

## 9 - Startup Event History

As you are considering how to launch your own Chapter, here's some inspiration from the first three events at other startups. You can get further ideas from the Chapter and [National Calendar](#) which include events from 2015 on (see bottom of calendar page). There is also a [downloadable summary](#) of all events prior to that.

### Boston:

September 2007 - **Seminar with Tom Brady Sr on ESOP's**: Tom Brady, Sr. (the quarterback's father) presented to more than 60 professionals on the topic of Employee Stock Option Plans (ESOPs) as a selling vehicle for business owners of part or all of their investment.

November 2007 - **Frank Talk with a Straight Shooter**: Former Business owner Fran LaBrecque captivated the audience of 45 people by frankly discussing his stories of building, then selling his cash and-carry auto parts business, ADAP.

January 2008 - **Will the Owner Really Sell?**: Babson College Professor of Entrepreneurship Les Charm gave an entertaining presentation at Babson College. Business professionals dealing with closely held companies have seen it before: The owner founded the business many years ago and says he or she wants a change. Or the business has been in the family and is in need of new management. Or the market looks good for a sale. But you wonder, "Will the Owner Really Sell?"

### Connecticut:

April 30, 2010 – **Sale of Stock in a Closely-Held Business to an "ESOP"** (Employee Stock Ownership Plan): An Exit and Diversification Strategy for Business Owners: Kenneth Pia of Meyers, Harrison & Pia, LLC and Stanley Bulua of Danziger & Markhoff LLP presented an overview on key practical and strategic aspects of employee stock ownership plans that business owners, and their counsel should consider in formulating their exit planning strategies. They explained the overall structure of a leveraged ESOP transaction, including the objectives of an ESOP, the tax benefits available in an ESOP transaction, the financing aspects of an ESOP transaction and the special ESOP valuation requirements.

February 24, 2010 – **Serial Entrepreneur Selling Four Companies**: Cliff Sirlin, serial entrepreneur joined us in the office of Martin Chioffi LLP for a breakfast meeting with board members and prospective new members of the Exit Planning Exchange of Connecticut. He shared how he and partner Andy Appelbaum built and sold four companies, the lessons they learned along the way, the meaningful advice received and how Cliff has leveraged this learning as they build their next company. Cliff's story explained the differences when selling to a public company (Enernoc) versus a private company (wholly owned private subsidiary of Staples.)

November 17, 2009: **Succession Planning and Exit Planning**: Kevin Kennedy, founder and CEO of Beacon Exit Planning, LLC. Beacon specializes in exit and succession planning for private business owners will joined us for this breakfast meeting, the inaugural event for XPX - Connecticut. He described selling his 63-year-old business with two other owners to the company's third succession team. His presentation focused on the experience of an owner in buying a company, transferring a business and preparing the new owners for leadership during the succession process.

## Philadelphia

September 15, 2010 – **From dorm room to public company buyout: Lessons learned along the way to a successful exit**

Mario Ricciardelli, President and CEO of TUI Student Travel presented the story of his own successful exit, but as President of TUI Student Travel, he discussed the traits and trends he's seen among the thirteen companies he has helped acquire over the last 6 years for TUI. Mario entertained the audience with his first-hand experiences around his own exit and of the owners whose companies he has acquired.

November 16, 2010 – **Exit Stories from the Trenches:** Following Mario Ricciardelli's story of a business started in his dorm room, its highs and lows, its very profitable sale and his and his company's journey, post-sale, the attendees heard from the perspective of three seasoned advisors who have worked with hundreds of companies, and seen all types of situations and outcomes. Panelists: Matt Coyne, Brandywine Mergers & Acquisitions, LLC, Ray Agran, Saul Ewing LLP, and Jack Beauregard, Successful Transition Planning Institute.

January 26, 2011 – **Collaborative Exit Planning Exercise:** Attendees participated in a collaborative exercise that included the broad range of advisors to business owners. Attendees viewed a brief video of a business owner discussing with her investment banker an offer she has received for the family's oil field equipment business. Attendees worked together to develop additional questions and recommendations for the owner. The video was created by the Bigelow Company, an investment banking firm in Portsmouth, NH.

## DC Metro

September 15, 2011 – **Exiting My Business(es): Past, Present and Future:** This was a panel discussion with two serial entrepreneurs who discussed their experience starting, buying and selling companies. With the benefit of hindsight, they answered questions as to what they did right and wrong when planning for their exits and selling their companies, and what they will be doing differently in the future with their current companies. In partnership with others, including her sister, Alana Davidson started two companies, bought two companies, and sold four companies. Taking on the role of the operator, her industry experience ranges from international education and training to biotech to residential real estate development. As a self-styled CEO, Entrepreneur and Salesman, Todd Stave spent thirteen years of his career acquiring, turning around, operating and selling twelve different businesses for an average return on invested capital of +40% annually.

October 20, 2011 – **The Sale of a Iconic American Business:** Jack Moore, a fourth-generation family member and former board director of Benjamin Moore & Co. told his story of how this fourth generation, family owned business founded in 1883 streamlined its operations and doubled its profits from \$40M to \$80M in the late 1990s culminating in the company's sale to Berkshire Hathaway in an all-cash transaction.

January 19, 2012 – **What's it Worth?** Business Valuations and What Your Client Needs to Know About Them: Jeremy Bendler, Co-founder and Partner of Klausner Bendler + Associates, PC. discussed business valuation and what XPX members need to know about them. Among other important issues, he explained the difference between the types and purposes of valuation reports, when it's important and necessary for exit planning and when not, what to look for in an appraiser and a report, and how you can best advise your client on these issues.

## Maryland

March 21, 2014 – **Inaugural Event**: Our inaugural event served to introduce local colleagues to the mission of XPX and the benefits of membership, and featured a facilitated Power Networking session.

April 18, 2014 – **Successful Transitions & How They Happened**: A moderated panel discussion of business owners and advisors. This meeting highlighted how successful collaboration among service providers can produce extraordinary results for all parties. Our panel comprised: Paul Silber, Blu Venture Investors; Lars Hanan, BroadOak Capital Partners; Downie McCarty, Baltimore Tool Works; Jill Reamer, Peak Strategy Advisors.

May 30, 2014 – **For Successful Transitions, Build Value First**: We kicked off our series of programs devoted to one of the core themes of the mission of XPX: that intentionally building business value leads to more successful transitions for owners and their companies. Author, Coach, Publisher and CEO Marty O'Neil discussed the principles outlined in his book Building Business Value.

## Chicago

September 14, 2016 - **XPX Chicago Chapter Launch Event**- You are cordially invited to the launch event for the Chicago chapter of the Exit Planning Exchange (“XPX”). This event will give you an opportunity to meet with like-minded professionals who serve the business owner community. The program will include a key note speech given by Bruce Leech, the Executive Director of the Coleman Entrepreneurship Center at DePaul University. As a business owner who successfully sold his business, Bruce will provide guidance to professionals on how they can better serve their clients in planning and executing a private company sale.

October 05, 2016 - **New Regulations on Valuation Discounts & Family Business** – With speakers Scott Bieber, Partner - Thompson Coburn, LLP and Warren Jacobsen, President - Horizon Capital Advisors, LLC. Open to members of XPX Only (free membership now, join here) – Admission free, pay for your own breakfast.

November 09, 2016 - **Business Coaching** - Through coaching executives at all levels can become more effective leaders, entrepreneurs, critical thinkers, and masters of the sales process. Executives hone their skills to better lead their organization, whether a single department or the entire company. Our speaker, David Anderson will cover what business advisors should know about coaching business owners.

## San Antonio

September 28, 2017 - **XPX San Antonio Launch Event**- You are cordially invited to the launch event for the San Antonio chapter of the Exit Planning Exchange (“XPX”). This event will give you an opportunity to meet with like-minded professionals who serve the business owner community. The program will include speaker Michael Girdley, of the Geekdom Fund.

November 16, 2017 - **Speed Networking** - Come get to know us and let us get to know you! This event is free to XPX members, guests and other professionals. This is the last opportunity to check out XPX in 2017. Professionals who join before 12/31/17 will receive 12 months’ free dues, courtesy of our founding sponsors.

# xpx Startup Kit

January 18, 2018 - **An Insider's View of NAFTA Negotiations** - Our speaker will be Robert Barnett, a partner in Cacheaux, Cavasos and Newton (CCN) Law Firm. The presentation will be from a well-informed insider's view of both sides of the table. The new trade agreement will affect agriculture, automotive, energy, technology, retail and services, so if you have clients in any of those industries (and who among us doesn't) you should set aside the date and reserve your spot now!

## 10 - Make Your Own History!

We look forward to working with you to launch your new Chapter. We will be in touch with you along the way but feel free to reach out if you ever need us,

The XPX Global Team

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