**CFO Forum Minutes** **Valuation and possible role of ESOP January 2019**

**This session covered business valuation basics and an introduction to ESOPs as a possible exit tool.**

**A special note to our guest CFOs, CEOs and partners who attended. Contact me with your comments especially if you want to attend a future session AND/ OR if you want to discuss previous topics and request an introduction to one of our partners.**

**Dave Bookbinder (The Pinehill Group) covered valuations and his slides are attached. Valuation is both an art and a science and a CFO needs to understand the mechanics and know that the purpose may well determine the methods used as well as the subtle issues and concerns that an expert will explain and manage through the valuation process. Valuation for an offering or a sale is certainly different than a valuation for partner negotiations or a divorce valuation. His presentation slides saved on the website and are certainly worth reviewing each of them.**

**His recent book on the importance of the human capital from a human perspective, “The ROI-Return on Individual”, is a great read-especially for those of us who focus on the hard numbers but have to be cognizant on the leadership impact of managing individuals and the organization. If you can’t find it on Amazon, call Dave or me.**

**Jim Steiker, CEO of the SES business that is part of Stevens Lee, explained the basics and the nuances of ESOPs. The keys to success for an ESOP usually include employee commitment, loyalty and retention as well as better alignment with customer service and retention and often work best for the slower growing, service oriented businesses such as custom manufacturing, distribution or certain services. The high growth firms that require frequent cap ex or working capital injections are probably not a great candidate for an ESOP but Jim and his team are experts who are worth talking to. His slides are also at the website.**

**Both of these SME partners welcome an opportunity to discuss your specific questions or situations. They are also available to visit executive meetings if valuation or an ESOP education would be useful for your firm.**

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| David Bookbinder 215 391 4238 (m) 267 253 9844 dbookbinder@pinehill.com |
| James G. Steiker 215 508 5643 (m) 215 421 1026 jgs@sesesp.com |
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**The February 19 meeting will have a new format. We are doing lightning round discussions on the best practices that you should be aware of to “Not get fired, get promoted or find a better job”. All about the soft stuff you should know and do as a CFO Plus type of leader. More news on the content and speakers will be coming but mark your calendar. Call in will be available via our conference call line (slides are provided in advance).**

**Mark your calendar**

**March 26,-Financing Best Practices**

**April 23 Eliminate Risk and manage what is left**

**May 14 Cyber security**

**June Date TBD**

**Housekeeping:**-Minutes, slides and CPE letters are available at [www.thecfosolutions.org](http://www.thecfosolutions.org) under the past events tab. CPE letters usually take about a week to get posted. If you are missing one from last year, let me know and I will provide it. The password for our content is MRC. Download your CPE letter.