

Enhancing the Value of Your Business In the 'New Normal'

June 17th 2010
Crowne Plaza Cincinnati/Blue Ash
Cincinnati, OH

There is a great deal of uncertainty in the economy these days. No one really knows what is going to happen in their industry or in the economy as a whole. One thing is for sure, the good old days are gone and we have entered into a new economic cycle. So what is a business owner to do? Stand by and let the economy take control of one's company? No. Now is the time to take control of the parts of your company that you can manage and optimize the position of your business when the economy does stabilize.

The **Succession Planning Program at Kent State University**, the **Goering Center for Family and Private Business**, and **South Metro Regional Chamber of Commerce** have assembled a leading team of advisors to provide a business planning session to small and medium sized business. The tools and techniques provided in this session will help you develop a plan to navigate your business through these tough economic times and drive the value of your business in this new economic climate. With these tools you can not only survive in the current economy, but also thrive as much as possible. Whether the business owner is looking to pursue long-term growth or pursue a transition in ownership, the key to their success will reside in their business planning process. This seminar will provide tools that will assist the owner of a business in their planning process.

The advisors and co-sponsors of this event are:

David Engel, a Principal with **The Malibu Group**, a business advisory group that helps business owners improve their companies, prepare for sale, prepare for growth or plan for their future

Nick Sypniewski, Director of Operations for the Cincinnati office of **Comstock Valuation Advisors, Inc.** a business valuation and financial advisory firm

Mark A. Signorelli, Managing Partner of **Cincinnati Growth Partners**, a middle market investment banking firm that drives and supports firms growth initiatives and succession planning

Roy Messing, Program Coordinator of the **Succession Planning Program at Kent State University**, a non-profit center that specializes in employee ownership and exit planning



**The Business
Succession Planning Program**
at Kent State University



2010 Small Business Owner Planning Program
June 17th 2010
Schedule

Registration	8:30 – 9:00
Continental Breakfast	9:00 – 9:45
Break	9:45 – 10:00
Panel 1	10:00 to 11:30 - Strategies to enhance the value of your business in the “New Normal”
Networking/Discussion	11:30 to 12:00
Lunch	12:00 – 1:15
Panel 2	1:15 to 2:45 - Funding sources your business in the New Normal
Wrap up	2:45 – 3:00

This session will be held at the **Crowne Plaza Cincinnati/Blue Ash** at 5901 Pfeiffer Road in Cincinnati, and will **include lunch**. Registration will start at 8:30 am, with the welcome and continental breakfast starting at 9:00. Panels will start at 10:00 am. Cost is \$40 for the session. Further information is available from **Roy Messing**, **Chris Cooper** or **Jay Simecek** at 330-672-3028 or rmessin2@kent.edu, ccooper1@kent.edu or jsimecek@kent.edu.

REGISTRATION FORM

Complete the form below and mail it to: The Business Succession Planning Program, Kent State University, 113 McGilvrey Hall, Kent, Ohio 44242. You can also fax (330-672-4063) or email (oeoc@kent.edu) your info to register. You will be invoiced for the registration fee.

Name(s) _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

of Employees _____