

November 21, 2016

Register Now: \$80



# The Owners Forum

M E T R O   S T .   L O U I S

## Are you a middle market business owner in Metro St. Louis?

The Owners Forum is the premier event for top middle market business owners like you, to learn how to use exit planning and value acceleration to rapidly maximize their business value and harvest the wealth trapped in their largest financial asset: *your business*.

You may be aware of the statistics: only 20% of businesses successfully come to market and actually sell. Have you adopted a strategy that places you in the "Transferable 20" or the "Middle Market Norm"? Do you know how to use exit planning strategies to increase your future business value *and* increase your current income performance?



### 100% Satisfaction

It's unanimous! 100% of owners that have attended the Owners Forum "strongly recommend" it for their colleagues and peers! Invest one day to work *on your business* versus in your business.



### What Drives Value?

Learn from international and local experts on the key factors that drive and kill business value—along with the strategies you can adopt today to build an attractive and ready best-in-class business.

### Owners Like You...

The Owners Forum connects you with experts in the four highest rated areas of business assistance:

- Strategic plan development
- Transition & succession planning
- New marketing strategies
- Mergers & acquisition, sale, and other exit strategies

This one-day event will change the way you think about business and set you on a path to secure your legacy!

## Change the Outcome and Secure a Successful Legacy

The Owners Forum provides interactive and engaging education for top middle market business owners that empowers you to take a critical look under the hood of your business through the eyes of a buyer or successor, and develop strategies to create a business that has transferable value...whether you plan to exit your business in the short or long term. *Exit planning is simply good business strategy.* Learn from the experts, understand where you benchmark among your peers, and start a successful walk toward your prosperous destiny.

An unmissable event for business owners...  
I only wish that I had attended something like this ten years ago. —NEO Owners Forum Attendee



INNOVATIVE EDUCATION. EXPERT SPEAKERS. PEER-TO-PEER LEARNING.



### Voice of the Industry

Chris Snider, CEPA, President & CEO of the Exit Planning Institute, Managing Partner of Snider Premier Growth, creator of the Value Acceleration Methodology™, author of *Walking to Destiny: 11 Actions an Owner Must Take to Rapidly Grow Value & Unlock Wealth*, will give you the roadmap and the steps that will set you on the path to the legacy you have been working a lifetime to secure. Next you will hear from local experts on the topics that will provide you the strategic training needed to take action now. And connect with Tom Deans, best-selling author and intergenerational wealth expert as he brings reality, humor, and inspired perspective.

### Reserve Your Seat:

The Owners Forum is limited to the **first 100 business owners** and C-suite executives in the local area. See details below and make plans to join the most impactful business owner event of 2016!

#### EVENT DETAILS:

- **November 21, 2016 from 7:30 a.m.—3:00 p.m.**
- **Renaissance St. Louis Airport Hotel**
- **Cost: \$80 per attendee**

Every guest will receive a copy of *Every Family's Business* and *Walking to Destiny: 11 Actions an Owner Must Take to Rapidly Grow Value & Unlock Wealth*

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