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Press Release

Wall Street Journal's Complete Small Business Guidebook Features B2B CFO

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BusinessWire - The Wall Street Journal's Complete Small Business Guidebook, published

Dec. 29, 2009 by Random House, is quickly climbing the charts of most popular reads. B2B CFO, the nation's largest CFO firm that exclusively services the needs of small and mid-sized businesses, was featured along with other leading national resources in the 258-page book.

Author Colleen DeBaise, who currently serves as small business editor at The Wall Street Journal, turned to B2B CFO (<http://www.b2bcfo.com>) for insight on cash flow strategy for her chapter on "Handling Your Company's Finances." In this chapter, DeBaise discussed cash flow projections and operational finances, and included a sample chart frequently used by B2B CFO Partners that outlines how to prepare and what to do to survive budget deficits.

DeBaise pulled from key experts and entrepreneurs throughout the nation to bring together best practices for starting a small business. "From writing business plans to creating exit strategies, we pulled advice from key experts to bring our readers a comprehensive resource," DeBaise said.

"Being included as experts in this high-profile resource for entrepreneurs was a great way to round up 2009 for our firm," said Jerry L. Mills, founder and CEO of B2B CFO. In January 2010, the Company has grown to include 146 Partners in 39 states. Each Partner is a seasoned financial executive who serves as the CFO to growing businesses on an as-needed basis. Together, B2B CFO Partners work with more than 500 businesses in the nation with combined annual sales of more than \$5 billion. Now in its 22nd year, B2B CFO has experienced steady growth and emerged as the leading resource providing CFO solutions to entrepreneurs at small and mid-market companies.

Serving as CFOs to hundreds of clients, the B2B CFO Partners know first-hand the challenges that business owners face when it comes to operational finances.

"Small and mid-sized business owners regularly turn to B2B

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The Greenest Gasoline?

CFO's Partners for advice on finance and cash flow," Mills said. "Cash is the bloodline of a business, and having a firm grip on your company's finances is the key to growth."

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Mills and many of the B2B CFO Partners regularly dedicate time to educate business owners on financial matters. Mills is a frequent speaker and contributor, and has been featured on many national

media networks, including FOX Business, Fortune Small Business, Smart Money and many others. Mills is also the author of The Danger Zone - Lost in the Growth Transition, and Avoiding The Danger Zone -- Business Illusions, both business non-fiction books that help entrepreneurs understand and build a strong financial strategy.

The Wall Street Journal's Complete Small Business Guidebook is listed at \$15 and is available online at www.amazon.com. It is also available as an eBook, formatted for mobile devices.

ABOUT B2B CFO(R)

Headquartered in Phoenix, the firm was founded in 1987 by Jerry L. Mills. B2B CFO(R) is the nation's largest CFO firm, serving entrepreneurial, growth and mid-market companies with revenue under \$75 million. The firm's partners have an average of 25 years of experience, and each individual partner is a senior level executive with a broad range of expertise. Please visit online at <http://www.b2bcfo.com>

ABOUT THE WALL STREET JOURNAL'S COMPLETE SMALL BUSINESS GUIDEBOOK

Because starting a small business is not only a huge financial risk but also a complete lifestyle change, anyone who wants to be his or her own boss needs to approach entrepreneurship thoughtfully and with careful planning. That's why there is no better resource than The Wall Street Journal Complete Small Business Guidebook, a practical guide for turning entrepreneurial dreams into a successful company, from America's most trusted source of financial advice. It answers would-be business owners' biggest question--how do I fund my venture?--then explains the mechanics of building, running and growing a profitable business.

Note to editors: high-resolution image of the headshot is available upon request. Interviews, press materials, and any additional information can be obtained by emailing Ania at

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