

THE PRESIDENTS' SYMPOSIUM SCHEDULE

Thursday, September 15, 2016

7:30 - 8:30 a.m.

Registration/Networking/Breakfast

8:30 - 9:00 a.m.

Kick Off Address by Marc Schulman

9:00 - 10:45 a.m.

Morning Presentations by Al Goldstein & Marsha Serlin

10:45 - 12:00 p.m.

Breakouts/Peer-to-Peer Interactions:

- People 501: Getting the Right Members in Place (and the Wrong Ones Out)
- Sales/Marketing 501: Selling at "C" Level
- Business Transactions 501: Growing Through M&A
- Business Continuity 501: Internal and External Threats to Your Company

12:00 - 2:00 p.m.

Lunch
Luncheon Address by Tom Yorton

2:00 - 3:15 p.m.

Breakouts/Peer-to-Peer Interactions:

- People 502: Effectively Managing and Communicating with a Generationally Diverse Team
- Sale/Marketing 502: Turning Your Website into an Inbound Sales Tool
- Business Transactions 502: Personal and Business Transition Strategies

3:30 - 5:00 p.m.

"Office Hours" & Networking Reception

REGISTER NOW

THE PRESIDENTS' SYMPOSIUM OF CHICAGO

A 'By-Invitation-Only' Program For CEOs, Presidents Or Owners

"I thoroughly enjoyed the information and all of the great people I met. The only thing I can think of is more!"

■ JONATHAN LEEB
MACHINE TOOL RECYCLERS INC.
THE PRESIDENTS' SYMPOSIUM OF CHICAGO

"Very well run, efficient, organized and relevant!"

■ DON ZUIDEMA
RESTOREWORKS
THE PRESIDENTS' SYMPOSIUM OF CHICAGO

"Thank you for the opportunity to attend. It was well worth the time. I connected with some new potential customers and opportunities."

■ MICHAEL HUGHES
HUEN ELECTRIC, INC.
THE PRESIDENTS' SYMPOSIUM OF CHICAGO

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THE
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Columbus, Ohio 43231

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The Presidents' Symposium OF CHICAGO



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THE
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■ The Business of Growth

Presidential Presenters:

Marc Schulman
President, The Eli's Cheesecake Company



Marc Schulman became president in 1984 and has been running the company since his father's death in 1988. It was the dream of his restaurateur father, Eli Schulman, who started with Eli's The Place For Steak, a steakhouse on Chicago Avenue. He always dreamt of creating a signature dish that could be sold outside the restaurant. It was at the first Taste of Chicago in 1980 where Eli's Cheesecake made its debut. They evolved into an independent company and, over time, grew in both distributions and product offerings. To keep up with the ever increasing demands, in 1996 Eli's opened Eli's Cheesecake World, becoming one of the country's largest specialty bakeries. Eli's turns out 20,000 cheesecakes and desserts daily with distribution as far as London, Russia, and Saudi Arabia. In 2015, the company launched their first cookbook, which pays homage to its founder and includes 40 different recipes.

Al Goldstein
Founder & CEO, Avant



Al Goldstein is Founder and CEO of Avant, a Chicago-based consumer load program named to Forbes' 2015 list of America's Most Promising Companies. A serial entrepreneur in technology, consumer services and real estate, Mr. Goldstein co-founded Avant with John Sun, now the company's chief credit officer, to meet the needs of "underbanked" middle-class consumers.

Avant, previously known as AvantCredit, offers personal loans with a process that is almost entirely online, with credit potentially available as soon as the following morning. Avant serves 3 countries with 800 employees and empowering 450,000 customers.

Marsha Serlin
Founder & CEO, United Scrap Metal



Marsha Serlin founded United Scrap Metal in 1978 and began building her company with \$200 and a rental truck. At that time, Marsha was a divorced single parent, solely responsible for two young children. She saw an opportunity to support her family by gathering scrap from alleys, manufacturers and facilities. Competitors anticipated her start-up would soon

fail as the industry entered an economic recession. Marsha relentlessly knocked on doors soliciting businesses to sell her scrap and slowly made inroads. During the Chicago blizzard of 1979, while other scrap dealers took "snow days," Marsha kept rolling. She promised Del Monte Foods she would keep their scrap moving, running her single truck 24 hours a day and enabling them to avoid a plant shutdown. Over thirty years later, this initial success story has helped define the culture of United Scrap and its commitment to over 2,500 customers coast to coast.

Tom Yorton
President, INCubatoredu, Past CEO, Second City Works, Inc.



INCubatoredu is a 501(c)(3) not for profit organization with a mission to bring authentic, rigorous entrepreneurial education to all high school students. The company creates a foundational experience for high school students who will study entrepreneurship and business in college as well as for those students who enter the workforce after graduating

from high school. Prior to serving as its president, Mr. Yorton spent 14 years serving as the CEO of Second City Works, Inc., which not only offers comedic training, but provides one-of-a-kind leadership training to cutting-edge companies, nonprofits, and public sector organizations. With fellow executive Kelly Leonard, Mr. Yorton co-authored the book "Yes, And" on how improvisation reverses the "no, but" thinking and improves creativity, collaboration, and teamwork.

You can't google the solution to an important business problem. What you can do is listen to and discuss how other CEOs have addressed the same issues of concern to your business. From enlightening "case study" presentations to inspiring smaller roundtables and substantial peer-to-peer networking, you'll get practical solutions, generate new ideas and make valuable business connections.

Presentations

Successful owners and prominent leaders discuss best practices to resolve key business issues.

Roundtable Interaction

Participate in engaging Q&A sessions with the Symposium's CEO, faculty and other top-level experts.

Networking

Share ideas, develop leads to expand your market, and build your business through strategic alliances.

Thursday, September 15, 2016

The Gleacher Center

450 N. Cityfront Plaza Drive, Chicago, IL 60611

The Presidents' Symposium was created through the efforts of the Advisory Board of Chicago and The Entrepreneurship Institute (TEI) to provide practical solutions, relevant information and valuable contacts needed to thrive in a challenging economy. TEI is the most successful independent non-profit educational corporation organized solely to assist and encourage the growth of American enterprises. Since 1976, TEI has assisted thousands of company presidents in solving problems and developing business contacts that contribute positively to the bottom line.



To learn more about the Presidents' Symposium and our various other opportunities and resources, visit www.tei.net.



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