



PRESIDENTS FORUM AGENDA

Date: **Wednesday, January 9th, 2019**
Time: 12:00pm-4:00pm
Location: **INVERNESS GOLF CLUB**
102 Roselle Rd.
Inverness, IL 60067

STRATEGICALLY TRANSITIONING YOUR COMPANY

Shareholder value is ultimately about a company's ability to gain and sustain a competitive advantage within their industry segment. In the financial analyst's community, this is measured as above industry average profits. While not all companies can achieve this objective, all strive to leverage their resources and allocate them efficiently to enhance value for their customers and shareholders.

Strategic positioning for private companies, especially family owned or controlled, is broader, deeper and more complex than for publicly traded organizations. The combination of analytical and emotional considerations can be overwhelming for any one individual to manage. Thus, the CEO's of privately held companies struggle with the dual responsibility of anticipating the changing landscape for the company relative to the industry dynamics, but also the need to balance the changing and potential cross-purpose financial objectives of an often increasing number of shareholders.

The demographics indicate that approximately 60% of owners of private businesses are age 55 or older. Survey data indicate that approximately 50% of private business owners expect to sell the business to a 3rd party or an ESOP, with the other 50% planning to transition the business to family shareholders. Given these dynamics, it becomes critical that the CEO, their primary advisors and stakeholders develop a strategy that identifies potential conflicts and determines ways to steer around the roadblocks or potholes that await them on their journey to transition their companies.

Our speakers will share relatable and interesting case studies of private businesses that have gone through complex transitions, including NFL team owners.

With 34 years of coaching and advising privately owned businesses, our first speaker, has developed a proprietary and integrated business and shareholder assessment model at PNC, which allows them to help CEO clients strategically transition their companies. He is supported by 30 Private Business Strategists and other advisory specialists to provide state of the art and national resources, but have it delivered at the local level.

Topics our speakers will cover will help answer the following questions:

- How should I transition my business?

- When should I transition my business?
- What is my business worth?
- Who should benefit from the value of the business, other than the IRS? -families, charities, employees?
- How do I develop a plan and communicate it to the management team and shareholders?
- What are the key determinants of the attractiveness and readiness of my business?
- What are some best practices and anecdotal stories that have been successful for other business owners?

Come prepared with your thoughts on how you may transition your company one day.

BUSINESS CONDITIONS

We will discuss our 2018 fourth quarter results and compare those to what we are seeing in the media and the stock market.

With arguably the longest bull market in history (over 9 years) and the US economy expanding at over 4% per year, what is your thinking for 2019 sales growth in your company? Do you see a recession on the horizon?

CORPORATE & PERSONAL OBJECTIVES

Every few years we do an exercise at a Presidents Forum where we gather your top corporate and personal objectives, and then send them back to you mid-year, so you can see how you're doing.

FUTURE MEETING DATES

February 13th
Tour - Cancer Treatment Center
of America

March 13th
Inverness G.C.

April 23rd
Inverness G.C.

