monitoring the inbox for questions.
- If we do not address your question today during the webinar, we will respond to you in a timely manner.



# WELCOME!



## **Larry McManus**

*Director, Business and Community Development*

**Texas Economic Development & Tourism**

**Office of the Governor**



# PANELISTS



**Troy Boister**

*Vice President*

**Guardian Chamber**



# PANELISTS



**Olga Bashkatova**

*Founder*

**NextStage Advisory LLC**



# PANELISTS



**Gerald McAdoo**

*Director*

**Snapshot Business Services**



# PANEL QUESTIONS



# FREQUENTLY ASKED QUESTIONS

- What are some main reasons that small businesses struggle with managing their cash flow?
- How often should I generate a cash flow statement & review it?
- What are some misconceptions that business owners, coaches, CPAs and bankers have when it comes to building business credit?

Troy Boister  
Vice President – Guardian Chamber





# FREQUENTLY ASKED QUESTIONS

- How can businesses avoid surprises when it comes to running out of cash or planning for big expenses like new equipment, office expansion, or hiring?
- What steps can owners take to identify and fix areas of their business that are losing money and ensure they are investing their cash into the goods/services that will make them \$\$?
- What can SMB owners do to ensure they don't run out of cash while waiting for payments from customers?

Olga Bashkatova  
Founder – NextStage Advisory LLC



# FREQUENTLY ASKED QUESTIONS

- What are the most underutilized tax credits & incentives?
- Why aren't businesses taking advantage of all the incentives?
- Where could I learn more about this and what are some tips for filing out the paperwork?

Gerald McAdoo  
Director – Snapshot Business Services

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# 2024 GOVERNOR'S SMALL BUSINESS SUMMIT DATES & LOCATIONS



[gov.texas.gov/smallbusiness](https://gov.texas.gov/smallbusiness)

Facebook, Instagram, X, YouTube, LinkedIn icons | @TexasEconDev



# SMALL BUSINESS ASSISTANCE TEAM



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Business Assistance Specialist  
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**Sandra Sanchez**  
Business Assistance Specialist  
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**David Menchaca Garcia**  
Business Assistance Specialist  
(512) 463-8343



# ADDITIONAL RESOURCES

## Website

[gov.texas.gov/smallbusiness](https://gov.texas.gov/smallbusiness)

## Events Calendar

[gov.texas.gov/events](https://gov.texas.gov/events)

## Governor's Small Business Resource Portal

[gov.texas.gov/business-portal](https://gov.texas.gov/business-portal)

Follow us on Social Media:      @TexasEconDev





# PANELIST CONTACT INFORMATION



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**THANK YOU FOR ATTENDING!**



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