



PRIVATE DIRECTORS
ASSOCIATION
Creating Value Through Board Excellence

CHICAGO

SPONSORSHIP



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Our **MISSION** is creating, sustaining and enhancing Private Company value through the active use of Boards of Directors and Advisory Boards.

We advocate for excellent practices in board formation and governance.

We provide a national network where executives and professionals interested in board service can find and meet with those interested in securing exceptional board members.

The Private Directors Association Vision ...



CEOs, Owners, and Board Members will share a forum to learn, discuss, and exchange insights with other CEOs, Owners, and Board Members on why and how to effectively use Advisory and other Boards.



CEOs, Owners, Board Members, and those seeking to be Board Members will be provided with experience based and other value-based educational content and networking opportunities in chapters located in cities around the globe as envisioned by our Founders.

Background

Founded in July 2014

80 Founders

Members include:

Business Owners, CEOs,
COOs, Accountants,

Association Executive Directors, Bankers, Board Directors of Private and Public Corporations, Consultants, Intermediaries, Investment Bankers, Lawyers, Manufacturers, Service Companies, Technology Company Executives, University Executives

Members currently serve on: Public and Private Corporate Boards; Advisory Boards to companies; Charitable and Association Boards of Directors



Successes



Membership over 400

Chapters in Chicago, Detroit and Charlotte

Pending Chapters in Atlanta, Boston, Cleveland, Dallas, Los Angeles, Milwaukee, New York, Eastern Pennsylvania and San Francisco

Formation of an International Board to guide the Chapters

Coached, mentored and prepared dozens of members for Board service

Company Focus

Private and Family Owned



ESOP Companies



Early Stage Companies



Private Equity Companies

Private Company Boards



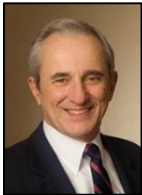
Public Company Boards



Not-for-Profit Boards

BoardSource®

Monthly Events



Challenges Facing Early Stage Private Companies

MODERATOR

Dennis Chookaszian, Experienced Corporate Director, former CEO & Chairman CNA Insurance, Adjunct Professor of Strategic Management, Chicago Booth

PANELISTS

Scott Epskamp, CEO and Co-Founder of Leapfrog, a digital marketing company
Joe Flanagan, CEO and Founder of Acquirent, an outsource direct sales company
Bob Michelsen, CEO of RGM Networks, and past CEO of six other emerging companies



How Effective Boards Add Value to Private Companies

MODERATOR

Suzanne L. Saxman, Partner, Seyfarth Shaw LLP, Attorney, Investor Representative on Board of Lucky Litter LLC and Board Member of Other Private Boards

PANELISTS

Alan Cook, Founder and CEO of Lucky Litter LLC
Michel J. Feldman, Senior Partner, Seyfarth Shaw LLP, Attorney, Board Member and Advisory Board Member of Several Public and Private Boards



Pursuing and Preparing for Your Next Board Seat

MODERATOR

Robert H. Jordan Jr, Ph.D., WGN-TV's News Reporter/Anchor, Founder, Video Family Biographies, Multiple Board Memberships

PANELISTS

Michael W. Hennessy, Chairman, Lovejoy, Inc., Downers Grove, IL
Matt Klein, Chairman, Klein Tools, Inc., Lincolnshire, IL
Inga Carus, Chairman and Chief Executive Officer, Carus Corporation

PRIVATE DIRECTORS ASSOCIATION® SPONSORS

Gold PRIVATE COMPANY DIRECTOR THE MAGAZINE FOR PRIVATE COMPANY GOVERNANCE Directors&Boards Diligent Bank of America Merrill Lynch

Silver Grant Thornton Tucker Ellis | LLP PNC WillisTowersWatson

Bronze BDO BMO Harris Bank GOLD EAGLE IN TO PROTECT & PRESERVE THE THINGS YOU LOVE NORTHERN TRUST

PERKINScoie COUNSEL TO GREAT COMPANIES SAUL EWING ARNSTEIN & LEHR LLP simply better dentistry WHITE SEYFARTH SHAW

SFGH Sugar Felsenthal Grais & Helsinger LLP us Private Wealth Management U.S. Bank WINTRUST BANK

Why PDA Sponsorship?

PDA Sponsorship is a unique opportunity to continuously present your company before private company directors and CEOs. Sponsors names and logos are presented at meetings, on the PDA website and within our literature commensurate with their level of sponsorship.



Chapter Sponsorship Gold Level

Option 1 In Kind Participation

- Provide *Customized* in Kind Participation
Examples: MLR Magazines; Diligent Portal
- Pay \$1000 for 2 Senior Level Executives / Managers to be Members with access to 9 events annually
- Ability to bring 2 Complimentary Guests to 9 PDA evening events

Option 2 Cash Sponsor

- Pay Sponsorship Fee of \$12,000
- Includes 2 Senior Level Executives / Managers to be Members with access to 9 events annually
- Ability to bring 2 Complimentary Guests to 9 PDA evening events

Sponsorship Gold Level Benefits

Maximum 3 Gold Sponsors per Industry

Meeting announcements left side of emails

Top Level recognition in all Advertising Under National Sponsors

Top Level in all Chapter Sponsor Listings

- Meeting Information Sheets
- eNewsletters
- Website
- Meeting On-Screen Introductions
- Use of Company Logo in all instances

Chapter Sponsorship Silver Level

Option 1 Hosting Sponsor

- Host 2 Evening Meetings
- Pay \$1000 for 2 Senior Level Executives / Managers to be Members with access to 9 events annually
- Ability to bring 1 Complimentary Guest to 9 PDA events

Option 2 Cash Sponsor

- Pay Sponsorship Fee of \$6,000
- Includes 2 Senior Level Executives / Managers to be Members with access to 9 events annually
- Ability to bring 1 Complimentary Guest to 9 PDA evening events

Sponsorship Silver Level Benefits

Maximum 5 per Industry

Second Level recognition in all Advertising

Second Level in all Sponsor Listings

- Meeting Information Sheets
- eNewsletters
- Website
- Meeting On-Screen Introductions
- Use of Company Logo in all instances

Chapter Sponsorship Bronze Level

Option 1 Hosting Sponsor

- Host 1 Evening Meeting
- Pay \$500 for 1 Senior Level Executive / Manager to be a Member with access to 9 events annually
- Ability to bring 1 Complimentary Guest to each of 9 PDA evening events

Option 2 Cash Sponsor

- Pay Sponsorship Fee of \$3,000
- Includes 1 Senior Level Executive / Manager to be a Member with access to 9 evening events
- Ability to bring 1 Complimentary Guest to 9 PDA evening events

Sponsorship Bronze Level Benefits

Third Level recognition in all Advertising

Third Level in all Sponsor Listings

- Meeting Information Sheets
- eNewsletters
- Website
- Meeting On-Screen Introductions
- Use of Company Logo sometimes instead of company name

Membership Criteria

The key requirement for membership in PDA is that members are chosen on the basis that they have a demonstrated personal and professional integrity and possess the track record of being a leader and role model.

- **Leadership:** Individuals who have demonstrated thought leadership and vision in their chosen field. Typical titles include Chairman, Director, CEO, CFO, COO, CLO/GC, Managing Director or Owner
- **Role Model:** Being a supporter for good corporate governance and a willingness and ability to help other PDA members succeed.

When considering potential new PDA members, the Membership Committee is mindful of whether nominees have a career history that demonstrates these requirements and a history of principled decision-making and evidence of the nominees' contribution to supporting and enabling leaders within their own spheres of influence.

Our typical member is either a current or past board member or executive officer of an organization or is a senior level executive who is board ready.



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Questions and Next Steps