

# GETTING THE DEAL DONE BREAKFAST CONFERENCE



## Getting the Deal Done

You won't want to miss our 2012 conference.  
It will feature a keynote address from

**Renee Behnke**, President Emeritus of **Sur La Table**  
and another fascinating case study.

In 2010 the *Puget Sound Business Journal* named Renee a "Woman of Influence." For the business journal she described her biggest career challenge as, "*Building a company and creating a brand in Sur La Table.*"

Join us as Renee shares some

### **"Lessons from a Successful Entrepreneur"**

As always, we will present a fascinating case study. This year we will navigate the treacherous waters of a company's growth and discussing Smithco's strategies to move from a lifestyle based business to a business with significant value.

Our case study will give you insights on:

- What is a bank looking for?
- Managing the banks expectations on performance.
- How to protect your IP and strategies to incentivize employees.
- Legal "audits" to protect your business as you grow.
- Why having and actually implementing a plan is crucial.
- Creating an endgame at the beginning and getting your employees on board.
- Why an effective tax strategy is critical for growth.
- Monitoring your performance ratios and benchmarks.
- What tax law surprises await us in 2013.

Benefit from the insights of experts:

**Kit Gerwels** - Business banker with Columbia Bank  
**Marc Hutchinson** - Partner at Bashey, Hutchinson and Walter, CPA's  
**John Martinka** - Dealmaker with "Partner" On-Call Network  
**Greg Russell** - Experienced business and transaction lawyer with Peterson Russell Kelly

John, Kit, Marc, Renee and Greg will guide you through the strategy maze. You will be asked to participate with questions and deal tips. A synopsis of the case study we will discuss will be sent to you after you register.

RSVP by 4 p.m. on Friday, October 26 to Lorraine Larsen at 425-990-4010 or [llarsen@prklaw.com](mailto:llarsen@prklaw.com).

**Tuesday, October 30, 2012, 7:00-9:30 a.m.**  
**Bellevue Club**  
**11200 SE 6th Street, Bellevue, WA 98004**  
**7:00 a.m. networking**  
**7:35-9:30 a.m. breakfast and program**

Presented by:

**Greg Russell** of Peterson Russell Kelly  
**Marc Hutchinson** of Bashey, Hutchinson & Walter  
**Bill Barclay** and **Kit Gerwels** of Columbia Bank  
**John Martinka** of "Partner" On-Call Network/Martinka Consulting

Location:  
Bellevue Club

7:00 to 7:35 a.m. -  
Networking and  
Breakfast

7:35 to 9:30 a.m. -  
Presentation and  
Case Study

Parking is free

RSVP to Lorraine  
Larsen at 425-990-  
4010 or  
[llarsen@prklaw.com](mailto:llarsen@prklaw.com)

**The event,  
including a full  
breakfast, is free  
although seating is  
limited. Register  
today!**