

The Presidents' Forum

OF BOSTON



Thursday, November 8, 2018

"Building a Culture for Growth"



**THE
ENTREPRENEURSHIP
INSTITUTE**
■ The Business of Growth

Presidential Presenters

Nicole Sahin CEO, Globalization Partners



Nicole Sahin's mission is to make it easy for any company to expand into any country as easily as they hire team members in the United States. Her current focus is building the world's most competent and trustworthy Global PEO to meet the standards of the company's Fortune 500 clients. Prior to launching Globalization Partners, Nicole was a Managing Director at High Street Partners, a firm which provided international HR, tax, legal, and compliance services to CFOs, HR Directors, and General Counsel of fast-growing technology companies establishing subsidiaries and hiring in dozens of countries. Via her experience advising companies ranging from Tesla to HID Global on their international expansions, Nicole founded Globalization Partners to create a legal and technology platform that eliminated the need for companies to set up branch offices and subsidiaries in multiple jurisdictions prior to expanding their global sales footprint.

Marcus Wilson & Michael Schaeffer Co-Founders, NOBULL, LLC



Marcus Wilson and Michael Schaeffer had big careers in the athletic shoe business: Schaeffer was Reebok's global creative director, and Wilson was its head of brand strategy. But four years ago, they jumped to the opposite end of the market: They became the little guys, launching a shoe startup called NoBull that caters to CrossFitters. After Wilson left Reebok, they'd meet often at the Dedham diner to catch up, as friends do. At first, both said, they had no intention of creating their own footwear company. Initially their combined talent in marketing and website design led to the 2012 creation of Bold & Co., a marketing/design agency that serviced startup brands and some multibillion-dollar companies. But with their footwear experience and a vision for an under-served fitness category, they soon turned their diner talk toward starting -- and self-funding -- the venture that came to be NOBULL. Now the Hingham-based athletic footwear firm they dreamed up has established a reputation in its niche market, experienced healthy growth, and has launched an expansion into the apparel industry.

THE PRESIDENTS' FORUM SCHEDULE Thursday, November 8, 2018

7:00 - 7:55 a.m.

■ Registration/Networking/Breakfast

7:55 - 8:30 a.m.

■ Kick Off Address by Nicole Sahin

8:30 - 9:15 a.m.

■ Fireside Chat with Marcus Wilson & Michael Schaeffer

9:15 - 10:30 a.m.

■ Breakouts/Peer-to-Peer Interactions:
■ Organic vs. Inorganic Growth
■ Culture: Attracting, Engaging & Retaining Top Talent

10:30 - 10:40 a.m.

■ Networking Break

10:40 - 11:40 a.m.

■ Breakouts/Peer-to-Peer Interactions:
■ Organic vs. Inorganic Growth
■ Culture: Attracting, Engaging & Retaining Top Talent

11:40 - 12:30 p.m.

■ Lunch
■ Luncheon Address

12:30 p.m.

■ Adjourn

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THE PRESIDENTS' FORUM OF BOSTON

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

■ "Overall the program was excellent. I have no suggestions for change. Roger Berkowitz was excellent. The panel on M&A activity was excellent and the Corporate Culture guy was the best. I left at 2pm, but should have blocked the whole day. I would be interested in more, especially if they are shorter programs."

Brooks Hoffman, Lifespan Technology Recycling
The Presidents' Forum of Boston

■ "This was my first time (attending the FORUM) and I didn't know what to expect. The speakers were really good. The panel discussions were very valuable and I'm pleased with the wide assortment of resources made available on the topics I cared about. Phil Thomas, the corporate culture guy and the technology panel were fun and made good points."

Mark Glasser, Packard Design
The Presidents' Forum of Boston

■ "Jim Bourdon invited me, so I went, reluctantly. I'm glad I did. Two of the most valuable take-away's were the value of continuous personal professional development; and strategic planning. Berkowitz, the CULTURE guy and the panels on 'hiring' were especially valuable."

Lee Sullivan, A&A Window Products
The Presidents' Forum of Boston



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INSTITUTE

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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 Forum's CEO, faculty and other top-level experts.

Networking

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

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**THE FOREFRONT CENTER FOR MEETINGS
AND CONFERENCES**

404 Wyman Street, 2nd Floor, Waltham, MA 02451

The Presidents' Forum was created through the efforts of the Advisory Board of Boston 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.



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