

Jumping the Shark. Where the Death Spiral Begins.

J. Dan Lavergne, C. H. Fenstermaker & Associates, Inc.

In today's economy, many engineering firms have experienced negative or no revenue growth. Your firm's response to this economic fact of life will determine the long term financial future of the firm. Once bad decisions are made, a firm will cross the point of no return and enter into a revenue Death Spiral. The term Jumping the Shark is commonly used to mark that point in time when a firm starts a downhill slide that it never recovers from.

Dan Lavergne is Vice President of Finance and CFO at C. H. Fenstermaker & Associates, Inc., located in Lafayette, LA. Dan holds a Bachelor degree in Accounting from the University of Louisiana at Lafayette and is a licensed Certified Public Accountant in Texas and Louisiana. He also holds the designation as a Certified Forensic Accountant. In addition, he is a member of the Louisiana Society of Certified Public Accountants Business and Industry Committee.