FROM THE OUTSIDE IN THE BUYER'S PERSPECTIVE ON BUSINESS VALUE

THURSDAY, APRIL 28, 2016

2016 SUMMIT xpx

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WELCOME

On behalf of the XPX Boston Chapter, its Board of Directors, the 2016 Summit Committee, together with the committees that developed each of our breakout sessions, we are excited to welcome you to this year's Summit! We are delighted that you are here, and we are grateful for the speakers and panelists who have so generously given of their time, and to our sponsors, without whom this event would not be possible.

At XPX, we are not focused just on the transaction – our advisors work with business owners on issues related to growing business value, achieving a successful transition, and achieving the life and legacy they desire post-transition. This year's Summit theme is "From the Outside In – The Buyer's Perspective on Business Value," and we are focusing primarily on the "growing business value" part of the business lifecycle. As business owners and advisors, we know our businesses so well that we are sometimes blind when it comes to understanding how someone from the outside views business value. Today, you will hear from highly successful business owners, executives and professional advisors with a perspective on how to increase a business' value, and it goes way beyond just dollars and cents.

We're proud to present Christopher Oddleifson, the CEO of Rockland Trust, sharing how the bank has successfully identified and acquired six banks over the last nine years. Dr. Daniel Korschun, the co-author of "We Are Market Basket" will share how the company created a culture focused on prioritizing stakeholders over shareholders, and in the process became an industry leader. Caleb White is a 6th generation owner of Ensign-Bickford and will share three keys to survival across 180 years and 8 generations of ownership. In addition, there are a number of concurrent breakout sessions addressing areas where business owners can make changes that help their businesses grow today and increase their value down the road.

For the first time this year, we are pleased to offer a sponsored panel this afternoon for the benefit of the advisors in attendance. Pinnacle Equity Solutions, Business Enterprise Institute, and the Alliance of M&A Advisors all offer certification addressing different aspects of exit planning. We have representatives of all three organizations on the same panel discussing why you should consider certification and how to compare and contrast the various certification opportunities they offer.

This program would not be possible without the financial support of our sponsors. We thank them for their contributions and ask that you acknowledge their support when you meet them today. We'd also like to thank the Board and all those members involved in putting together this year's Summit. It has taken a lot of hard work, time and energy, and your contributions have not gone unnoticed nor unappreciated.

Thank you to all of the XPX members and guests in attendance. If you are a member, you already know the unique collaborative culture that we have created amongst members of XPX. If you are a guest, we hope you will get a glimpse into how the advisors in the room work together to solve the problems, and support the growth, of their clients.

Please sit back, enjoy the keynote speakers, breakout sessions, networking, food and entertainment. We hope that you will learn something you didn't know and that the program will leave you better informed, connected and energized.

With sincere thanks,

Laura Kevghas and Thomas LeBlanc, *2016 Summit Co-Chairs*

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SCHEDULE

7:15-7:45	**Registration, Networking & Continental Breakfast**
7:45-8:00	**Welcome**
8:00-9:00 KEYNOTE AUDITORIUM	**Christopher Oddleifson**, CEO, Rockland Trust **Daniel O'Brien**, Partner and President, O'Brien, Riley, & Ryan, P.C. **Buyer's Perspective on Business Value**
9:05-10:05	*Concurrent Breakout Sessions*
SESSION A BERKSHIRE	**Are You Getting in Your Own Way?** **How to Increase Your Business' Value by Reducing its Reliance on You, the Owner** **Bob Delhome**, Founder and President, Charter Contracting Company LLC **Tom O'Reilly**, Former COO, Autopart International **Jeffrey Ross**, Glenoe Associates LLC MODERATOR: **Craig James**, Chair, Vistage Worldwide
SESSION B AUDITORIUM	**Leaving My Business –** **On My Timetable, To My Ideal Successor, and At My Price** **John Brown**, President, Business Enterprise Institute and Author
SESSION C PERCY	**When You Get to a Fork in the Road, Take it!** **Jim Bourdon**, CEO, Accounting Management Solutions **Emily Green**, Former CEO, Smart Lunches, Inc. **Gary Harnum**, Former Founder, CFO & CAO, i-parcel, LLC **Hilary Potts**, CEO, The HAP Group MODERATOR: **Rudi Scheiber-Kurtz**, CEO, Next Stage Solutions, Inc.
10:05-10:30	**Networking Break**

10:35-11:35 *Concurrent Breakout Sessions*

SESSION A BERKSHIRE
Are You Getting in Your Own Way? How to Increase Your Business' Value by Reducing its Reliance on You, the Owner

SESSION C PERCY
When You Get to a Fork in the Road, Take it!

SESSION D AUDITORIUM
Will Unlimited Vacation Time and Allowing Dogs in the Workplace Increase the Value of Your Business?
Kristine Steinberg, Founder, Kismet Consulting
John Vetere, Principal, John M. Vetere Associates
Dave Will, Former CEO & Founder, Peach New Media
MODERATOR: **Paul Cronin**, COO, Successful Transition Planning Institute

11:35-12:25 **Lunch — Dining Room**

12:30-1:30 **KEYNOTE** AUDITORIUM
Caleb White, Partner, The Newport Board Group, Former CEO, Ensign-Bickford Industries, Inc.
Selling the Legacy Business While Preserving the Family Enterprise

1:30-2:30 **KEYNOTE** AUDITORIUM
Dr. Daniel Korschun, Co-author, *We Are Market Basket*
Associate Professor of Marketing, Drexel University
Fellow, Lebow Centers for Corporate Reputation and Corporate Governance
The Market Basket Lesson: The Enterprise Value of Leadership and Culture

2:35-3:35 *Concurrent Breakout Sessions*

SESSION B BERKSHIRE
Leaving My Business – On My Timetable, To My Ideal Successor, and At My Price

SESSION E PERCY
Is Certification For You?
Brianna Clifford, Director of Operations and Business Development, Pinnacle Equity Solutions
Jared Johnson, Director of Business Development, BEI
Ken Sanginario, Alliance of M&A Advisors
MODERATOR: **Mary Adams**, Founder of Smarter-Companies Inc.

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3:35-3:50 **Break**

3:50-4:50 **KEYNOTE** AUDITORIUM
Joel Acevedo, Expert on Culture and Leadership Development
Passionate Teams Drive Growth Today and Value Tomorrow

4:50-5:00 **Closing Remarks**

5:00-6:00 PERCY **Cocktails & Networking**

Joel Acevedo

Joel Acevedo has an undergraduate degree in computer engineering from MIT, but in the last twenty years has focused on how employee engagement drives business growth and value creation. He has consulted with a wide range of client including IBM, Liberty Mutual, Janssen and Oracle, and is a sought-after speaker at Boston University, Northeastern University, University of Michigan and for business organizations across the United States.

Dr. Daniel Korschun

Associate Professor, Drexel University

Dr. Daniel Korschun is co-author of *WE ARE MARKET BASKET*, the story of the unlikely grassroots movement that saved a beloved company.

Dr. Korschun is an Associate Professor of Marketing at Drexel University's LeBow College of Business and a fellow of the Lebow Centers for Corporate Reputation and Corporate Governance. His work appears in the Journal of Marketing, MIT-Sloan Management Review, Academy of Management Review, Journal of the Academy of Marketing Science, Journal of Public Policy & Marketing, Journal of Business Research, and the Journal of Business Ethics. He is also co-author of *Leveraging Corporate Responsibility: The Stakeholder Route to Business and Social Value* (Cambridge University Press).

He teaches CSR – corporate social responsibility – management (Executive MBA), and marketing strategy (MBA and undergraduate). He is the winner of the 2013 Allan Rothwarf University Award for Teaching Excellence, and the 2012 LeBow Teaching Award.

Dr. Korschun works with companies to develop innovative CSR practices that generate value for both the company and society.

Daniel F. O'Brien, CPA, CFP, JD, CExP

Partner and President, O'Brien, Riley, & Ryan, P.C.

Daniel O'Brien (Dan) is a partner and president of O'Brien, Riley, & Ryan, P.C. He has over thirty-five years of experience in all aspects of tax and financial planning for individuals, business owners, and families.

Working closely with business owners and high-net-worth individuals, Dan plays an active role in developing a comprehensive plan for his clients to meet their financial goals and objectives by assisting with the accumulation, protection, and transfer of their wealth.

Acting as an advisor with closely held businesses, Dan is experienced in planning for the transfer and continuation of businesses to their next owner, and helps individuals retain more money after taxes and secure their retirement.

When it comes to exit/succession planning, he understands the requirements and planning it takes to make this type of transition successful. Through thoughtful tax-smart planning and practical methodology, he is able to extract the business value which, for many clients, may be the most important asset they own. He then counsels and directs clients on the planning, tax, and cash flow steps to consider.

He received a Bachelor of Arts in Economics from the College of the Holy Cross and a law degree from Suffolk University. Dan earned the designation of Certified Financial Planner® and is a Certified Exit Planner (CExP™).

Christopher Oddleifson

President and Chief Executive Officer, Rockland Trust Company

Christopher Oddleifson is the President and Chief Executive Officer of Rockland Trust Company and its parent, Independent Bank Corp. Rockland Trust, a full service commercial and retail bank, serves more than 200,000 customers with 1,100 employees. Rockland Trust has $7.2 billion in assets, $2.7 billion in assets under management and 100 retail branches and other offices located in Massachusetts and Rhode Island.

Active in industry and community affairs, Christopher is the Chairman of the Massachusetts Housing Partnership, Chairman of the South Shore Hospital Board, and is on the Board of the South Shore Health and Educational Corporation. He is a member of the Commonwealth of MA Economic Development Planning Council and the Campaign Advisory Team for the Social Equity Campaign of the Somerville Community Corporation. He recently ended his term as a member of the Boston Federal Reserve Bank Community Development Institution Advisory Council and also completed ten years as a member of the Old Colony Council's Boy Scouts of America Board of Directors. Christopher has served as Chairman and a member of the Campaign Cabinet of the United Way of Greater Plymouth County Campaign. In addition, he has served as Chairman and Board member of the Cape Cod Community College and on the Board of Directors of the Massachusetts Bankers Association, serving as its Chairman during 2009-2010.

Previously, Christopher was the President of First Union Home Equity Bank, a national banking subsidiary of First Union Corporation, and the Executive Vice President, responsible for Consumer Banking, for Signet Bank in Richmond, VA. He has also worked as a management consultant for Booz, Allen and Hamilton.

Christopher holds a Bachelor's Degree in Mechanical Engineering from Cornell University and a Master's Degree in Business Administration from the Wharton School at the University of Pennsylvania.

Caleb White

Partner, The Newport Board Group, Former CEO, Ensign-Bickford Industries, Inc.

As former CEO and current Board member of 180-year old Ensign-Bickford Industries, Inc. (EBI), Caleb is the great, great, great grandson of EBI's founder, Joseph Toy, and a 6th generation owner. In his first years on the Board, the family successfully exited its legacy commercial explosives business through a two-part transaction: step 1 – a J.V. with a private-equity owned strategic partner; step 2 – a successful sale to a strategic buyer. Shortly after the sale, in 2006, Caleb joined EBI leadership, leaving a career at BP, Plc. in London. He became CEO in 2008 and worked to transform the company's portfolio into one participating in higher growth markets and geographies. Today, EBI has nearly 1000 employees and does business in more than 15 countries.

After Caleb's CEO post at EBI, he joined The Newport Board Group and as Board member, fractional management executive, and CEO advisor, he is focusing on helping other family companies. Caleb is an expert in identifying accretive investment opportunities across markets, industries, and functional areas and in developing appropriate succession plans and governance structures. Caleb received his B.A. from Yale University and his M.B.A. from Northwestern University – Kellogg School of Management.

Mary Adams

Founder, Smarter-Companies

Mary Adams is the founder of Smarter-Companies which provides open tools, training and a proprietary platform for stakeholder evaluation of the diverse capitals that drive value creation. These tools are used to make the connection between sustainability, innovation, financial results and valuation. Her company's network includes over 600 members and partnerships with consulting firms on five continents. Mary is also the co-author of *Intangible Capital: Putting Knowledge to Work in the 21st Century Organization*.

Jim Bourdon

CEO and Founder, Accounting Management Solutions

Jim Bourdon is the CEO and Founder of Accounting Management Solutions (AMS) and has guided the growth of AMS since he established the firm in 1998.

After having successfully sold AMS to a national CPA firm, CliftonLarsonAllen, LLP he now focuses on the growth strategy and overall management of AMS – as they expand the outsourcing model nationally.

Jim has over 35 years' experience in accounting and finance including senior financial management positions in higher education and Chief Financial Officer for a large regional real estate development firm which developed the Charlestown Navy Yard. Early in his career Jim was a national bank examiner with the Comptroller of the Currency, U.S. Treasury Department.

Active in the business community, Jim is a founding member and Chairman of the Board of Directors of FINACA, an association of similar accounting and finance firms nationwide. He is a member of the Smaller Business Association of New England (SBANE), an advisory board member to New Repertory Theatre and a finance committee member for Massachusetts Service Alliance. Jim is also a member of the board of advisors of Northeastern University's IDEA program, a venture accelerator program.

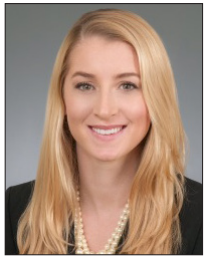
Jim earned a BSBA degree and MBA from Northeastern University.

John Brown

President, Business Enterprise Institute and Author

John started his career in Exit Planning 30-plus years ago as an estate planning attorney. He created The Seven Step Exit Planning Process™ and successfully tested it on hundreds of his own business-owner clients. In 1990 he wrote *How To Run Your Business So You Can Leave It In Style* and in 2008 wrote *Cash Out Move On: Get Top Dollar – and More – Selling Your Business*. With hundreds of thousands of copies sold, John is the #1 selling author on Exit Planning for business owners. 2016 gives way to John's latest release, *Exit Planning: The Definitive Guide* which lays out the steps business owners must take to achieve all of their aspirations as they exit their businesses.

In 1996 John started BEI for the express purpose of helping owners benefit from their lives' work by supporting business advisors who share the same vision. BEI has developed a host of tools and services to help Exit Planning advisors create and implement the best possible Exit Plans for successful owners including: marketing and engagement support, plan implementation software and support, continuing and advanced education, and networking opportunities with other advisors.



Brianna Clifford

Director of Operations and Business Development, Pinnacle Equity Solutions

Brianna Clifford is the Director of Operations and Business Development specifically for the Membership and Certification programs at Pinnacle Equity Solutions. Prior to joining Pinnacle, Brianna worked for the past seven years at Fidelity Investments, a leading provider of investment management, retirement planning, portfolio guidance, and brokerage services. She held various sales and retirement planning positions in their institutional and private wealth management groups, specializing in small business 401(k) distribution for plans between $1-10M as well as financial planning tools and services for individuals and their families.

Paul Cronin

COO, Successful Transition Planning Institute

Paul Cronin has over 30 years of professional experience in sales, management, consulting and entrepreneurship, growing established and start-up businesses, having sold his most recent company in 2008. Since 2009 he has worked with STPI's founder, Jack Beauregard, to transform a small consultancy into a leading firm in Transition Planning for Baby Boomers.

Paul has also presented at the MIT Enterprise Forum, Northeastern University, Bentley University, Wheaton College (MA), Emerson College, Wellesley College and Salem State University (MA) on issues of entrepreneurship, personal and business transition, running a successful business and business networking. He has a Bachelor of Science degree from the D'Amore-McKim School of Business at Northeastern University in Boston.

Bob Delhome

Founder and President, Charter Contracting Company LLC

Guided by strong personal ethics and an entrepreneurial spirit, Bob founded Charter in 1997 and has led its growth from single-person start-up to a multi-faceted civil and environmental construction and property development firm. Today Charter numbers over 150 professionals, and consistently earns plaudits as the New England region's top environmental remediation contractor.

Charter's growth is an outcome of Bob's unwavering commitment to driving a culture of partnering, continuous improvement, and providing opportunity for professional growth and development. Prior to 2014, Bob was the sole owner; a hands-on leader supported by a capable and loyal management team. With ambitious goals to grow the enterprise and a strong desire to share, Bob transitioned the company from a single shareholder S-Corporation to a Limited Liability Company (LLC) and expanded ownership in Charter to include the senior management team. The expanded ownership structure was further supported by the implementation of a company-wide incentive compensation program, enabling every employee to have an impact on – and share in – the financial success of the company. The results so far have exceeded expectations, with top line revenue more than doubling since 2014, and operating profit margin nearly quadrupling.

With organizational alignment created by unlocking and leveraging – through expanded ownership and profit participation – the talents of many individuals working with single-minded focus, Charter's future appears bright, and Bob looks forward to seeing where the organization leads him!

BREAKOUT SPEAKER : BIOS

Emily Nagle Green

Former CEO, Smart Lunches, Inc.

Emily Green has led innovation and growth in technology businesses for over 25 years. Most recently, she was the CEO of Smart Lunches, Inc., a fast-growing startup providing a unique online ordering and delivery service for school lunches, for which she raised funding, built an award-winning technology platform, and scaled operations to 300 schools.

Currently, she is a Director on the Board of Casella Waste Systems, Inc. (NASD: CWST), a $500M regional waste services firm. For the Massachusetts Tech Collaborative, a state economic development agency, she serves on the Board and its Executive Committee.

From 2005 to 2012 she served as CEO, and later Chairman, of Yankee Group, a technology research firm she teamed with private equity partners to acquire. Previously, she was the CEO of Cambridge Energy Research Associates (CERA), which she sold to IHS (NYSE: IHS). Her research company leadership began with Forrester Research (NASD: FORR), where she scaled its international business and later became the general manager of its US operations.

Earlier, she developed software and led marketing in computer-generated special effects and telecommunications. She was granted a B.S.LL. *cum laude* in linguistics from Georgetown University and an M.S.E. in artificial intelligence and computer graphics from the University of Pennsylvania's Moore School of Engineering.

Emily is a former Chairman of the Board of MITX, and was named a *Mass High-Tech* All-Star in 2011. *ANYWHERE*, her book on the business impact of global connectivity, was published in 2010 by McGraw-Hill. She lives in Boston with her husband, Jack.

Gary Harnum

Former Founder, CFO & CAO, i-parcel, LLC

Gary Harnum was an original founder of i-parcel, LLC (sold to UPS Oct 2014) and International Mailing Solutions, LLC (sold Dec 2014). He was responsible for all Accounting, Finance and HR activities for i-parcel, and its affiliated companies. Gary has managed these activities from inception through its current explosive growth period and until the sale. In this role, Gary ensured that the company was financially managed to achieve company objectives for growth. He prepared and/or reviewed forecasts and projections for employment, financial and business needs. Gary also managed worldwide trademarks, domains, patents, and acquisitions. He worked extensively with all Attorneys and Accountants on the due diligence that was required during both sales.

Gary enjoys spending time with his wife and three children as well as playing golf. He holds a Bachelor Degree from Bentley University.

Craig James

Chair, Vistage Worldwide

Craig James is a Chair with Vistage Worldwide, the world's foremost CEO development organization. He is also Founder and President of Sales Solutions, a sales performance improvement business. Craig has held senior positions in both established enterprises and entrepreneurial ventures, and is an experienced coach in the areas of sales, strategy, and client relations. He was a Contributing Editor to The New York Enterprise Report – the leading magazine for small business owners in the greater New York City metropolitan area – until its acquisition in 2014.

Craig has an MBA in Marketing from the University of Chicago, and a Bachelors in Finance from the University of Pennsylvania's Wharton School. In addition to being a forum for working through major decisions and vexing challenges, his Vistage Group is a place in which an owner planning for or contemplating a transition can discuss transition-related matters and get advice from other owners who are also thinking about – or have previously gone through – a transition.

Jared Johnson

Director of Business Development, Business Enterprise Institute, Inc.

As the Director of Business Development with Business Enterprise Institute (BEI), the preeminent Exit Planning resource for business owner advisors in North America, Jared serves as an expert in helping members understand the tools needed to grow a service offering to drive increased revenues within their firms. He specializes in the implementation of strategies designed to grow revenue through client centric models. Prior to Joining BEI, Jared was responsible for bringing in $250M in Annual Revenues in a global sales organization and developed strategies within a global financial institution to double sales revenue.

Tom O'Reilly

Tom O'Reilly is a transformational business leader who has held executive positions at Autopart International, Sager Electronics, and as a Commercial Banker at Citizens, State Street, and Baybanks. He currently leverages his broad experience in Sales, Operations, and Financial Management to help drive alignment among strategic objectives, operational execution, and financial results in privately-held companies. Tom completed his position at Autopart International in January and in addition to his advisory work has been invited to join the Board of The Fitzpatrick Companies (a.k.a. Country Curtains).

Tom is teaching a course in Entrepreneurial Leadership at Tufts University. He earned his B.A. from Harvard College and an M.B.A. from Boston College.

BREAKOUT SPEAKER : BIOS

Hilary Potts

CEO, The HAP Group

As a pragmatic and insightful operating executive and management consultant, Hilary acts as a catalyst for change to aid leaders and businesses in going beyond what they thought was possible to achieve positive outcomes.

Hilary founded The HAP Group, a firm that transforms businesses through leadership. She authored *The Executive Transition Playbook: Strategies for Starting Strong, Staying Focused, and Succeeding in Your New Leadership Role*. The book offers leaders practical strategies to achieve a smarter, smoother transition during a leader's first 90 days and beyond.

Hilary is no stranger to leading and transforming businesses. She served as CEO, President and Board Member of Continuous Learning Group (CLG), a global leader of performance-based consulting. As CEO she led the transition from a founder to management-led business. Hilary brought strategic focus, infrastructure changes and operating capability to enable both domestic and global expansion.

Hilary began her career at Union Carbide, a Fortune 500 company, where she held a variety sales and business management positions in commodity and specialty chemical as well as the polyethylene division. She rose through the ranks to act as Business Unit Leader for Polyethylene Film. Hilary earned her B.S. and M.S. in Chemical Engineering from Clarkson University.

Jeffrey Ross

Glenoe Associates LLC

Jeffrey spent most of his career as a retailer. He owned 31 drug stores which he sold to CVS in 1992. In 1993 Jeffrey bought a failing late stage start up in the pet supply super store space, then turned it around and built it into the largest privately held chain in New England then sold it to Petco Animal Supply in 1995. From there he took an equity position in a start up in the assisted living space. Jeffrey commuted to Houston, TX for seven months. 150,000 actual miles was enough for him so he came home.

Jeffrey owned and/or operated several other businesses: hotel, physician supply distribution and medical implement business; sold them all.

Since that time he has been making active investments in different companies manufacturing, retail etc. Additionally, Jeffrey has been consulting to small, privately held businesses helping and advising in strategy, creating management teams and building the business for ultimate sale.

This is Jeffrey's 7th CAP project. He has been involved in non-profits: 10 years on the board of Thayer Academy and a board member of Combined Jewish Philanthropies, etc.

Jeffrey graduated Mass College of Pharmacy in 1968. He attended HBS OPM 5, completing the course in 1981.

Ken Sanginario, CVGA, CM&AA, CTP, CPA/ABV, CVA, MST, MSF

Founder, Corporate Value Metrics

Ken Sanginario is the Founder of Corporate Value Metrics, creator of the Value Opportunity Profile® (VOP®), and developer of the prestigious new Certified Value Growth AdvisorTM (CVGATM) training and certification program.

Ken has more than 30 years of experience providing executive leadership and strategic advisory services to private middle market companies, developing and executing business improvement initiatives, turning around distressed operations, managing M&A transactions, valuing companies, and securing equity and debt growth capital.

He is an instructor in the training and certification programs of the Alliance of M&A Advisors, Pinnacle Equity Solutions, and the Exit Planning Institute, teaching about business value growth in each program. He also serves on the advisory board of the MidMarket Alliance as its educational leader, and serves on the Boards of Directors of several privately held companies.

Ken is a frequent speaker and has authored numerous articles on business value growth, corporate valuations, mergers & acquisitions, and turnaround management.

Rudi Scheiber-Kurtz

CEO and Founder, Next Stage Solutions, Inc.

Rudi Scheiber-Kurtz is the CEO and Founder of Next Stage Solutions, Inc. (NSS), which she founded in 2002. NSS is a finance and business advisory firm that partners with CEOs and Business Owners in the decision making process to optimize their business value. Rudi's clients include dozens of businesses she has helped grow and increase their profitability. She created and produced the popular CEO Workshops and stars in the Rudi/Tuesday Webisode Series, a video series specifically designed for CEOs and business owners addressing challenges they routinely face.

Growing up in Switzerland, Rudi was trained as a Botanical Pharmacist, holds a BS from Lesley University and an MBA from the Simmons School of Management. She loves jazz, art and traveling with her husband, Michael.

Kristine Steinberg

Founder, Kismet Consulting

Kristine founded Kismet Consulting in 2002. She brings 20 years of combined professional coaching and business experience to create curriculum and forums that build and sustain high productivity business teams. Kristine consults with and coaches senior level executives and teams nationally & internationally on topics ranging from relationship dynamics and emotional intelligence to career pathing and personal brand development.

Prior to founding Kismet, she worked as a Senior Career Development Coach in prestigious universities such as Brandeis, Tufts and the University of Vermont. She then transitioned from Academia to Corporate to become the in-house Global Career Development and Executive Coach for Bain & Company, a top-tier, international strategy consulting firm. Here she provided leadership development and career strategy coaching to Ivy League MBA consultants in Bain's Boston and New York offices and to Bain Alumni worldwide.

BREAKOUT SPEAKER : BIOS

John Vetere

Principal, John M. Vetere & Associates, LLC

My career focus has been to help people and organizations become "unstuck" in the business environment, and I love doing this. I am an entrepreneur, business owner, consultant, and educator. As Principal in John M. Vetere & Associates, LLC, I assist my clients with strategic planning and leadership development, and provide leadership and business-based executive coaching across a variety of industries for both profit and not-for-profit companies. I am passionate about helping individuals, teams, and organizations achieve breakthrough performance.

I am an adjunct professor in the Suffolk University Frank Sawyer School of Business, host the internet radio show Open for Business, and am the creator of the Millennial Magic Mentor Program™.

I am blessed to be married, for 29 years, to my wonderful wife Mariann. Our four boys range in age from 24 to 18. I thoroughly enjoy working with today's youth and young adults, and have coached baseball from T-ball through post high school, and coached all ages of Destination Imagination for many years. Currently, I am the President of Challenge Me Inc., a 501c3, which provides training and education for Destination Imagination team managers, and administers the program in Andover, MA.

Dave Will

Former CEO & Founder, Peach New Media

In February of 2015, private equity firm, AKKR acquired my company, Peach New Media, a learning platform software company I started in 2001. As CEO and Founder of the SaaS software and service business, with a strong emphasis on scalability, customer experience and company culture, Peach grew to 40 employees and 200+ clients. Currently, I'm in the process of mentoring and building new technology businesses.

I began my technologically oriented career in the consumer packaged goods industry working with sales planning software for several companies including Kraft, Nielsen, Gillette, Ocean Spray, and Polaroid. Having received my MBA from Pennsylvania State University, I applied my analysis software knowledge to enterprise applications consulting with PriceWaterhouseCoopers, where I worked with several other consumer product and technology firms.

I have a Bachelors from UConn and an MBA from Penn State. I live with my beautiful wife, Nicole, and three boys on the south shore of Boston. I'm a Coach, a Boy Scout Leader, and a Race Director involved in 3 local road races raising funds for local community charities. As part of my passion for endurance sports, I've run 48 marathons, ultra marathons and 2 Ironman Triathlons. When I'm not traversing the land by foot, I can probably be found sailing with my family around the old seaports of New England.

Keith Boudreau

Partner, Newport Board Group

Keith is an accomplished executive and business advisor with a track record of solving growth, performance, and strategic challenges for technology, business services, and financial services companies. His areas of expertise include expanding into new markets, scaling operations, and developing executive talent. Most recently Keith operated his own consulting and executive coaching firm. Before that, he was President and/or COO of large divisions in 4 different Fortune 500 companies. Deeply experienced in coaching and executive development, creation of B2B sales teams, crisis and turnaround management, challenging business transformation initiatives, comprehensive due diligence and post-merger integration of acquired companies. Keith is a certified Business Coach, Sales Trainer, and Six Sigma Black Belt.

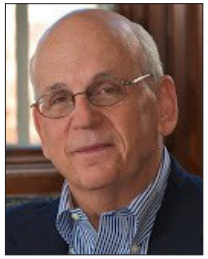
Itamar Chalif

Vice President, Rockland Trust

From serial business successes in his native country, Itamar brought his commercial talents to the US in 1991, built a track record of success in the sale and financing of rolling stock (cars, trucks and heavy equipment) and equipment. Found Atlantic Capital Solutions, Inc. (ACS) in 2005. A finance consulting practice served the needs of business owners throughout the country.

In 2010, Itamar was recruited by Rockland Trust to help build on the Bank's expanding services to its business customers. By merging his expertise with the strength and commitment of Rockland Trust, he is now better positioned to address his clients' needs.

Itamar Chalif generously shares his expertise with clients and colleagues. He is a speaker, writer and respected counsel to the business community and a valued resource to business owners.



Stanley Davis

Founding Principal, Standish Executive Search LLC

Stanley Davis is the founding principal of Standish Executive Search LLC. Stan concentrates his retained executive search practice, advising mid-size and smaller companies positioning for accelerated growth, change or succession. Throughout his career as a corporate leader and advisor he has worked closely with business owners and CEOs to initiate aggressive organization and business transformation strategies to improve business outcomes. He built his career in the steel industry, at General Electric, with a New York-based business investor group, and with the American National Red Cross. He served as a principal with a national retained executive search boutique before forming Standish Executive Search. Stan has published numerous business articles. He is a charter member of XPX Boston, former Board chair and current Board member.

John T. Finning, CPA, CGMA

Partner, AAF CPAs

Jack has been serving AAF clients since 1981. Jack provides assurance, tax and business consulting services to a variety of closely-held businesses, as well as sophisticated, nonprofit organizations. He advises clients in the specialty areas of revenue recognition, executive compensation plans, and government contract compliance. Jack specializes in business transaction advisory services for both buyers and sellers of private companies. This includes due diligence, tax structuring and post-transaction integration. Jack oversees many of AAF's employee benefit plan audits.

Jack serves commercial clients in a broad range of industries, including: manufacturing, distribution, high tech & software, green tech & clean tech, life sciences, construction, physicians & private practice, and educational institutions. His nonprofit clients include: multiservice, human & social services organizations, community health centers, associations, and foundations.

Norman W. Gauthier

Managing Partner, Heritage Hill Partners, Inc.

Norm Gauthier is the Managing Partner of Heritage Hill Partners Inc. a management consulting & coaching company that works with entrepreneurs; family owned businesses and organizational leaders to discover opportunities to improve overall performance and bottom line results, while regaining a sense of control over their time and other important areas of their lives. The focus of our work includes….Executive Coaching, Management & Leadership Development, Strategic Thinking & Business Planning, Process Improvement and Facilitation.

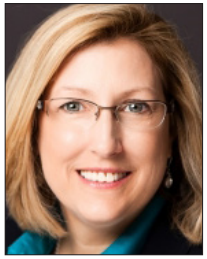
Our Purpose…Is to never lose sight of life's humor as we help our clients to change and grow professionally to realize their goals and dreams, while committing to performance standards and results that enable us to achieve the same.

Craig James

Chair, Vistage Worldwide

Craig James is a Chair with Vistage Worldwide, the world's foremost CEO development organization. He is also Founder and President of Sales Solutions, a sales performance improvement business. Craig has held senior positions in both established enterprises and entrepreneurial ventures, and is an experienced coach in the areas of sales, strategy, and client relations. He was a Contributing Editor to The New York Enterprise Report – the leading magazine for small business owners in the greater New York City metropolitan area – until its acquisition in 2014.

Craig has an MBA in Marketing from the University of Chicago, and a Bachelors in Finance from the University of Pennsylvania's Wharton School. In addition to being a forum for working through major decisions and vexing challenges, his Vistage Group is a place in which an owner planning for or contemplating a transition can discuss transition-related matters and get advice from other owners who are also thinking about – or have previously gone through – a transition.



Laura Kevghas

President, Seed to Harvest

Laura is the President of Seed to Harvest, an M&A advisory firm that works with clients in the business services, manufacturing and technology sectors with $2 to $10 million in revenue. Laura's 30 years of M&A experience has included 20 years as an advisor to business owners and 10 years as the Director of Corporate Development for a PE-backed B2B media company. Sitting on both sides of the negotiating table has given Laura a unique understanding of how buyers approach acquisitions and how best to position her sell-side clients to be attractive acquisition candidates. Laura is the Chairman of the Board of XPX Boston, and a frequent writer and speaker on topics related to M&A. You can get more information on her website at www.seedtoharvestllc.com.

Tom LeBlanc

Partner, ROCG Shepherd and Goldstein LLC

Tom is a Partner at ROCG Shepherd and Goldstein LLC, a business exit and transition planning advisory firm. Tom spent the first 15 years of his career in high-tech in finance and operations roles, and then gave way to his entrepreneurial spirit; and, for the next 16 years, he was an owner and operator of three businesses with revenues between $1M and $10M. He exited from the three businesses, each under different circumstances, and found his true calling helping educate other business owners on their transition options and helping them achieve success…financially, emotionally and personally.

Tom earned his MBA from Northeastern University and is a Certified Mergers and Acquisitions Advisor (CM&AA), a Certified Business Exit Mentor (CBEM), and a member of the New England Business Brokers Association. He is a Board Member of the Exit Planning Exchange (XPX), Chair of the Finance Committee, and Co-chair of the 2016 XPX Summit. Tom is also a retired Lieutenant Colonel having served 23 years in the U.S. Army on active duty and in the reserves.

David Poulin

Senior Vice President of Wealth Management and Financial Advisor, Morgan Stanley.

David Poulin is a Senior Vice President of Wealth Management and Financial Advisor at Morgan Stanley. His experience comes from over 24 years in the financial services industry with Morgan Stanley, Bear Stearns, Robertson Stephens and Hambrecht & Quist.

David has worked with private company owners and executives for over 19 years helping them manage risk, minimize, maximize assets and provide personal financial clarity around a business exit or transition along with designing and implementing customized corporate retirement plans for private businesses.

David earned a B.S. from Plymouth State University. He holds the holds the Certified Investment Management Analyst (CIMA®) designation, Certified Private Wealth Advisor (CPWA®) designation from the Investment Management Consultants Association and holds his Senior Investment Management Consultant and Senior Portfolio Manager designation at Morgan Stanley.

Bill Rodgers

Attorney, Tarlow Breed Hart & Rodgers, P.C.

Bill Rodgers is one of the founding members of Tarlow Breed Hart & Rodgers, P.C. and is Chair of the Corporate Department. He routinely serves as general counsel for a wide range of the firm's closely-held clients in addition to more traditional engagements in the areas of mergers and acquisitions, debt and equity financings, management buyouts, strategic alliances, joint ventures, start-ups and corporate transactions.

Warren Rutherford

President, The Executive Suite

Warren is President of The Executive Suite, a transition planning, executive recruiting, and executive coaching firm located on Cape Cod, MA.

Based on his 39+ years of management, leadership, and coaching expertise, he provides transition planning, executive recruiting, executive coaching, and management training services to business owners, executives, and managers.

Warren trains and certifies coaches in the Innermetrix coaching methodology. He is accredited in a variety of assessment and coaching methods, including certification as a 5th Level and Master Coach, Values, Axiology, DISC, One Page Business Plans, and is a Transition Planning Consultant with the Successful Transition Planning Institute (STPI).

Kerri Salls

Founder, This Way Out Group LLC

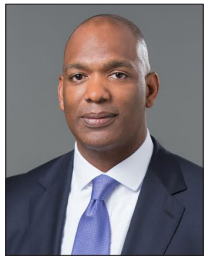
Kerri Salls, founder of This Way Out Group LLC, is the exit strategist entrusted by owners to reduce risk and maximize value, transforming an income generating business into a wealth producing asset owners can monetize, using exit planning as a framework for growth and operations enhancements. She is an international speaker, host of the podcast *Exit This Way*, author of *HARVEST Your Wealth, Don't Murder Your Business, How to Manage a Gaggle of Advisors to Build Your All-Star Exit Team*, and co-author of *Why Plan For Due Diligence in The Sale Of My Company?* Kerri received an MBA from Boston University.

Rudi Scheiber-Kurtz

CEO and Founder, Next Stage Solutions, Inc. (NSS)

Rudi Scheiber-Kurtz is the CEO and Founder of Next Stage Solutions, Inc. (NSS), which she founded in 2002. NSS is a finance and business advisory firm that partners with CEOs and Business Owners in the decision making process to optimize their business value. Rudi's clients include dozens of businesses she has helped grow and increase their profitability. She created and produced the popular CEO Workshops and stars in the Rudi/Tuesday Webisode Series, a video series specifically designed for CEOs and business owners addressing challenges they routinely face.

Growing up in Switzerland, Rudi was trained as a Botanical Pharmacist, holds a BS from Lesley University and an MBA from the Simmons School of Management. She loves jazz, art and traveling with her husband, Michael.



XPX NY METRO EXIT PLANNING EXCHANGE

Brett E. Dearing

Senior Director of Wealth Management Services, BNY Mellon

Brett Dearing is a Senior Director of Wealth Management Services at BNY Mellon. Brett has been in the wealth management industry for over 24 years. His experience includes implementing solutions for high-net worth clients, business owners of privately held companies and corporate executives. Brett utilizes a knowledge network focused on assisting clients with Mergers & Acquisitions, Private Placements, Company Valuation & Analysis and Initial Public Offerings. Brett also works with Endowments and Foundations through reviewing and implementing investment strategy, structural enhancements and overall investment policy planning.

Brett earned his Bachelor's degree from Indiana University of Pennsylvania.

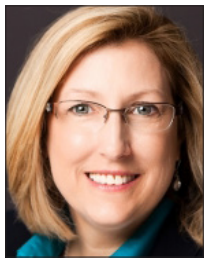
XPX CONNECTICUT EXIT PLANNING EXCHANGE

Ramsey W. Goodrich

Managing Director & Partner, Carter Morse & Mathias

Ramsey W. Goodrich is a Managing Director and Partner at Carter Morse & Mathias and brings more than 20 years of experience advising entrepreneurs, business owners and corporate executives of privately held middle market companies on strategies to maximize shareholder value. Over the course of his career, Mr. Goodrich has advised on transactions totally more than $3.5 billion in value.

Prior to joining Carter Morse & Mathias, Mr. Goodrich was a managing director of Spinnaker Group Capital Advisors LLC, an investment banking firm based in Darien, Connecticut. Previously, Mr. Goodrich was a vice president of E&Y Corporate Finance, an affiliate of Ernst & Young, in their M&A and capital markets and co-founded the financial sponsors group. During his career, he has also held various advisory positions at Banque Paribas and Chase Manhattan.



XPX BOSTON EXIT PLANNING EXCHANGE

Laura Kevghas

President, Seed to Harvest

Laura is the President of Seed to Harvest, an M&A advisory firm that works with clients in the business services, manufacturing and technology sectors with $2 to $10 million in revenue. Laura's 30 years of M&A experience has included 20 years as an advisor to business owners and 10 years as the Director of Corporate Development for a PE-backed B2B media company. Sitting on both sides of the negotiating table has given Laura a unique understanding of how buyers approach acquisitions and how best to position her sell-side clients to be attractive acquisition candidates. Laura is the Chairman of the Board of XPX Boston, and a frequent writer and speaker on topics related to M&A. You can get more information on her website at www.seedtoharvestllc.com.

XPX MARYLAND EXIT PLANNING EXCHANGE

Shelley Lombardo

Chief Revenue Officer, Evergreen Advisors

Shelley Lombardo, Chief Revenue Officer of Evergreen Advisors, is responsible for all facets of Evergreen's growth and revenue generation processes including Marketing, Business Development and the alignment / integration of Evergreen's practice groups. She has a broad background in strategic marketing and corporate finance focusing on small business and the middle-market. Shelley has over 17 years of experience working with middle-market companies in the tech-enabled services space including healthcare, Fintech, business processing outsourcing, and cyber. Previously, she earned her stripes at a number of financial institutions working in the commercial, retail, and marketing areas.

XPX DC METRO EXIT PLANNING EXCHANGE

Karen N. Shapiro

Principal, Business Law Department, Stein Sperling Bennett De Jong Driscoll PC

Karen N. Shapiro is a Principal in the Business Law department at Stein Sperling Bennett De Jong Driscoll PC in Rockville, Maryland. Karen's approach to serving clients is grounded by her business background including an MBA. She helps clients throughout the lifecycle of a business: from building new enterprises to managing thriving businesses and transitioning ownership when the time is right. She has successfully handled the transition of a multitude of businesses to family, key employees and market buyers. In addition, Karen is well versed in dealing with business disputes and a variety of employment related claims.

XPX PHILADELPHIA EXIT PLANNING EXCHANGE

Mark Standring

Senior Vice President of Investment Management Consulting Group and Financial Advisor, Morgan Stanley

Mark Standring is a Vice President and Financial Advisor at Morgan Stanley in Mt. Laurel, New Jersey. His experience comes from over 23 years in financial industry with Morgan Stanley, Kunzler & Company, Inc. and Colony Brokerage Company. Mark is registered as an Investment Advisory Representative and is authorized to give investment advice to clients

Mark earned his Bachelor of Science degree from Rutgers University. He holds the Certified Financial Planner (CFP®) designation and earned the distinction of being a Senior Investment Management Consultant within Morgan Stanley Consulting Group.

Laura Kevghas, Seed to Harvest, **Summit Co-Chair**
Thomas LeBlanc, ROCG, **Summit Co-Chair**
Itamar Chalif, Rockland Trust
Stan Davis, Standish Executive Search
Craig James, Vistage International
Jeffrey Ross, Glenoe Associates LLC
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