



Grow. Thrive. Lead.

NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS - SF BAY AREA

NAWBO® Leaders' Circle – *An exclusive membership group providing a unique program designed for women owners of \$2 million plus companies*

Increasing Company Value to Support Your Exit Strategy

Steven D. Popell, CMC

Author of *BIG PROFITS From Small Companies*



The NAWBO® Leaders' Circle July Quarterly Program presents keynote speaker Steven D. Popell, Certified Management Consultant, author, frequent contributor to *The San Jose/Silicon ValleyBusiness Journal*,

and a recognized expert in business valuation. His *ExiTrak*® process represents new work in how to increase the market value of a small, privately-held company.

"Getting top dollar requires an understanding of the difference between financial value and strategic value," states Popell. "Most entrepreneurs are dismayed to learn how little value sweat equity has in the marketplace."

This program explores exit options and guidelines for increasing the strategic value of your company. Through thought-provoking breakout discussions among other women business owners, you'll share insights about which factors most influence the value of your business.

You'll also be able to hear directly from some well-respected women entrepreneurs who have already gone through the process of selling their businesses. Margot Fraser, the founder of Birkenstock Footprint Sandals, Inc. and Saman Dias of AIM Computer Training, Inc. will be in attendance to tell their own stories.



When: Thursday, July 27th
8:00 am-1:30 pm
Including breakfast and luncheon

Where: Greenberg Studios
201 Post Street, 6th Floor
San Francisco

RSVP: Diana Kimbrell at 415.331.1334
or diana@kimbrell-co.com
Attendance by invitation only.
Space is limited

**WELLS
FARGO**

Join us Thursday, July 27th

Find out more about coming events: www.nawbo-sf.org