



THE PRESIDENTS FORUM AGENDA

Date: **Wednesday, March 10th, 2021**
Time: 12:00 to 2:00 pm
Location: Zoom

HOW AND WHY I SOLD MY COMPANY FOR 6X SALES

In your entire business career, you may only sell a company one time. So, by definition, you will not be an expert.

We will have a rare opportunity to hear the inside story on how one of our long time Forum companies went through a change of ownership.

However you measure success, FONA embodies it. They are great measurers, highly innovative and for years they've had an award-winning culture.

FONA has several times been on the lists of Best and Brightest in Wellness, Best in Brightest Places to Work, and last year Fortune named FONA the Nation's #1 company in Small and Medium Workplaces in Manufacturing and Production.

Our speaker will share his thoughts on why after building such a legacy at his company he came to the decision that it was time to sell.

Points he will cover include:

- How 2020 was a year of success and all-time records
- Factors that were affecting FONA's future autonomy
- Cultural imperatives for our people and customers

LIFE THREE YEARS AFTER I SOLD MY COMPANY

Three years ago, another long time Forum member, who also founded his company, made the decision to sell after many years of steady success.

Our speaker will share the story of the negotiation of the sale itself, which was masterful. Then we will also hear how life is treating him since the sale, especially since our speaker is still working at the company...which is most unusual three years post sale.

Psychologically speaking, for a founder in particular, it is not easy to part with your company. But it is arguably even more difficult to remain employed at the company when the new owners do things very differently.

Points will include:

- Selling to a strategic buyer, even though my company wasn't on the market
- When happens when you sell but don't want to retire?
- How the story is still developing three years later

This will be a valuable opportunity to hear how two different founders went through the process of selling their companies. These are two truly great American success stories.

Come prepared with your questions on negotiating, selling and what to do post sale.

FUTURE MEETING DATES

April 14th

May 12th

June 9th

