

**PRESIDENT'S MESSAGE**  
**April 2009**

**President's Message:**

To My Fellow ICBC Members:

**Social Club or Truly A Professional Association?**

That's the question I asked your Board of Directors when I became President. What's ICBC'S mission statement? Where is ICBC going? Fortunately, all of your Directors had the same concerns – something had to change in order to attract new and retain existing members. How does ICBC add value and remain relevant to prospective and its existing members, especially at a time when many national associations memberships' are/were declining? As a result of your Board's concerns, we conducted a day-long strategic planning in Dallas last month. With the assistance of a professional facilitator, Frank Coy, of [Human Resource Consultants Inc.](#), your Board spent a day discussing, debating, and exploring ways to improve ICBC'S message, its mission statement and its deliverables. As a product of that strategic planning meeting, your Board developed both new mission and vision statements, identified new, specific goals and objectives, and created key committees assigned the responsibilities to create overhaul/enhance/deliver new programs for Membership, Education, Marketing, Web development and optimization, and creating Core competencies for new members.

So where do we go from here? Your Board is dedicated and moving forward, but it would like your assistance. Get on board, get involved, and find something you can do with a committee. Remember, it is your organization.

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## Editors Column

Fellow ICBC members:

Your ICBC leadership (Board of Directors) has been working diligently over the last several months to identify ways to increase the benefits to our membership. As outlined in the president's message the board held a special session to strategize on the future directions for our organization. This issue is dedicated to sharing with our members what the board decided and the goals, objectives, and plans they developed.

I suggest that to make this organization an even better support system for you and your business, you consider working on one of the committees. On the next page of this newsletter you will see a list of the committees, the current committee chair and members and the tasks they have identified.

If you find that you would like to work on one of these committees, feel free to contact the committee chair. If you are not able to work on a committee but have some input please contact the office, the committee chair, or a committee member.

We welcome and solicit your input as that is what will assure us that we are meeting the needs of our membership.

Ray Hanson  
Newsletter Editor





## **Board Strategic Planning Meeting March 20, 2009**

The ICBC Board of Directors takes their leadership responsibilities very seriously. They recently held a day-long strategy planning session with the primary purpose of defining the vision, mission and direction of your organization. Below are the vision and mission statements that resulted from their efforts.

### **ICBC Vision**

We are a multi-disciplined professional association of skilled, experienced practitioner focused n the needs of businesses in ownership transition.

### **ICBC Mission**

Our mission is to be the premier association of business transfer, planning and support professionals though the team application of integrated disciplines designed to meet the unique needs of business owners, their employees and other stakeholders.

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Having spent considerable time defining and analyzing exactly what ICBC membership means and the direction for the organization during these changing economic times, the board addressed specific committee directions and plans. Listed below are the committees they focused on and the current membership on these committees.

#### **Committee**

Membership  
Education  
Marketing  
Testing  
Website

#### **Chair**

Don Hankins  
Dave Finsterwald  
Don Hankins  
Monty Walker  
Bud Sandberg

#### **Committee Members**

Roger Murphy, Monty Walker  
  
Roger Murphy, Monty Walker  
Past ICBC Presidents  
KC Conrad

While several goals and objectives were identified, the board realized that they needed to select the top priorities and establish timelines. Listed below are the tasks the committees will be focusing on in the near future:

- Web site development and optimization
- New member marketing and prospecting
- Development of CBC core competencies and courses

As we work through these, you may be receiving requests for assistance, if at all possible, please take the time to respond so that we truly can make this organization an even greater asset to you and all our members.

## What advice can we provide our clients that can affect a company turnaround?

By Mark Borkowski

With the downturn of the economy, I decided that 10 things might be helpful in assisting you in upgrading your Company or assisting your clients with theirs. Here are some examples of things you can do or recommend.

1). Ask you Customers what's Important to them.

Talk with you your existing customers – don't just assume. Pick up the phone or send an email and ask "what can we do better for you're you or your company"? In today's environment they may have changed priorities. Your customers will be delighted you phoned. How about doing a customer survey? Using Survey Monkey or Question Pro and posting the answers on your website says you are listening to your customers.

2). Be Strategic.

In this downturn, many businesses are thinly funded and thinly staffed. Consequently, businesses get into the habit of reacting. Most of us spend too much time putting out fires instead of guiding our businesses efforts as they "happen to us". Here is an example:

Make very action create the business you want, not the business that happens. Bring in your team and write down some strategic objections and visualize the strategy in action. It will help your company get focused on its key objectives.

Set objectives with your employees, not just your managers. Write down these objectives and tack them up to the bulletin board. Ask people if they think we are all on track.

3). Differentiate your Business from your Competitors. Even if you or your client is in an age-old segment of industry you can differentiate it. This exercise should be done by writing down the phrase "our company, a business known for\_\_\_\_\_". Trying to come up with a new definition that distinguishes your company for its uniqueness in less than 25 words or less will help you in your task. Share this information with our managers and employees. Remind them what makes your company unique.

4). Partner – Where it makes sense.

"No man is an island". That is especially true for all businesses. How can you work with suppliers, customers or complimentary company's to achieve your common objectives? If the partnership of efforts can not be articulated in a few bullet points, do not spend time on it.

5). Learn a new Technology. The sheer number of applications available for your business, especially online applications is now so great it feels impossible to keep up with them. Do not give up because you feel overwhelmed. Here are two actions items.

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Learn one new thing yourself. Forget boiling the ocean. If you have been holding back from learning how to design a brochure or learning how to upload video from your flip camera to YouTube, now is the time to learn. Pick just one at a time. Get good at whatever you picked. You will gain confidence that will help you tackle other technologies and software applications later on. Encourage your staff to do the same.

6). Start a newsletter – Do whatever it takes to get a newsletter started. You can have multiple newsletters from different departments in your company sent to customers. Remember that email is best used for communicating with existing customers and contacts. Use a simple email marketing program like “Constant Contact”, “Vertical Response”, or Campaigner” to manage your subscriber database and compose professional looking emails. Just get started. Remember, “out of sight, out of mind”.

7). Cement relationships with key customers. It is far less expensive to get a new sale from an existing customer, than to go out prospecting afresh to close a new customer. Make sure your relationships are strong. Work on them. In a recession, customers are your life vest. Consider holding an annual customer conference.

8). Automate a process. We are always running into issues when it comes to accounting and invoicing that take up more time than we like.

9). Spruce up your working environment. A cluttered workspace leads to a cluttered mind. It will make all of your employees feel better about their environment and themselves.

10). Network, network, network. Online networking has replaced over 75% of in person networking. You can reach lots of people you have never met and start up a relationship. You would be surprised how effective Twitter, Facebook and LinkdIn can create more website traffic

What things are you going to do to improve your company this year?

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SAVE THE DATE!!!

ICBC CONFERENCE 2009  
MINNEAPOLIS

SEPTEMBER 23RD-26TH

MERGING GREAT MINDS TO TACKLE BUSINESS  
SOLUTIONS FOR TODAY'S STRUGGLING  
ECONOMY!



MARK YOUR CALENDAR  
WE LOOK FORWARD TO SEEING YOU THERE!!