

David Weatherholt has a unique combination of marketing and finance expertise that brings penetrating insight to any organization. As a serial entrepreneur, he has amassed a lifetime of business experience (he says, “Become better not bitter.” and – “Learn from your mistakes”). Below are David’s topics that can be adapted to your organization and for your audience.

Show Me the Money! – Cash Flow Management

Cash is the lifeblood of every business. To keep cash flowing through your business’s veins, you must effectively monitor, manage and adjust the timing of inflows and outflows. David Weatherholt delivers methods and best practices to avoid running short on cash and what to do when you enjoy a cash surplus. Benefit from his decades of experience and educational background in finance and accounting.

Buying Customers – Boosting Your Bottom Line with Marketing

Does your marketing buy customers, or is it just a cost of doing business? Don’t settle for mediocrity - an effective marketing strategy is proven to boost your bottom line. David Weatherholt shows you how ensure your marketing has a profitable ROI. His unique combination of marketing and finance experience unite to help you build a powerful marketing machine.

Reading the Signs – Economic Indicators & Your Business

Were you (and your business) caught off-guard when the economy tanked? You shouldn’t have been. Economic indicators were clearly pointing to what we now call The Great Recession. While most economic analysis centers on unemployment, David Weatherholt takes you below the surface of economic news to look at the economic indicators that are the underlying source. These indicators impact the course of the economy and your business.

A Wild Ride – Business of Sports

The business of sports is usually as tumultuous as the game itself! David Weatherholt knows this first-hand as he brought a sports entertainment franchise to Alaska, the “Last Frontier.” He takes you behind the scenes of a professional sports team to learn what makes the sports business tick. Prepare for stories of great teamwork, struggle and intrigue – and learn a few strategies for your own business as well.

Enjoy the Ride – A Career Path

Do you enjoy your job? So starts David Weatherholt’s inspirational keynote on finding the right career path for you. If you don’t or you feel that things could be better, you will benefit from the instruction and examples David relates. Through personal stories of dropping out of college, avoiding war protestors as a veteran and finding his true self as an entrepreneur, David takes you through the steps to find your real calling in life.

