

# Maximizing Your Exit Strategy: A Business Owner's Conference

Wednesday, October 14, 2015

Presented by Bank of America in partnership with Babson Executive Education

Bank of America Merrill Lynch U.S. Bank of America  
America ynch Trust Merrill Lynch

## Agenda

## Wednesday, October 14, 2015

- 8:00 a.m. Registration and Breakfast, *Columbia and Potomac Rooms, Babson Executive Education Conference Center*
- 8:45 a.m. Welcome and Introduction  
*Greg Achten, USWM Market Executive, Bank of America*
- Setting the Stage
- The Investment Banking Process
  - The Current M&A Market
- John Stewart, Director, Merrill Lynch Global Banking and Markets*
- 9:15 a.m. Short-term Tactical Steps to Take  
*Tim White, Investment Banker, Shields & Company, Inc.*
- 10:15 a.m. Break
- 10:30 a.m. Valuation and Value Drivers  
*Professor David Lopez, Babson Executive Education*
- 12:00 p.m. Lunch
- 12:45 p.m. The Founder's Role and Steps for Extrication  
*Professor Edward Marram, Babson Executive Education*
- 1:30 p.m. Break
- 1:45 p.m. Life After Exit: Business Owners Panel  
*Moderated by Bank of America Executive*
- 2:45 p.m. Closing Remarks  
*Greg Achten, USWM Market Executive, Bank of America*
- 3:00 p.m. Networking Reception (optional)
- 4:30 p.m. Event Concludes

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