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## FOUNDER/CEO BREAKFAST

A PRIMER ON LANDING A DURABLE SUCCESSOR  
& DRIVING RESULTS TOGETHER

BOARDROOM  
RITZ CARLTON TYSONS

NOVEMBER 12, 2009  
8:30 AM - 10:00 AM

CONTINENTAL BREAKFAST

COMPLIMENTARY FOR INVITED GUESTS

*“Thanks for a magnificent session...”*

Michael Cohen  
President, IMC National Capital

*“Steve, it’s clear you have your finger on the pulse of what is going on in corporate America...engaging and inspiring...”*

Paul Brickman  
Chairman, MENG DC

*“...echoed familiar - especially the differences in talent management at big companies vs. smaller businesses.”*

Thomas A. Sloma-Williams  
Publisher, Quality Magazine

FOR **FOUNDERS, OWNERS & CEOS** OF INDEPENDENT COMPANIES INTERESTED IN

- ▶ Competing for Talent with Larger Companies
- ▶ Ensuring Outside Execs Succeed & Stay
- ▶ Durable Founder Succession

**About the Workshop** Over the past 20 years, the U.S. Market for Executive Talent has undergone dramatic structural changes. Today, professional corporate executives - particularly top executives - increasingly operate as Free Agents.

Few have more at stake in Executive Free Agency than independent businesses, often run by Founder/CEOs approaching retirement. Many will need to bring in outside talent to facilitate succession and/or help build-up and harvest the company.

Does Executive Free Agency create an opportunity for independent companies? Or is Free Agency a threat? Can independents compete with larger companies for top executives and win? What does it take to succeed with outside executives?

Join us to explore these issues via a real-world *Founder Succession Case Study* informed by a briefing on trends and conditions in the executive talent market.

**About the Facilitator** The discussion will be led by Steve Ely, founder of Equity Corps. A native son of Washington, Steve began his career in the family printing business. To escape, Steve went back to school and earned an MBA from the University of Chicago. After business school, Steve helped lead turn-arounds on behalf of private equity investors, including Bain Capital, Hoak Capital, and Sun Capital. Since then, and prior to founding Equity Corps, Steve has served family and founder businesses as a CXO On Demand.

**About the Sponsor** Equity Corps is an alternative to executive search. We help founders of private independent companies land top executives, build durable working relationships, and outperform together. [www.equitycorps.com](http://www.equitycorps.com)