

2024 CHAPTER CURRICULUM

Exit Planning Institute Chapter Network



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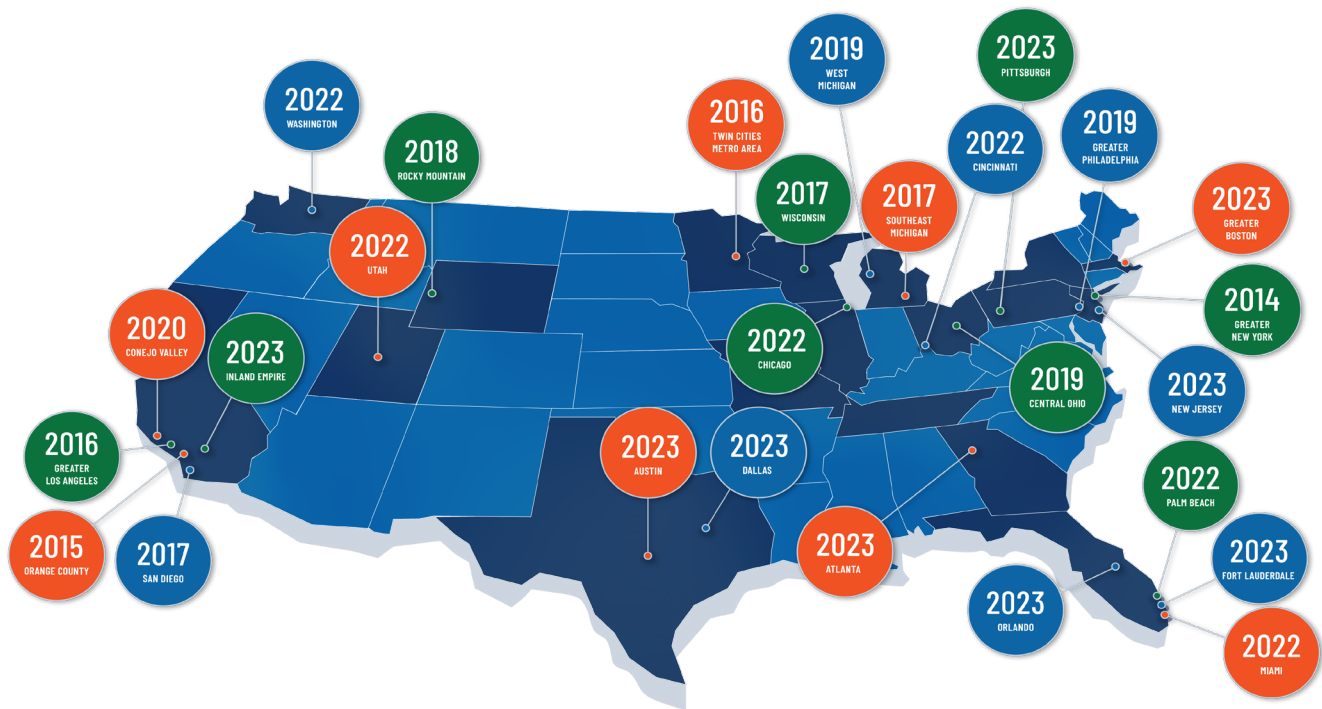
2024 EPI CHAPTER CURRICULUM BRIEF

The EPI Chapter Network is a vibrant and collaborative community that unites professionals specializing in exit planning to facilitate successful business transitions. Comprising advisors, consultants, and experts, the Chapter Network offers a wealth of educational resources, networking opportunities, and collaboration avenues. With a commitment to empowering its members with the latest insights and strategies, the network operates through the local chapters, each serving as a vital nexus for professionals in various regions.

By bridging theory and practice, Chapters provide a platform for members to engage in discussions, share experiences, and access practical tools that can guide business owners toward successful exits, whether through succession, sale or other strategies. The 2024 Chapter Curriculum is part of the pivotal role of the network in connecting local exit planning professionals, fostering meaningful interactions, and disseminating knowledge through events.

The curriculum diverse selection of speakers and case studies ensures that Chapters can tailor their events to cater to the unique needs and interests of their members. By featuring experts who share real-world experiences, best practices, and cutting-edge strategies, the curriculum equips attendees with actionable knowledge that can make a tangible impact on their roles as exit planning professionals.

For more information about selecting Chapter Meetings from the curriculum, please contact Exit Planning Institute's Community Coordinator, Jenna Meredith, at jmeredith@exit-planning-institute.org.





CASE STUDY

This section includes the 2024 EPI Chapter case study and corresponding meeting templates. The case study serves the purpose of providing attendees with a tangible, hands-on experience of navigating diverse scenarios and collaborating within teams. Through this practical exercise, attendees gain valuable insights and teamwork skills that enhance their understanding of real-world dynamics.

CASE STUDY

The Business

The Company is an established and reputable specialty distribution business for high tech and automotive aftermarket OEM's throughout the United States. They provide value added distribution and warehousing services for hardware, fasteners, electronic hardware, machined parts kits, and other sub-assemblies. Its mission is to be a top provider of high-quality hardware and fasteners with excellent availability and services for OEM's throughout the world. The Company has a reputation for being a problem solver, having outstanding customer service, and reliability.

History and Ownership

The Company was founded in 1985 by the principals. Current ownership is comprised of two shareholders. The principals are active in day-to-day operations in varying capacities and collectively provide operational and strategic oversight. The Company is organized as a C-Corporation.

Customers and Markets

Excellent customer service, very reliable delivery, fair pricing, and value added services have resulted in strong, long-standing customer relationships and a high rate of repeat business. Value added services such as kitting, vendor managed inventory (VMI), Kanban, and bin stock programs make the Company an integral part of its customers' operations.

The Company presently serves over 70 customers and stocks over 8050 SKUs. The top 10 customers accounted for 92% of total sales over the previous trailing twelve month period. Multiple divisions of its largest customer accounted for 73% of total sales for the same period. Six of its top 10 customers are in the high tech industry and three are in the automotive aftermarket.

Competitive Landscape

The company has two notable competitors. These are both very large competitors who are not able to consistently deliver value added services which offer customers long term performance, speed, reliability, and consistent service.

Sales and Marketing

Virtually no marketing is done by the Company. Outside sales is primarily performed by one of the owners. The Company has a staff of inside sales and customer service representatives that assist customers with problem solving, specifications and design, and processing orders.

Kits account for approximately 50% of sales. The Company estimates that it has 30 customers who use kitting services. Seven of its top ten customers use kitting services.

Suppliers

The Company purchases inventory from more than 210 vendors with 30 of these making up approximately 80% of its volume. 20% of the product volume and approximately 10% of its SKUs are sourced directly from overseas suppliers. There are six primary overseas suppliers with 60% of the offshore volume going to one and 25% to the second. Lead times from overseas suppliers average 120-180 days including ocean transit time. Domestic manufacturers can provide parts to a print in four to eight weeks depending on the availability of raw materials.

Personnel

The Company has 36 employees including the owners. It offers profit sharing and 401K plans, two to four weeks paid vacation, five paid sick days, and eight paid holidays.

CASE STUDY

Facilities

The business operates in a 27-year-old office/warehouse facility that has been well maintained and is located on a prime site in a well-known industrial park close to the highway. The building and land are owned separately by the owners and leased back to the Company. The owners are willing to consider offers with or without the building and land.

Information Technology

The Company uses a Distribution Management system which has been customized for the industry. The system is a powerful suite of fully integrated distribution management applications.

Growth Opportunities

The Company's goal is to double sales over a 3-5 year period while maintaining gross margins at 40% or better and EBITDA at 15 or better. It will target complicated high end electronic hardware to the high-tech industry worldwide. A growth plan has been developed and is in process.

Industry Trends

Industrial users will increasingly concentrate on total life cycle costs, which not only take initial product price into account but also installation costs, warranty terms, and service life. The most robust sales growth will belong to higher-performance specialty suppliers. Demand for application-specific standard fasteners will grow at a faster pace than other standard fastener types, as more original equipment manufacturers replace commodity items with specialized designs.

Financial Summary

The Company's fiscal period runs July 1 to June 30. Trailing Twelve Month (TTM) revenues were \$12,362,000, declining 14%. Expanding the time period to the previous four years, sales increased at a compound annual growth rate (CAGR) of 8.85%.

Gross Profit over the last four years has ranged between a low of 35% to a high of 45%. Gross profit grew at a higher rate than sales over the last four year period.

Adjusted operating expenses, including adjusted owners' compensation, over the previous four years ranged from a low of 27.05% to sales to a high of 32.64% to sales. It is evident from the last four years of financial records that the Company is able to significantly leverage its expenses when sales exceed \$8 million. Sales grew at a compound annual rate of 8.85% over the previous four years; however, expenses only grew at a CAGR of .83% during the same period.

Trailing Twelve Month Adjusted EBITDA was \$2,225,000 (18%); down in real dollars but up as a percent to sales. EBITDA over the last four years grew at a CAGR of 26.53%, demonstrating the Company's ability to leverage expenses as sales volume increases.

The Company's TTM EBITDA of 18% is above average as compared to the industry range of 13-22%.

The adjusted Balance Sheet and Working Capital is very strong. Current assets are 68% of total assets. Its current ratio (7.7) is double the industry average. The company has almost no debt. Its accounts receivable is 4.1x accounts payable.

Inventory is slightly lower than the industry average performing at 4.5 turns vs. the industry average of 4.9. Fixed assets plus inventory as a percentage to sales was slightly higher (30%) vs. the industry average (25%). The Company's fixed assets are mostly depreciated. The estimated market value of its assets is 2x its book value, not including the building and land. The land and building are owned separately and held with almost no debt.

The company's financial statements are unaudited.

CASE STUDY

Owner Characteristics

The owners are husband and wife. The business was launched by the husband Tom. Tom had worked in the industry as a sales rep for several years before launching out on his own. He started the business literally operating it out of his garage. Nine years ago, Tom's wife, Mary, left her executive position at IBM to join the company. Mary is 51 years old and Tom is 60.

Tom is not sure whether he wants to sell or grow. Mary is ready to exit. This indecision is causing conflict in their marriage. In fact, at one recent meeting Mary told Tom that he could stay, but if he did, he would need to pay out her 50% because she was ready to go now! In reality, she technically owns 20% of the company but she feels she is entitled to 50%.

Although the company has been performing financially well, the company's growth has forced them to reinvest most of its profits to finance the business's growing inventories and receivables. Furthermore, the company's profitability has attracted competitors and tempted customers to deal directly with its suppliers. Mary is concerned if they don't do something soon, the business may evaporate.

In addition, Tom and Mary are not pleased with the overall performance of the inside sales staff. The inside sales staff appear to be "going through the motions." They are not seeing opportunities to sell additional products and services when speaking with customers. The staff requires too much supervision which is taking away from the time Tom has to sell. The greatest characteristics which appears to be lacking is the strength of the leadership. Tom and Mary do not seem to have confidence that anyone on the staff now could step into a leadership role.

Tom and Mary have a personal financial planner who has estimated the value of the business to be \$10 million not including real estate. They have another \$3 million set aside in various securities, some located in a qualified pension plan set up by the financial planner. Tom and Mary have a large home, two children in private college and one still attending a private high school. They have a vacation home on a private lake which they visit regularly in the summer. Their boat is docked at the lake house.

Tom is a car buff and has collected several classic cars which he has had restored or has purchased at auction. He also loves

to ride his Harley Davidson motorcycle. Tom said he and a friend who works on his cars have discussed that if he were to sell the business he would like to buy a detail shop with some of the proceeds and hire the friend to run it.

Both Mary and Tom are overweight but in reasonable health. Tom did have a minor stroke several years back but has had no problems since. Mary is concerned about Tom's health.

Mary is involved in several community organizations and enjoys golf. She would like to spend more time on those activities and more time at the lake house. She has expressed a desire to live a more holistic life that does not always revolve around the business. She is concerned that if the business becomes too big it might prevent she and Tom from enjoying life or remaining personally involved in all aspects of the work.

EXIT PLANNING CASE STUDY SESSION 1:

HOW TO EFFECTIVELY JOIN AN OWNER'S ADVISORY TEAM

Topic Summary: Tom and Mary's CPA heard about your services from another local CPA, with whom you have worked in the past, and has requested lunch with you to learn more about your services. How will you approach this initial meeting with the CPA and express your expertise and interest to work with an owner on their advisory team.

In this session, you will work through a hands-on case study to develop your conversation skills. Through this case study, you will collaborate with an interdisciplinary team of advisors to gain experience you can directly apply to your practice.

Learning Objectives:

- How would you approach the conversation?
- How would you get Tom and Mary to open up?
- What key concepts/questions might you ask to intrigue the owners?
- What educational programs and materials might you suggest to owners to get more educated?
- What value does a CEPA add to an advisory team?

Questions and Discussion Points

- Discuss how to approach this initial meeting with this CPA whom you have never met in person.
- What resources would you bring to your first meeting with Tom and Mary?
- What questions do you hope to have answered by the close of your introduction meeting?

Exercises

- In your discussion with the CPA, how could you use the CEPA credential to differentiate yourself from other advisors the CPA may be considering, who do not hold the CEPA credential? In other words, what value does a CEPA bring to the table?
- Discuss the role of each advisor on Tom and Mary's advisory team.
- Discuss and prepare a sales script for the initial meeting with the owners.

EXIT PLANNING CASE STUDY SESSION 2:

HOW TO CONDUCT A TRIGGERING EVENT

Topic Summary: After meeting initially with Tom and Mary and their advisory team, how would you suggest continuing exit planning engagements? Would you suggest they complete a Triggering Event?

In this session, you will work through a hands-on case study to develop your skills. Through this case study, you will collaborate with an interdisciplinary team of advisors to gain experience you can directly apply to your practice.

Learning Objectives:

- What is the importance of a triggering event?
- Discuss client owner engagement activities.
- Learn the difference of business valuation and Triggering Event.

Questions and Discussion Points

- Would you suggest the owners begin the process by completing a Triggering Event? Why or why not?
- What are the benefits of beginning an engagement with a Triggering Event?
- How are a business valuation and a Triggering Event different and how are they similar?

Exercises

- Discuss the 3 Gates of the Value Acceleration Methodology.
- Work through the 5 major steps to performing a Triggering Event as outlined in *Walking to Destiny*.
- Place Tom and Mary's business in a Range of Value and determine their Value Gap.

EXIT PLANNING CASE STUDY SESSION 3:

HOW TO HANDLE AN OWNER'S OBJECTION TO EXIT PLANNING

Topic Summary: When working with Tom and Mary on their advisory team, they voice several concerns and objections to your suggested strategies and implementations. How do you highlight the benefit of your work while also being cognizant of their concerns?

In this session, you will work through a hands-on case study to develop your skills. Through this case study, you will collaborate with an interdisciplinary team of advisors to gain experience you can directly apply to your practice.

Learning Objectives:

- Understanding how to mitigate owner concerns over price and timeframe of the exit strategy
- Detailing the importance of preparing an owner to exit at anytime, not just when they feel they would like to exit.
- An overview of the concepts detailed in *Walking to Destiny* by Christopher Snider.
- Learn how to educate owners on the 5-4-3-2-1 of exit planning.

Questions and Discussion Points

- How do you respond if an owner objects to the cost associated with accelerating the value of their business?
- The owner's plan to keep their exit plan confidential from their customers and employees. What are your recommendations?
- The owner thinks they are ready to sell and does not want to spend more time on the exit. How do you share the impact of exit planning both personally and financially?

Exercises

- Highlight Tom and Mary's top 3 goals; personally, financially, and in their business.
- Mary tells you she wants to sell the business but Tom wants to continue to grow. How would you handle this discussion?
- Tom and Mary share they just recently had a valuation done for their estate plan. Why is another valuation important for the success of their exit plan?



PARTNERS

This section includes templates submitted by Exit Planning Institute Partners. Carefully selected, these meeting templates aim to deliver intellectually stimulating content and introduce participants to novel innovations and technologies within the exit planning space. Attendees will not only access insightful materials that broaden their outlook but also extend their network by connecting with valuable partners.

DIVING INTO VARIOUS PRIVATE EQUITY RECAPITALIZATIONS

Topic Summary: Many business owners think of only two options as it relates to their involvement with their company and exit planning: they can run it or they can sell it. In reality, there is a middle ground...and then some – an option that allows them to retain significant ownership in their business (majority OR minority ownership), continue setting its direction, cutting their key managers into ownership positions, all while diversifying their assets to provide greater financial security for their family. It is called a recapitalization transaction and, once educated on its benefits, many owners see it as a pathway for growing their business, preparing for their or their partners' retirement, gifting ownership to key managers or other family members, and reducing their risk along the way.

In this conversation, you'll learn how private equity firms partner with owners to achieve their ultimate exit strategy through a recapitalization transaction. The two words "private equity" have mixed reviews in the eyes of many business owners. We'll discuss some "war stories" and success stories to give an overview of why certain outcomes can occur in private equity and how you can be best equipped to engage in a fruitful partnership with a private equity firm. We'll use a case study to identify the types of situations where a recapitalization would be applicable and the benefits of this exit strategy.

- Case Study Video: Federal Resources
- Case Study Video: ElectriCom
- Case Study Video: D&H United

Learning Objectives:

- Understanding of private equity and how private equity groups work with companies.
- Learn the mechanics of a recapitalization transaction, its benefits, and the various ways a company can be recapitalized by a private equity firm.
- Identify when an owner / company is a candidate for a recapitalization.
- Understand when and how to introduce the concept to an owner / company management.

Speaker Information



Name(s): Kyle Madden

Company & Title(s): Partner, KLH CAPITAL

Speaker Bio(s): Kyle is a Partner with KLH Capital, is a member of the firm's Investment Committee, and serves on the board of directors for BMI Merchandise (a KLH portfolio company). He is primarily responsible for identifying investment opportunities, including initial financial, operating, and competitive analysis of businesses. An active member of the M&A industry, Kyle has served on the board of directors of the M&A Source, was the Chairman of the Allegiance of Merger & Acquisition Advisors (AM&AA) and is asked to speak regularly at industry-related

Kyle is a native of Amherst, New Hampshire. He enjoys fly fishing, boating, snow skiing, and spending time with his wife, Christine, and son and daughter, Grant, and Grayson.

Booking Information

Speaker Fees: No speaker fee.

Book Speaker: To book Kyle, email Kyle at Kyle@klhcapital.com or (813) 397-1281.

Template Submission: Navigate to the Chapter Leadership Tools folder in the EPI Member Center. Once in the folder, click on the 2023 Chapter Curriculum subfolder. Scroll to find the template for this meeting and click the download button. Once downloaded, fill out the template with your meeting information and submit through the form in Chapter Event Submission subfolder.

EXECUTIVE COMPENSATION: THE ASPECT OF BUSINESS THAT YOU CANNOT AFFORD TO MISS

Topic Summary: This presentation will provide an overview of the different aspects of compensation, an understanding of various long-term incentive plan strategies (such as performance stock units, restricted stock units, synthetic equity plans, stock options, etc.) and a roadmap on how to make the right choice when it comes to compensation plan(s) for your business and/or your client's business(es).

Learning Objectives:

- Understanding the various components of compensation (base pay, short and long-term incentives, real and/or synthetic equity, etc.).
- Identify different strategies pertaining to long-term incentive plans, why they are less common, but equally as important within privately held vs. public companies, and addressing the concerns of business owners when considering equity compensation.
- Define best practices when it comes to executive compensation and how to decide which strategy is right for your business and/or your client's business(es).
- How to utilize compensation as a hiring, performance, and retention tool.

Speaker Information



Name(s): Joe Liggett

Company & Title(s): Partner, WealthPoint

Speaker Bio(s): Joe's experience has been gained throughout his career as a turn-around expert for multiple large operating companies within multiple industries (including helicopter manufacturing, branding, retail, publishing, real-estate, parking, and more). This has shaped his approach in guiding business owners in nearly every aspect of their business(es). Prior to his role as an Executive Compensation consultant within WealthPoint's Business Advisory Services group, Joe's work focused solely on large privately held businesses, the majority of which have been family owned and operated.

Currently, Joe runs the Executive Compensation practice at WealthPoint, which provides critical guidance to both privately held businesses and boards of publicly traded companies.

The majority of Joe's free time is spent at his home in Boulder, Colorado with his wife, Marie, and his two young boys, Brixton and Maddix. His passions include tennis, snowboarding, classic cars, and mentoring young professionals as they navigate the challenges within their career.

Booking Information

Speaker Fees: Speaker fee is to be determined on a case-by-case basis.

Book Speaker: To book Joe, please contact Joe at joe@wealthpoint.net or (970) 988-8077.

Template Submission: Navigate to the Chapter Leadership Tools folder in the EPI Member Center. Once in the folder, click on the 2023 Chapter Curriculum subfolder. Scroll to find the template for this meeting and click the download button. Once downloaded, fill out the template with your meeting information and submit through the form in Chapter Event Submission subfolder.

INVESTING IN COMMERCIAL REAL ESTATE

Topic Summary: CBRE offers customized commercial real estate investment sales and acquisition services. Our industry leading market intelligence provides unmatched exposure to opportunities across the country. We assist clients to strategically position their real estate for sale. Once the property is sold, our team of experts provides a turnkey 1031 exchange acquisition service.

Learning Objectives:

- How to position commercial real estate assets for sale to maximize value.
- 1031 exchange process and best practices.
- Commercial real estate asset classes and returns.
- Best geographical locations to invest.
- Where we are seeing opportunities in the market.

Speaker Information



Name(s): Gary Stache | Chris Martin

Company & Title(s): Vice Chairman, CBRE | Senior Vice President, CBRE

Speaker Bio(s): **Gary P. Stache:** Gary is Vice Chairman with CBRE Capital Markets, Investment Properties, based in Newport Beach, California. Gary has been specializing in investment sales with CBRE for over 40 years. He heads the Investment Properties – California/Arizona/Nevada team, which is a 36-person team plus a 6-person financial underwriting team.

Gary and his team bring a broad base of marketing and investment expertise to an engagement. Gary also leads the Buyer Advisory Services which represents 1031 Exchange buyers in locating upleg exchange properties, whether it be office, medical office, retail, apartments or industrial, anywhere throughout the country. Learn more about Gary [here](#).

Chris Martin: Chris is a Vice President with CBRE Capital Markets, Investment Properties, based in Newport Beach, California. As a member of the Investment Properties—CA/AZ/NV team, he specializes in the sale of office, medical office, and industrial properties throughout Southern California. The team is widely considered to be one of the premier investment sales brokerage teams in the Pacific Western United States. Chris focuses on providing disposition, acquisition, joint venture, recapitalization and advisory services on behalf of institutional clients, high net worth owners and foreign investors.

Chris began his career with CBRE in 2014 with a specialization in MultiMarket Corporate Real Estate Advisory Services on behalf of office & industrial tenants. He conducted transactions for organizations with diverse and complex real estate portfolios by providing leasing & site acquisition advisory services. Prior to joining CBRE, Chris attended the University of Arizona where he graduated with a degree in Finance from the Eller School of management.

Booking Information

Speaker Fees: No speaker fee.

Book Speaker: To book Gary & Chris, contact Chris at (949) 725-8439 or Christopher.R.Martin@CBRE.com.

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THE FIVE CONVERSATIONS THAT DRIVE BUSINESS SUCCESSION PLANNING

Topic Summary: Just as there are many types of advisors (from multiple disciplines) that help business owners with different parts of the business succession process, there are also many ways to engage owners in the conversation. Depending on the owners current “pain” and state of mind, they may be more driven by the prospect of reducing taxes, increasing the value of the business, or resolving an internal conflict. Join Joe and Shelley for this dynamic conversation about how to take owners as they come, identify their true issues, and then engage for the conversation that will drive the entire planning opportunity for you and your collaborative team.

Learning Objectives:

- Help owners gain more clarity and identify their true problem.
- Engage for the part of business succession you want to do and partner in the rest.
- Explain “The Missing Math” owners need to hear.

Speaker Information



Name(s): Joe Strazzeri | Shelley Lightfoot

Company & Title(s): Counselor & Attorney, Strazzeri Mancini LLP | Chief Operations Officer, SC Institute

Speaker Bio(s): Joe Strazzeri: Joe Strazzeri, Esq. is a Counselor and Attorney for Successful Families and Business Owners; Educator for Wealth Advisors; Speaker and Author.

As a former general contractor, land developer, and business owner, Joe combines these skills along with more than 20 years of experience as an attorney to counsel families and business owners.

Shelley Lightfoot: Shelley Lightfoot is a life-long financial and legal services professional, providing a unique combination of experience, passion, and creativity for her objective of helping wealth advisors attract and engage clients through collaborative efforts with other advisors.

Through 3 unique brands and with their partners, Joe and Shelley educate wealth advisors, assist business owners to find “what’s next,” counsel families towards alignment, as well as protect families and their assets.

The Southern California Institute is a Thought Leader Community providing resources, education, and advice via collaborative think tanks, events, programs, online content, and introductions.

Strazzeri Mancini LLP helps affluent families get to the heart of highly relevant matters and resolve messes in the areas of integrated tax and estate planning, business succession, and family governance counseling.

The Founders Group leads business owners through all phases of transition where increased clarity, net cash flow, and market value

Booking Information

Speaker Fees: No speaker fee. Travel stipend may be needed depending on location and ability to combine with other business.

Book Speaker: To book Joe and Shelley, email Shelley at sl@scinstitute.org.

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CHOOSING YOUR FORK IN THE ROAD

Topic Summary: We all have processes in our practice (whether documented or not) to engage our favorite client and get the work done. However, at what step in your process do you stop and determine if you are going to do the work yourself or if you need to call your favorite collaborative partner(s)? What things should you consider about your firm that may be limiting continued growth and expansion - and can those obstacles be overcome with your in-house talent and resources? Does partnering have the potential to get you farther, faster, or is it more risk than reward? If you were to partner with outside resources, what do you stand to lose or gain? In this session, Joe and Shelley will share a way to assess your practice and determine whether partnering with fellow advisors offers a solution to these quandaries – and if so, how do you develop the “Fork in the Road” in your process to do so?

Learning Objectives:

- How to make sure you have a “referable” practice by developing your practice experience.
- Assess your practice to Elevate You’re a-Game.
- Understand the difference between advice, engagement, and partnering when counseling.
- Identify the “Fork in the Road” for your practice.

Speaker Information



Name(s): Joe Strazzeri | Shelley Lightfoot

Company & Title(s): Counselor & Attorney, Strazzeri Mancini LLP | Chief Operations Officer, SC Institute

Speaker Bio(s): **Joe Strazzeri:** Joe Strazzeri, Esq. is a Counselor and Attorney for Successful Families and Business Owners; Educator for Wealth Advisors; Speaker and Author.

As a former general contractor, land developer, and business owner, Joe combines these skills along with more than 20 years of experience as an attorney to counsel families and business owners.

Shelley Lightfoot: Shelley Lightfoot is a life-long financial and legal services professional, providing a unique combination of experience, passion, and creativity for her objective of helping wealth advisors attract and engage clients through collaborative efforts with other advisors.

Through 3 unique brands and with their partners, Joe and Shelley educate wealth advisors, assist business owners to find “what’s next,” counsel families towards alignment, as well as protect families and their assets.

The Southern California Institute is a Thought Leader Community providing resources, education, and advice via collaborative think tanks, events, programs, online content, and introductions.

Strazzeri Mancini LLP helps affluent families get to the heart of highly relevant matters and resolve messes in the areas of integrated tax and estate planning, business succession, and family governance counseling.

The Founders Group leads business owners through all phases of transition where increased clarity, net cash flow, and market value expands and solidifies choices for business transition: if, when, how, how much, and to whom.

Booking Information

Speaker Fees: No speaker fee. Travel stipend may be needed depending on location and ability to combine with other business.

Book Speaker: To book Joe and Shelley, email Shelley at sl@scinstitute.org.

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FOCUSCFO EMBEDDED VALUE ACCELERATION PROCESS

Topic Summary:

- Baseline Business Assessment [Triggering Event]
- Learn Strategic Plan - incorporating findings from Business Assessment
- Strategy Implementation & De-risking

Learning Objectives:

- Business Assessment Overview.
- Lean Strategic Plan Elements.
- Common Gaps.
- Strategy Execution Model.

Speaker Information



Name: Darren Cherry | Michael Stier

Company & Title: Area President, FocusCFO | Area President, FocusCFO

Speaker Bio: Darren Cherry: Darren is a hands-on industry-leading exit advisor, C-level executive, and entrepreneur with a 35+ year track record of growing, scaling, buying, and selling businesses. He uses his deep experience to help owners visualize their business from the eyes of a buyer so they can transform and grow their value. In the past decade, he has helped entrepreneurs put an additional \$50 million in their pockets.

Michael Stier: Michael is a hands-on C-level executive and entrepreneur with a 35+ year track record of growing companies to scalable and profitable stages, with an industry focus at the intersection of technology and financial services (banking, wealth & asset management). He brings a broad base of expertise across functional areas to guide partners in strategy, entrepreneurship, financial management, M&A, operations / processes / KPIs, data intensive services, and business development.

Booking Information

Speaker Fees: There is no fee for virtual or local events; in-person & non-local is to be determined, plus a 10% admin fee.

Book Speaker: To book Darren and Michael, contact Darren at d.cherry@focuscfo.com or (740) 816-0556 or Michael Stier at m.stier@focuscfo.com or (704) 904-4145.

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TOPICAL

This section includes topical meeting templates from accomplished industry experts. These meeting topics are purposefully designed to cover a wide spectrum of relevant and hot topics within the exit planning space.

DESIGNING ANNUAL INCENTIVE PLANS THAT SUPPORT LONG-TERM VALUE CREATION

Topic Summary: Entrepreneurial leaders are often frustrated that their annual incentive plans have become entitlement programs that don't change employee behavior and don't drive incremental long-term value to the business. In our ProfitWorks presentation we will discuss our process to create a simple, self-funded, and supported incentive plan that will solve this frustration and help further engage your employees to reach their full, untapped potential.

Learning Objectives:

- Understand the philosophy and science behind using an incentive plan as an important tension tool to drive performance in your organization.
- Learn how to design an incentive plan that is simple to explain, understand, and administer, and that is self-funded.
- Learn tools to help link work activities more strongly to the incentive plan and overall business performance.

Speaker Information



Name(s): Alex Freytag | Peter Keim

Company & Title(s): Founder & Visionary, ProfitWorks | Integrator, ProfitWorks

Speaker Bio(s): Alex Freytag: As an Expert EOS® Implementer, and co-founder of ProfitWorks, Alex is dedicated to unleashing the potential of client organizations by providing the training and tools required to develop a workforce of "ownership thinkers," employees who become active participants in their company's financial success. In 2020, he dedicated time to document his experience by writing the books Profit Works and Vision Works, as well as producing a business literacy video training program.

Peter Keim: Peter brings over 25 years of a unique blend of strategy consulting skills and in-the-trenches operating experience leading multi-functional teams. Prior to joining ProfitWorks, Peter previously served as COO for a small beverage brand, and as General Manager for two large CPG companies. His passion is driving for clarity, aligning cross functional organizational priorities, and creating measurable goals to drive success.

Booking Information

Speaker Fees: Fee to be discussed based on location and length of presentation/workshop desired.

Book Speaker: To book Alex and Peter, email Peter at peter@profitworks.com.

Template Submission: Navigate to the Chapter Leadership Tools folder in the EPI Member Center. Once in the folder, click on the 2023 Chapter Curriculum subfolder. Scroll to find the template for this meeting and click the download button. Once downloaded, fill out the template with your meeting information and submit through the form in Chapter Event Submission subfolder.

BUSINESS CONTINUITY: WHAT'S THE BACK-UP PLAN?

Topic Summary: As a business owner or advisor to a business owner, you strategize the company's value creation, growth plans, even its eventual transition. But what happens if a "triggering event" forces ownership transition prematurely, i.e., disability, death, divorce, disagreement. What are the vital issues that need to be addressed including stock transfer, loss of financial resources/talent, loss of key employees and customers, operational management, among others? Do these issues differ between sole owned and multiple owned businesses? Outdated or insufficient business continuity solutions will not offer owners the security they desire – which could put their entire operation at risk.

Learning Objectives:

- Discover the importance of a Buy Sell Agreement and "must have" provisions.
- Increase value by decreasing the company's reliance on the owner for operations.
- Understand unique planning characteristics of a "sole owner" scenario.
- Funding alternatives for Death and Disability and significant tax implication of design/structure

Speaker Information



Name(s): Dyanne Ross-Hanson, CLU, ChFC, CFP, CEPA

Company & Title(s): President/Founder, Exit Planning Strategies, LLC

Speaker Bio(s): Helping business owners (*industry generic*) to develop *written, intentional* ownership transition plans. Dyanne directs an inter-disciplinary process for owners and their Advisory Team to explore planning options, map realistic exit strategies and develop an Action Checklist to accomplish the owner's objectives.

She is a published author in *Star Tribune*, *Upsize Magazine*, *Minneapolis St. Paul Business Journal*, *CFMA Building Profits*, *INC. Magazine*, and other media.

Booking Information

Speaker Fees: Travel expenses including transportation, lodging, and meals as appropriate. Speaker honorarium of \$500.

Book Speaker: To book Dyanne, email Dyanne at drh@exitplanstrategies.com or (651) 426-0848.

Template Submission: Navigate to the Chapter Leadership Tools folder in the EPI Member Center. Once in the folder, click on the 2023 Chapter Curriculum subfolder. Scroll to find the template for this meeting and click the download button. Once downloaded, fill out the template with your meeting information and submit through the form in Chapter Event Submission subfolder.

FAMILY TRANSITIONS: A RECIPE FOR SUCCESS

Topic Summary: Why do so many family ownership transitions fail? What unique issues/techniques are necessary to minimize taxes, obtain fair market value and treat everyone equally? Without proper planning, Family transitions are typically a “recipe for disaster.” Learn ways to avoid common mistakes and live to talk about them!

Learning Objectives:

- Identify the 3 Levels of Family Business Transitions.
- Understand the importance of tax minimization/valuation discounts when structuring a transition to family members.
- Learn why “Equal” is rarely “Fair” in family ownership transitions.

Speaker Information



Name(s): Dyanne Ross-Hanson, CLU, ChFC, CFP, CEPA

Company & Title(s): President/Founder, Exit Planning Strategies, LLC

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Book Speaker: To book Dyanne, email Dyanne at drh@exitplanstrategies.com or (651) 426-0848.

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KEY EMPLOYEE INCENTIVE/RETENTION PLANS: THE ULTIMATE VALUE DRIVER

Topic Summary: Key employees are an essential ingredient to any successful business. They are also known within their industries and are often the subject of competitor recruiting efforts. How do owners encourage high-caliber talent to stay the course and gain “ownership mentality” in their decision making? Learn the “how and why” of Key Employee Incentive/Retention Plans and how owners use them to effectively recruit, motivate and retain their key talent.

Learning Objectives:

- Review Industry Trends in the Selective Benefit Arena.
- Learn the Types of Incentive/Retention Plans Available.
- Understand “Must Have” Design Variables.
- Recognize Cash vs. Stock Based - Planning Characteristics.
- Recognize How Key Employee Incentive/Retention Plans integrate with Ownership Transition Planning?

Speaker Information



Name(s): Dyanne Ross-Hanson, CLU, ChFC, CFP, CEPA

Company & Title(s): President/Founder, Exit Planning Strategies, LLC

Speaker Bio(s): Helping business owners (*industry generic*) to develop *written, intentional* ownership transition plans. Dyanne directs an inter-disciplinary process for owners and their Advisory Team to explore planning options, map realistic exit strategies and develop an Action Checklist to accomplish the owner's objectives.

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Speaker Fees: Travel expenses including transportation, lodging, and meals as appropriate. Speaker honorarium of \$500.

Book Speaker: To book Dyanne, email Dyanne at drh@exitplanstrategies.com or (651) 426-0848.

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EMPOWERING CONVERSATIONS WITH BUSINESS OWNERS

Topic Summary: Educating the business owner is critical in triggering owner action and putting them on the path to active exit planning in their business and incorporating the financial and personal aspects into this strategy. Rather than sell the owner, we educate through intriguing and empowering the owner by utilizing different conversational elements and tools that allow them to better understand their business and how their personal and financial aspects fit into this overall plan.

Learning Objectives:

- Understand intriguing and empowering behaviors
- Understand proper conversation starters
- Understand the key concepts to utilize in conversation with owners

Speaker Information



Name: Scott Snider

Company & Title: President, Exit Planning Institute

Speaker Bio: Scott Snider is President of the Exit Planning Institute (EPI) and the Operating Partner of Snider Premier Growth, a small family investment company. Scott is a nationally recognized industry leader, growth specialist, and lifetime entrepreneur. He launched his first business at the age of 17. At 24, he sold to a strategic buyer (his first “exit”) and joined his father’s, Chris Snider, private exit planning and M&A firm Aspire Management. At the time, the firm was looking to dominate Northeast Ohio’s exit planning space.

With their passion for business strategy and serving owners and advisors alike, Scott and his father Chris purchased the Exit Planning Institute (EPI), introduced the Value Acceleration Methodology, wrote an award-winning book called *Walking to Destiny*, and effectively increased the business size by 10x.

As an exited business owner himself, Scott’s passion is helping business owners create significant companies while aligning their personal financial plans and helping the owner find and tap their personal purpose. He and his EPI team achieve this through educating professional advisors who surround the business owner during this journey. Creating not only significant companies but significant teams and outcomes.

Outside of business, Scott is active inside of the Northeast Ohio community. He serves on the various boards including America SCORES Cleveland and the Entrepreneurship & Innovation Program at St. Edward High School. Scott is a former professional indoor soccer player and team owner in the Major Arena Soccer League (MASL).

Booking Information

Speaker Fees: No speaker or travel fees.

Book Speaker: To book Scott, email Jenna Meredith at jmeredith@exit-planning-institute.com.

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CURRENT MARKET STATUS

Topic Summary: Join EPI President, Scott Snider as he shares the state of the exit planning market, M&A considerations, and provides your community of Certified Exit Planning Advisors with research that will positively impact your practice. As CEPAs and advisors who work closely with business owners, you must understand an owner's readiness to exit their business. What motivates an owner to exit their business? And how can you as their advisor be their most trusted ally during their exit planning process?

Learning Objectives:

- Understand the current state of the exit planning market
- Share opportunities to grow your practice
- Dissect recent owner research

Speaker Information



Name: Scott Snider

Company & Title: President, Exit Planning Institute

Speaker Bio: Scott Snider is President of the Exit Planning Institute (EPI) and the Operating Partner of Snider Premier Growth, a small family investment company. Scott is a nationally recognized industry leader, growth specialist, and lifetime entrepreneur. He launched his first business at the age of 17. At 24, he sold to a strategic buyer (his first "exit") and joined his father's, Chris Snider, private exit planning and M&A firm Aspire Management. At the time, the firm was looking to dominate Northeast Ohio's exit planning space.

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Booking Information

Speaker Fees: No speaker or travel fees.

Book Speaker: To book Scott, email Jenna Meredith at jmeredith@exit-planning-institute.com.

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HOW ALTERNATIVE INVESTMENTS CAN HELP AN OWNER AFTER THE SALE OF A BUSINESS

Topic Summary: Many business owners don't "trust the stock market", yet they need to invest the proceeds from their business sales to ensure their financial security, family legacy, and to accomplish their life goals. While stocks and bonds should have a place in a properly diversified portfolio, they aren't the only asset classes an owner should consider as part of a truly well-balanced portfolio. Other options like commodities, real estate, asset backed loans, private equity, etc, offer unique risk/reward characteristics that owners should be aware of.

Learning Objectives:

- What are alternative investments?
- Learn the role niche alternative investments can play to enhance income/reduce risk in an owner's investment portfolio.
- How illiquid investments can work to an owner's advantage if structured properly.

Speaker Information



Name(s): Joe Seetoo, CFA, CFP, CEPA

Company & Title(s): Senior Vice President & Wealth Advisor, Morton Wealth

Speaker Bio(s): Mr. Seetoo is a Partner & Sr VP. with 23 years of experience in providing wealth management for affluent business owners and high net worth families. Prior to joining Morton Capital Management in August 2007, he served as the Director of Investment Research for Georgina Asset Management, LLC, an SEC Registered Investment Advisor located in Santa Monica, CA from September 2003 until July 2007 and as the Director of Operations from May 2000 until September 2003. Mr. Seetoo began his investment career with Sanford C. Bernstein & Co., Inc. in 1998. Mr. Seetoo is a Chartered Financial Analyst, a member of the CFA Institute and the Los

Angeles Society of Financial Analysts. Additionally, Mr. Seetoo is a Certified Exit Planning Advisor, Certified Financial Planner® and a member ProvisorsTM. Mr. Seetoo is President of the Conejo Valley chapter of the Exit Planning Institute.

Mr. Seetoo earned his Black Belt Degree in Krav Maga and was an instructor for nearly a decade. He successfully completed SealFit Kokoro Camp 37 in June 2015.

He has served a number of philanthropic organizations including Boys & Girls Clubs of Greater Conejo Valley, Water Buffalo Club, Project ECHO & the Dubinoff School for Child Development.

He received his Bachelors degrees in Economics and International Relations from Randolph-Macon College in Ashland, Virginia.

Mr. Seetoo is married, has 2 daughters and resides in Westlake Village, CA.

Booking Information

Speaker Fees: To be determined; dependent on if in-person or virtual.

Book Speaker: To book Joe, email him at jseetoo@mortonwealth.com or (818) 591-6219.

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IF YOU DON'T HAVE THE 'RIGHT TALENT' ...YOU ARE SCREWED !

Topic Summary: Talent. Why is it so important and crucial? When Talent is known, understood, and used properly, it enhances the Human Condition and Performance. The Human Condition is compromised when we don't know how a person thinks, how a person feels and how they act. Talent is the pre-wired condition we have at birth. Dr. Russell has created an instrument (Winning Profile) that can not only measure a person's Talents but also has a Coaching process that teaches everyone how to implement it! Winning Profile is the only assessment tool that uses 3 different assessments that are triangulated to show a three-dimensional psychological outline of an individual or team. If you can't measure qualitatively and quantitatively what you are doing you can't manage it. The Winning Profile Performance Process will change the P&L statement.

Learning Objectives:

- What really is TALENT?
- Why are we making so many mistakes? We have been looking in from the wrong end of the telescope.
- Where does neurology fit into the discussion?
- If we can't measure it, we can't manage it!!! Good news is that now we can!
- Is it possible to change a person's behavior? The answer is NO! But we do know now how to rearrange a person's talent themes so that a change in one's performance does occur.

Speaker Information



Name(s): Dr. Gary F. Russell

Company & Title(s): Founder and Chief Talent Strategist, Winning Profile

Speaker Bio(s): The most important is my wife Nanci and our 4 children + 8 grandchildren. I have developed Play 60 with Bill Walsh for the NFL. I am an owner and developer of NASC Sports, the largest grass roots program for over 300,000 children yearly. Some clients of ours include Sport: NFL, MLS, Golden Bear – Jack Nicklaus, British Olympics, Boy Scouts of America, British Olympic Association. I created Winning Profile, the only 3-dimensional triangulated instrument to measure talent. Winning Profile has conducted business in corporate vehicles such as finance, retail,

trucking and aviation, medicine, and education.

Booking Information

Speaker Fees: Fee of \$2,500 per day plus expenses.

Book Speaker: To book Gary, email Gary at gary.russell@winningprofile.com or (860) 389-8383.

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THE WHAT, WHY AND HOW OF EXIT PLANNING

Topic Summary: The What, Why and How of Exit Planning presentation highlights the proactive process of preparing for the exit of privately held businesses. It emphasizes the importance of addressing personal, financial, and business needs to confidently exit on desired terms. Early planning is stressed due to a significant portion of owners' net worth being tied to their businesses. Building a professional team of advisors is recommended to guide owners throughout the process. The presentation covers understanding business valuation, developing exit strategies, and considering various exit options.

Learning Objectives:

- Understand the concept of exit planning and its proactive approach in preparing for the successful exit of privately held businesses.
- Identify the key components involved in a comprehensive exit strategy, including addressing personal, financial, and business needs, as well as preparing a successor and addressing legal and tax considerations.
- Recognize the advantages of starting the exit planning process early, considering the significant portion of business owners' net worth often tied up in their businesses.
- Learn the importance of building a professional team of advisors, including financial advisors, tax professionals, legal experts, commercial bankers, and business valuation specialists, to guide business owners throughout the planning, execution, and post-sale stages.
- Explore the factors to consider when evaluating the value of a business, as well as the various exit options available, such as internal and external transfers or liquidation, to make informed decisions about the best approach for a successful exit

Speaker Information



Name(s): George Stefanou, CFP®, CEPA®

Company & Title(s): Financial Advisor, Edward Jones

Speaker Bio(s): George Stefanou is an industry veteran advisor with well over a decade of experience working with business owners and collaborating with professionals of many backgrounds in the exit planning process. He is the Exit Planning Institute of Orlando's chapter founder and president and is both a CERTIFIED FINANCIAL PLANNER™ and Certified Exit Planning Advisor™ professional.

Booking Information

Speaker Fees: No speaking fee, however some travel reimbursement may be requested if need be depending on length and distance of travel.

Book Speaker: To book George, email George at george.stefanou@edwardjones.com or (407) 249-8307.

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STRATEGIC PLANNING DRIVES VALUE IN YOUR ADVISORY PRACTICE

Topic Summary: This topic will cover the basics of strategic planning and how advisors can implement this in their own practices to drive greater growth and success. Knowing the process and using it yourself makes you a better advisor to your clients, who may not have their own strategic plan, but would benefit in understanding how having and implementing one drives growth and improvement for better positioning.

Learning Objectives:

- It starts with a SWOT.
- Your Core Values.
- Setting short and long term goals for growth and improvement.
- Determining KPI's that monitor your progress.

Speaker Information



Name(s): Julie Keyes, CEPA

Company & Title(s): Exit Planning Consultant, Speaker & Instructor, KeyStrategies, LLC

Speaker Bio(s): Julie Keyes is a Certified Exit Planning Advisor (CEPA) the founder of KeyStrategies, LLC in Minneapolis, MN specializing in exit and transition consulting. Julie has been an entrepreneur most of her life. As the founder and operator of several companies, she understands the responsibilities of ownership and the struggles that come with being an owner.

She works with business owners who seek to understand and maximize their exit and critical

Leadership Council, and recipient of EPI's "Thought Leader of Year" in 2017 and 2022, and nominated for "Exit Planner of the Year" in 2023.

Her speaking engagements for various professional organizations include IEC, NAIFA, WIFS, FPA, NAWBO, Merrill, UBS, LIMRA, IBBA, Lincoln Financial Services, LeClair Group, Principal Financial Group and Frost Bank

In 2021, Julie released the 2nd Edition of "Poised for Exit" a book which helps owners of privately held companies navigate the process of business exit. Her weekly podcast, also called "Poised for Exit", provides content relevant to business owners and advisors alike, and can be found on all major podcast platforms.

She also produced a self-paced, online course specifically to educate business owners on the process of Exit Planning called "Business Transition Readiness: An Owner's Guide to the Process".

On a personal note, Julie and her husband Shaun have 8 children and 10 grandchildren, and spends as much time with them as she can. She's also active in her parish and in the business community.

Booking Information

Speaker Fees: Fees include \$500 speaking fee plus travel expenses, if any.

Book Speaker: To book Julie, email Julie at julie@keystategies.com or (763) 350-5563.

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BUSINESS VALUE ACCELERATION METHODOLOGIES

Topic Summary: In this session, Justin will bring the audience along for a deep dive into how they can walk business owners through the process of value acceleration. This will detail several tools an advisor can use to guide a business owner in increasing the sellable value of their business and areas to focus on. Justin will cover frustrations that business owners face and how value acceleration is a tool to elevate those difficulties. After this session, advisors will be better equipped to work with business owners on increasing the intrinsic value of their business.

Learning Objectives:

- Identify the 8 key areas of business.
- Showcase tools to use with clients to explain value acceleration.
- Explain the frustrations business owners face and how to potentially elevate them throughout the process of working together.

Speaker Information



Name(s): Justin Goodbread, CFP®, CEPA, CVGA

Company & Title(s): President, WealthSource Partners

Speaker Bio(s): Justin Goodbread, CFP®, CEPA, CVGA, and President of WealthSource, is a nationally recognized financial planner, educator, wealth manager, and speaker. With more than 25 years of experience starting, buying, owning, and selling businesses, he has become a five-time recipient of the Investopedia Top 100 Advisor award and the 2022 Peter Christman Exit Planner of the Year.

he teaches how business owners can create long-term value and accelerate growth in their company so it can be sold for top dollar when the owner is ready to retire. His second book, *Your Baby's Ugly: Maximize the Value of Your Business or You Will Have Nothing to Sell. (A Financially Simple Guide)* was listed on the USA Today Bestseller list.

Learn more about Justin at <https://financiallysimple.com/>

Booking Information

Speaker Fees: Speaking fees include \$5,000 plus travel accommodations based on market price.

Book Speaker: To book Justin, please contact April Cooper at acooper@wealthsource.com or (865) 868-4909.

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THE POWER OF LEVERAGING FRACTIONAL C-SUITE EXECUTIVES AND SERVICES

Topic Summary: The influence of the current economy, workforce, and other factors continue to have a significant impact on small and lower middle market businesses. And with increasingly stringent due diligence, business owners and investors need to enhance and support performance throughout the business lifespan to enable the best possible growth and valuation. Fractional executives and services can deliver rapid and strategic Best Practice performance and be tailored as business needs evolve.

Learning Objectives:

- Organizational composition considerations in today's workforce.
- Some examples of fractional executive and advisor resource models.
- Insights into the financial benefits of using a comprehensive fractional executive model.
- Discussion on how fractional executives strengthen exit planning strategy and results.

Speaker Information



Name(s): Michael L. Wissman

Company & Title(s): President, fraXtion, LLC

Speaker Bio(s): Michael is a fractional executive and advisor for private and public small to lower middle market businesses (SMBs) and Start-ups. Focused on accelerating value growth and due diligence, his perspective brings experience as a COO and Board Advisor for Start-Ups and corporate leadership in R&D, Engineering, Product Development, and Product Management. His Industry experience includes aerospace, biotechnology, chemicals, consumer electronics, DoD, medical device, semiconductor process equipment, and water technology.

Booking Information

Speaker Fees: Fee includes a \$750 speaker's fee plus travel expenses (variable based on location).

Book Speaker: To book Michael, please contact Michael at michael.wissman@fraxtionsmb.com or (937) 321-1615.

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CAN I BORROW YOUR CAR?: HOW TO PREDICT REFERRALS AND ENJOY GROWING YOUR ADVISORY BUSINESS

Topic Summary: Referrals are marketing and just like traditional marketing there are rules. The advantage of being 'by referral' is that you not only can grow your business, but you also get growth in personal development and scaling skill acquisition in the most important area of all: productive conversations that deliver consistent opportunities. This workshop will have participants learning a referral system, identifying current opportunities within their existing network and scheduling activities that will drive enjoyable sales opportunities

Learning Objectives:

- Overview of the CIBYC referral system.
- Identification of immediate referral opportunities and scheduling activities to capture them.
- Significant Q&A time to discuss specific challenges/opportunities from the audience.

Speaker Information



Name(s): Mike Garrison

Company & Title(s): Founder, Can I Borrow Your Car

Speaker Bio(s): Mike Garrison, when not fly fishing or dreaming about his next time on the water, has worked for 20+ years with financial advisors and small business owners across the globe helping them to both grow their business and enjoy their lives through the power of a complete referral system that you can predict.

the co-author of the New York Times, Wall Street Journal, Amazon.com and USA Today bestseller: *Truth or Delusion: Busting Networking's Biggest Myths*.

Mike is also a contributing author to the number one bestseller *Masters of Success*. Relationships are everything to Mike, both personally and professionally. He has spent the entirety of his career helping leaders and producers grow their businesses...and transform their lives and the lives of those that depend upon them. He believes, without any hesitation, that we are all designed to accomplish so much more than we realize and is committed to helping people that are dedicated to being intentional about their unique expression of what it means to be human.

Booking Information

Speaker Fees: Speaker fee is negotiable, but at a minimum travel cost via personal car or airplane.

Book Speaker: To book Mike, contact Mike at mike@caniborrowyourcar.com or (540) 314-5665.

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ACCELERATING VALUE BY UNDERSTANDING AND UTILIZING INTELLECTUAL PROPERTY

Topic Summary: Intellectual property (IP) assets can confer a competitive edge against rival enterprises by transforming their unique selling proposition into a proprietary advantage. Surprisingly, a significant number of companies have inadequately safeguarded their valuable IP or left it entirely unprotected. Recognizing opportunities for IP within clients' businesses can yield quick and easy wins during value acceleration, while also positioning a business as a frontrunner in its field to achieve the most favorable valuation multiples.

Learning Objectives:

- Understanding the value gap of undeveloped and unprotected IP.
- Identifying what can be protected and understanding the steps to establish IP assets.
- Recognizing critical timing – when to protect, and when it is too late.
- Knowing when to add an IP expert when empaneling your value acceleration team.
- Aligning a company's goals and growth plans with its IP assets to maximize their impact on business valuation to build a “best-in-class” IP portfolio that supports the highest industry multiples.

Speaker Information



Name(s): Rich Goldstein

Company & Title(s): Registered Patent Attorney, CEPA, Founder of Goldstein Patent Law

Speaker Bio(s): Rich Goldstein works with business owners to help them increase the exit valuation of their businesses, by developing portfolios of patents and trademarks that protect their unique products and brands.

Over the past 30 years he has obtained more than 2,000 patents for his clients.

Rich is the Author of the ABA Consumer Guide to Obtaining a Patent, published by the American Bar Association, and is host of the “Innovations and Breakthroughs” podcast.

Booking Information

Speaker Fees: No speaker fee. Travel costs to be discussed based on ability to align with other business travel.

Book Speaker: To book Rich, contact Rich at goldstein@goldsteipc.com or (212) 656-9100.

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LEVERAGING YOUR CEPA: INNOVATIONS FOR RAPID REVENUE ACCELERATION

Topic Summary: The Certified Exit Planning Advisor (CEPA) credential is more than just a professional achievement; it's a catalyst for rapid revenue acceleration. But how can you fully leverage it? The answer lies in strategic positioning and differentiation in the marketplace. In this insightful session with Susan Danzig, an EPI Educational Partner, we delve into the nuances of monetizing your CEPA credential. We'll explore how to attract your ideal prospects, convert them into loyal clients, and integrate the CEPA credential into your existing business model seamlessly. This discussion will unveil the proven strategies employed by top-performing professionals to distinguish themselves and skyrocket their business growth. Whether you're newly credentialed or a seasoned CEPA, this session will empower you with innovative, practical techniques for rapid revenue acceleration, placing you at the forefront of the competitive financial advisory landscape. Uncover the power of your CEPA and turn it into a game-changing asset.

Learning Objectives:

- How to leverage your CEPA Credential to attract and engage ideal clients.
- How to refine your brand to increase prospect to client conversions.
- Six proven strategies for attracting a consistent stream of qualified leads.
- The essential pieces of a 90-Day marketing roadmap to grow your business.

Speaker Information



Name(s): Susan Danzig

Company & Title(s): Business Development Expert, Susan Danzig, LLC

Speaker Bio(s): Throughout her progressive career, Susan served as a catalyst for growth with a long track record of helping clients communicate their value, define their specialization, and create effective marketing strategies that attract ideal clients and grow firms consistently.

Booking Information

Speaker Fees: Speaker fee includes \$1000 speaker fee and travel expenses.

Book Speaker: To book Susan, contact Susan at susan@susandanzig.com or (925) 588-1505.

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