

May 8, 2014

Date | Time | Location

Preparing Your Company for Sale: What Do You Need to Maximize Your Value?

Organizers

Jim Handlon, CEO, Bottomline Partners
 Joe Brodecki, Principal, Bernstein Wealth Management

Presenters

Tom Shea, Managing Director, TES & Associates and President (new), Bottomline Partners
 Stephen Lippman, Director, Bernstein Wealth Management Group

Presentation Overview

If you are thinking of selling your business, and would like to maximize the sale price and your financial gains, you need to come to this powerful CXO session.

Think of it this way, you want to sell your personal home, and you ask a seasoned, savvy realtor “what should we do in advance to improve its appeal and maximize the sale price?” The responses will most likely transcend the “standard things,” include some frank advice regarding unflattering aspects and may involve considering some reasonable investments which will most likely provide a higher “ROI.”

Selling your company is much more complicated, AND critically important economically to you. You must get it right to maximize the sale price and your “ROI.” Just to mention a few critical success factors: understanding “strategic value” drivers; capturing ROI improvement opportunities; documenting your competitive advantages & success stories; retaining key employees & customers; and preparing in advance for buyer due diligence are fundamental to unleashing, selling & capturing the “strategic value” & “growing concern” valuation premium dollars deserved from the sale of your company. Importantly, both pre and post personal financial planning guidance for sellers is a must topic & will also be addressed. Having properly prepared, holding key TOOLS in your hand when negotiating the final sale price, and a solid and defined path of pre & post sale financial planning are the core components of our discussion at the May 8th CXO session.

This CXO session specifically addresses the following 5 components:

Presentation Key Takeaways

1. How much is your company really worth: Know the answer in advance & negotiation tips
2. How to identify “strategic value” & capture that “premium” value in your sale outcome
3. Management & key employee retention and continuity: Choices & ways to achieve
4. What are the key questions always asked in due diligence: Know the answers in advance
5. What owners need to do for both pre- and post-financial planning actions

THURSDAY
 May 8, 2014

7:30 AM to 8 AM
 Networking and
 Continental Breakfast

8 AM to 9 AM
 CXO Forum
 Presentation

9 AM to 9:15 AM
 Burning Issues: Discuss
 your specific challenges
 with colleagues and
 fellow CXO Forum
 members

Location
 Cherry Bekaert
 1934 Old Gallows Road
 4th Floor
 Vienna, VA 22182
 703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



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Bring A Guest!

www.CXOForum.com

Volunteer For A Committee

May 8, 2014

About Our Presenters

Tom Shea, Managing Director, TES & Associates, and President (new), Bottomline Partners



Tom has a 35+ year professional career in general management; in executive & board remuneration, retention & performance alignment consulting; and organizational startups, process improvement & change management. His has worked with several hundred organizations in diverse industry sectors, spanning VC-backed technology start-ups through "Fortune 500" organizations. Tom's clients include public & private, multinational & tax exempt organizations; many undergoing dramatic transformations through transactions, turn around, leadership succession and high growth.

Prior to founding TES & Associates, Tom headed Pearl Meyer & Partners Boston office and was a member of their national management team. He served for 13 years at Ernst & Young as a Consulting & Human Capital Division Partner, including executive positions as National Compensation Practice Leader; Founder & National Leader of Human Resource Services for Emerging Companies (HRSEC); and Regional Practice Director of Human Capital & Change Management for the New England, NY Metro & Mid-Atlantic areas.

Prior to E&Y, Tom was a senior consultant, office head and national practice leader with Mercer and Watson Wyatt for over 10 years. He began his career with technical staff and management roles in the financial & engineering services industries. Tom holds a MBA in Finance & Management from the U of Connecticut and a BA from Middlebury College.

Stephen Lippmann, Director, Bernstein Wealth Management



Stephen M. Lippman is a Director in Bernstein's Wealth Management Group. Based in New York, he works closely with the firm's clients and their professional advisors on a variety of complex investment planning issues, including traditional defined benefit plans, cash balance defined benefit plans, pre-transaction planning, multigenerational wealth transfer, philanthropy and diversification planning for holders of concentrated portfolios (both directly held shares and employee stock options).

Prior to assuming this position in 2010, Lippman was a wealth management specialist, and before that he served as a quantitative analyst in the Wealth Management Group, developing customized analytics to assist high-net-worth clients and defined benefit plans with asset allocation decisions.

Prior to joining the firm in 2001, he was a consulting actuary at William M. Mercer, Inc., a global benefits consulting firm, for six years. Lippman earned a BS in mathematics from the University of Arizona.

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