

Mastering Business Finances Series:

Part I: Bookkeeper vs. Controller vs. CFO: A Review of the Accounting Spectrum



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NOVEMBER

06

8:00 - 10:00 AM
BerryDunn, Portland and Zoom

Attend in-person or Zoom! Every thriving business needs the right financial leadership at the right time. This session will help businesses gain clarity on the key financial roles that keep companies running smoothly

Register: www.fambusiness.org

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Spectrum of Accounting Functions



- Accounting
- Financial statement prep & external reporting
- Monthly close & audit preparation
- Financial metrics
- AP / bill payment
- AR / collections
- 1099 creation & filing
- Payroll
- Expense management

- Dashboards & insights – financial metrics
- Cash flow management
- Spend management
- Budgeting & forecasting
- Financial planning & analysis (FP&A)
- Financing advisory due diligence, Quality of Earnings, and M&A

- Dashboards & insights – financial & non –financial metrics
- Business insights & financial strategy
- Advanced financial modeling & data analytics
- Market analysis
- Accounting system integration, ERP implementation & PM
- Internal control compliance & consulting

Bookkeeper

Responsible for recording and maintaining accurate day-to-day financial transactions, including accounts payable, accounts receivable, payroll data, and bank reconciliations.



Controller

Oversees the integrity of financial reporting and internal controls through managing the accounting team, closing the books, ensuring compliance, and producing detailed financial statements and analyses.



Chief Financial Officer (CFO)

Leads the organization's financial strategy by managing capital planning, forecasting, risk, and performance insights that support executive decision-making and long-term growth.



Q & A and Survey

November 6, 2025



Please complete our survey with the link in the chat box or here.

<https://lp.constantcontactpages.com/sv/vEOLGSe/marketingandprotecting202>

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