

## **Pathway to Platinum®: Optimizing the Value of Your Company 10<sup>th</sup> Annual Conference**



**Event Dates:** Wednesday, September 29<sup>th</sup> – Thursday, September 30<sup>th</sup>

**Venue:** Wentworth by the Sea • 588 Wentworth Road • New Castle, New Hampshire

**Attendees:** Limited to 40+ owners and C-Level executives of entrepreneurial and closely held businesses with revenues of \$10 million to \$1 billion

**Content:** Roadmaps for operational improvements to maximize the company value

**Agenda: Wednesday, September 29<sup>th</sup>**

5:00 – 7:00 pm Registration  
6:30 – 10:00 pm Cocktail Reception & Welcome Dinner

**Thursday, September 30<sup>th</sup>**

8.00 – 8.15 am Introductory Remarks – Dare to Be Holistic  
8.15 – 9.00 am New Perspectives on Building a High Performing Company

- Laying the Foundation to Win
- Proactively Allocating Your Resources and Time
- Driving Internal & External Growth

9.00 – 9.30 am Accelerating Growth Through Acquisitions

- The Layering Effect
- Integration, Planning and Execution
- Red Flags

9.30 – 10.15 am Panel: Best Practices & Challenges from Acquisitions  
10.15 – 10.45 am Coffee Break and Checkout  
10.45 – 11.15 am Pivoting for Success in a Post-COVID World

- Adjusting to the “New Normal”
- Attracting, Managing and Retaining Key Talent Now

11.15 – 12:00 pm Panel: Unafraid to Reinvent Yourself  
12.00 – 12.45 pm Networking Lunch  
12.45 – 1.45 pm Interview with Ken Sadowsky: How “The Beverage Whisperer (*Forbes*)” Spots the Trends, Creates the Foundation, Scales the Brands & Commercializes to Create an Exit  
1.45 – 2.15 pm Optimizing Your Board of Directors/Advisors

- Investing in a Board
- Your Board as Growth Creator

2.15 – 3.00 pm Panel: Creating the Best Performing Board  
3.00 – 3.30 pm Preparing for the Future (Sale or Next Gen)

- Maximizing the Metrics that Matter
- Really Understand What You are Selling
- Institutionalizing Leadership
- Importance of Succession Planning

3.30 – 4.15 pm Panel: Preparing Now for Next Generation or Exit  
4.15 – 4.30 pm The Platinum Advantage: Bringing It All Together

- Unlock the Potential
- Long Term Enterprise Health

4.30 – 5.00 pm Networking Reception

**Attendance Fees:** \$1,895 Attendee Registration (All meals included. Special hotel room rate of \$289 per night.)  
\$1,495 Early Registration (Available through August 15, 2021)  
\$2,695 Early Registration + C Level Community Membership (one-year)

**Speakers:** Lawrence Siff, CEO, Neptune Advisors  
Ken Sadowsky, Board Director, Hint Inc. &  
All Market Inc. (makers of Vita Coco)

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