



**PRIVATE DIRECTORS**  
ASSOCIATION  
*Creating Value Through Board Excellence*

CHICAGO

SPONSORSHIP



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





## Founding Members

Founding Member	Title	Company	Founding Member	Title	Company
Claudia H. Allen	Partner	Katten Muchin Rosenman LLP	Maureen Hurd	Managing Principal	Core Business Solutions
Leslie J. Anderson*	Senior Vice President	BMO Harris Bank	Erik L. Kantz	Partner	Arnstein & Lehr LLP
Daniel Bayston*	Principal	Cognient Advisors, LLC	Jared Kaplan*	Senior Counsel	McDermott Will & Emery LLP
Laurie Benson*	Chief Executive Officer	LSB Unlimited	Dennis Kessler*	President	Midwest Family Business Advisors
R. David Bergonia*	Managing Partner	North American Funds LLC	Christopher Lee*	PRIOR, Managing Director	Deutsche Bank
Randy Bridgeman	Partner	Perkins Coie	JoAnn Lilek*	Chief Financial Officer	Accretive Solutions
Cindy Burrell*	Chief Executive Officer	Diversity in Boardrooms	Robert Lindeman	Managing Director	The Overture Group
Adela Cepeda*	Founder and President	A. C. Advisory, Inc.	Challis Lowe*	Board Director	Seaway Bank
Phyllis Cochran*	Board Director	Private Company Board	Joseph McCoy	Managing Partner	Bryan Cave LLP
Theodore E. Cornell III	Partner	Seyfarth Shaw LLP	Martha McGuire	Senior Vice President	First Bank of Highland Park
Nicholas J. Delgado	Principal & CWO	Dignitas, LLC	Daniel McHugh	Senior Vice President	PNC Financial Services Group
Ralph Dieckmann	Integr� Partners, Ltd.	Managing Director	Bill McNitt*	Principal	Thurston Group LLC
Venita Fields	Senior Managing Director	Smith Whiley and Company	Arthur E. Mertes	Partner	Synergy Law Group, L.L.C.
Bill Finn*	Senior Vice President	Fifth Third Bank	Jennifer E. Nichols	Associate General Counsel	Banner Apartments, LLC
Kathleen M. Flanagan*	President	Leadership Communication Inc.	Harry R. Novak	President	Novak Financial Services, LLC
Terri Friel*	President	Doctus, LLC	Mona Pearl*	Founder & CEO	Beyond a Strategy
Joseph A. Ginsburg*	Partner	Levin Ginsburg	Shepherd G. Pryor IV*	Managing Director	Board Resources
Bruce I. Goldstein*	Principal	MorrisAnderson	Christopher J. Rasmussen	Senior Counsel	Foley & Lardner LLP
Jeff Gordon	Managing Director	Duff & Phelps, LLC	Jerry Rixie	Private Wealth Consultant	U.S. Bank Private Wealth Management
William J. Hass	Managing Director	Board Resources	Lauren G. Robinson*	Associate General Counsel	American Bar Association
Donald Hempson*	Partner	The Distributor Board LLC	Victoria Rock*	President & CEO	Victoria Legal Services
Donald Hempson*	President & CEO	The Allen Group International, LLC	Brian Ruddy	Senior Vice President	Bank of America
Lorraine Herr*	Marketing Showroom Director	SUB-Zero Wolf Midwest, LLC	Morris R. Saunders	Partner	Levin Ginsburg
Marianne Hewitt	Managing Principal	Integrated Growth Solutions, Inc.	Judi Spaletto	Senior Director	Hitachi Data Systems
Ken Hoganson*	Managing Director	RBI Advisors, LLC	James M. Weiner*	President	The Legacy Conversation
Tom Horne	Affiliate Coach	The Full Picture	Rebecca J. Wing*	General Counsel	PFG Best
G. William Hubbard II	Partner	Hubbard Business Counsel	Mark A. Zorko*	Chief Financial Officer	Del Global Technologies Corp.

\* Experienced on Company Related Boards

## 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

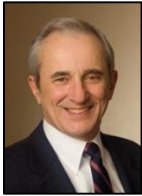


## Not-for-Profit Boards

**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 Synergy SYNERGY LAW GROUP, L.L.C. PNC WillisTowersWatson

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

PERKINS coie 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