



*Networking*

*Learning*

*ACCG*

*Opportunities*

*Resource  
Access*

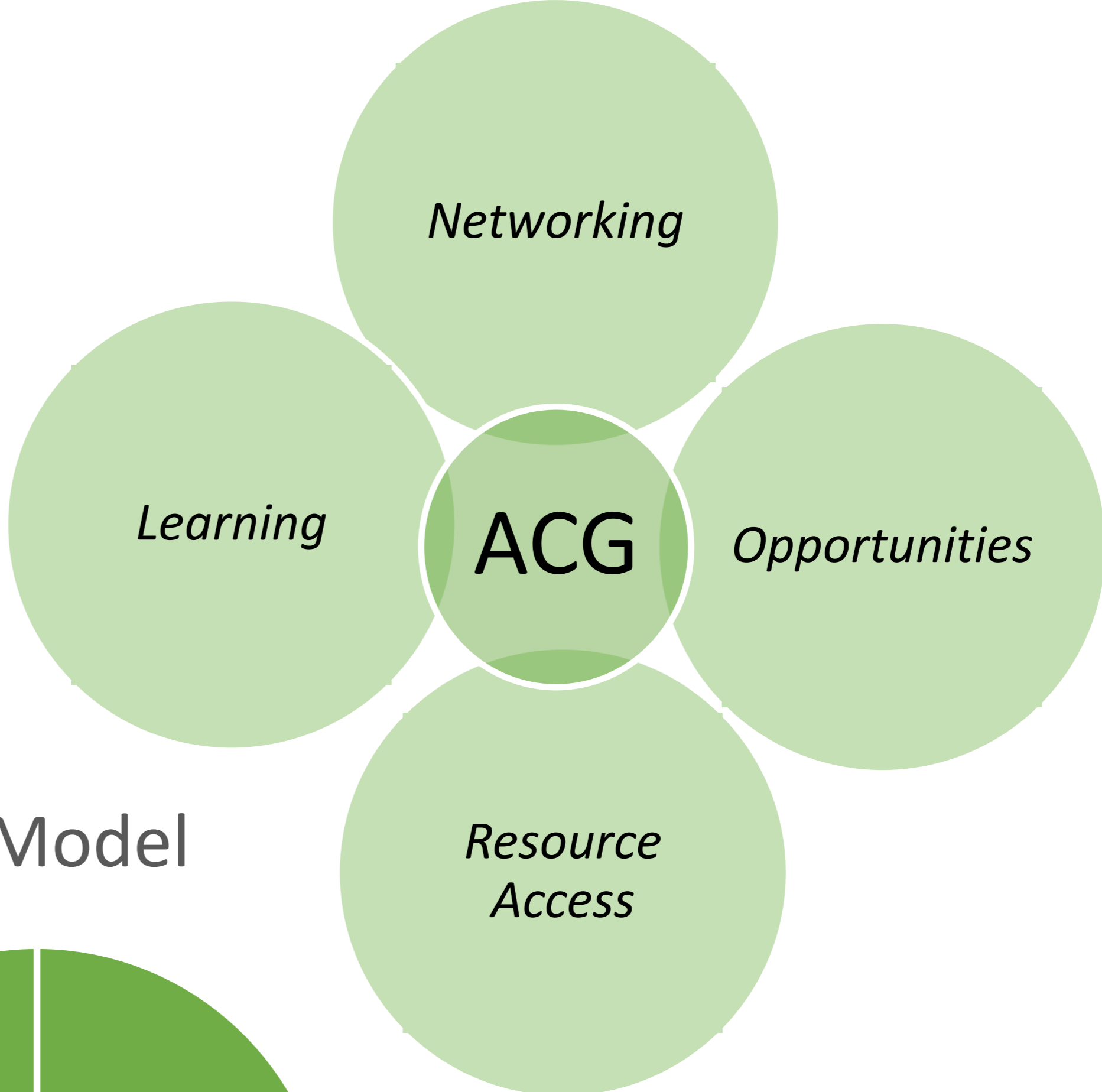
# Association for Corporate Growth

Attracting New Members, Sharing Membership Benefits

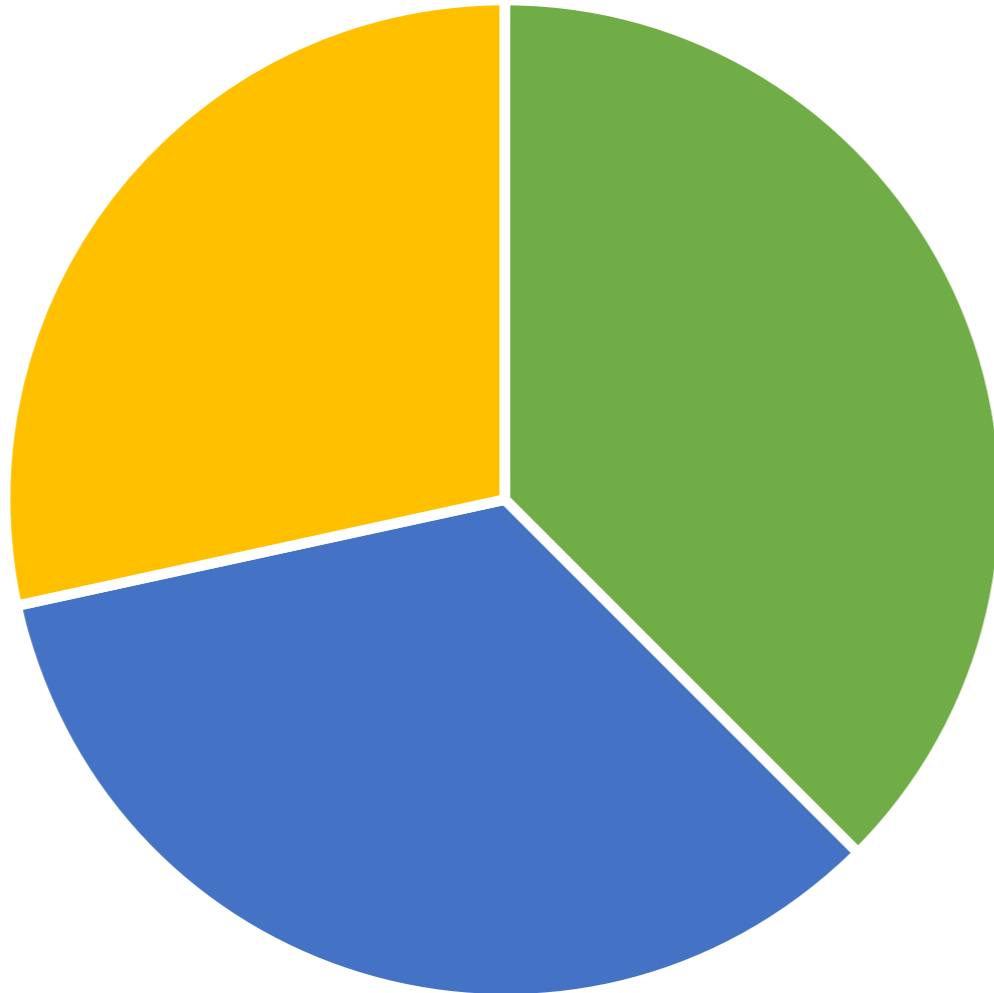




# An Evolved Concept for Members

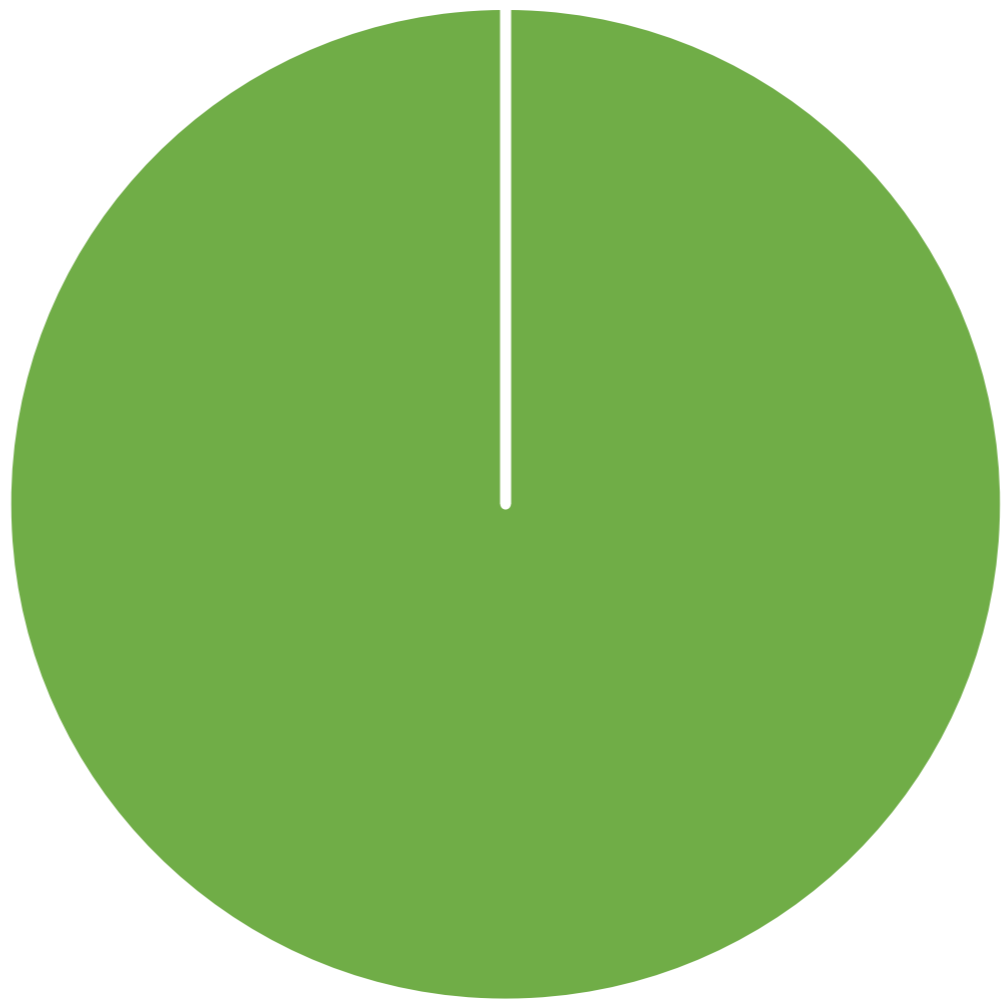


Old Model



■ Executive ■ Service Provider ■ Financial Enabler

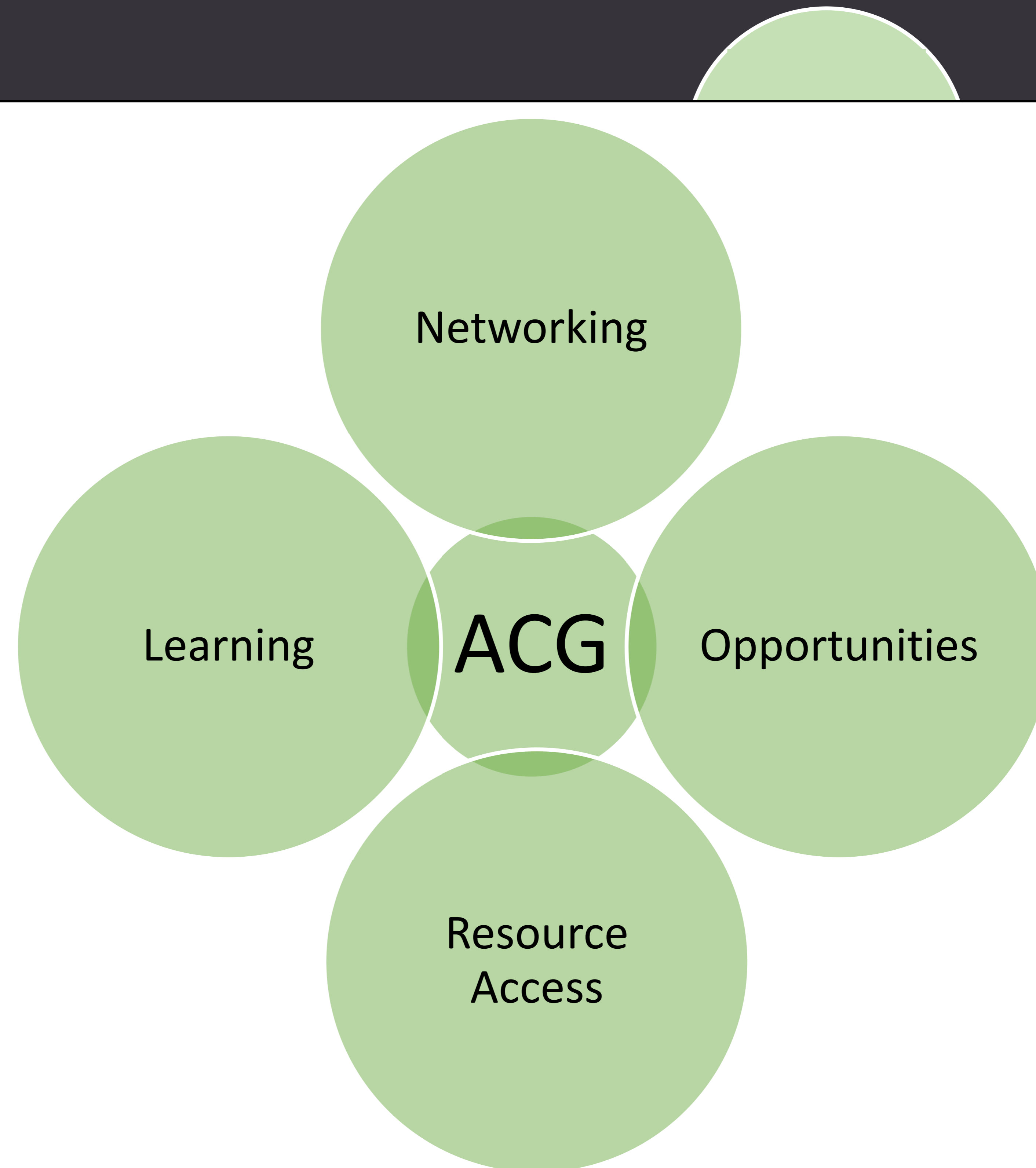
New Model



■ Executive

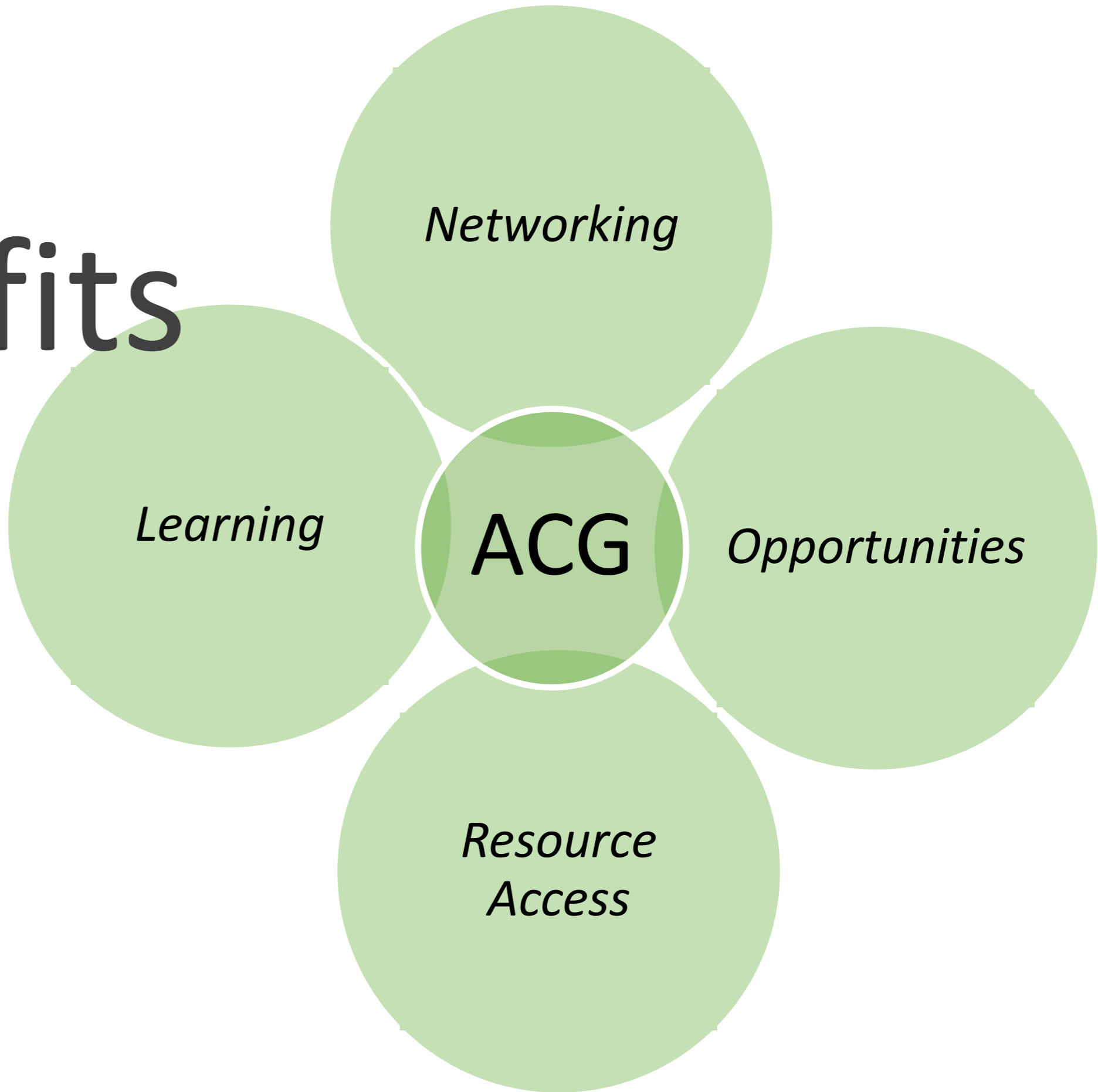
The concept is important because, at the core, we all are senior business leaders that can learn, benefit, help and support one another.

**ACG**  
**BENEFITS**



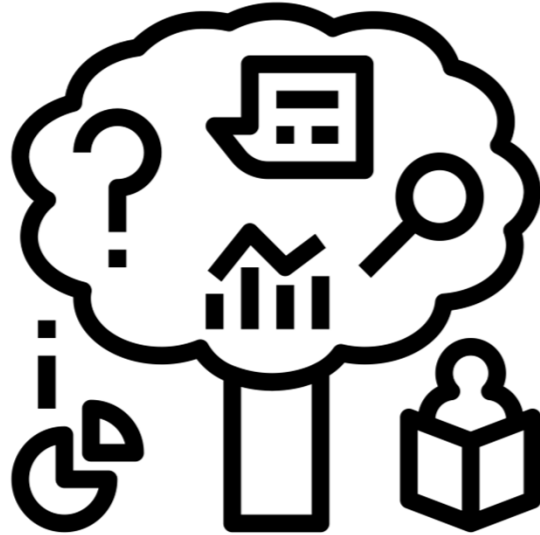


# Constituency Benefits



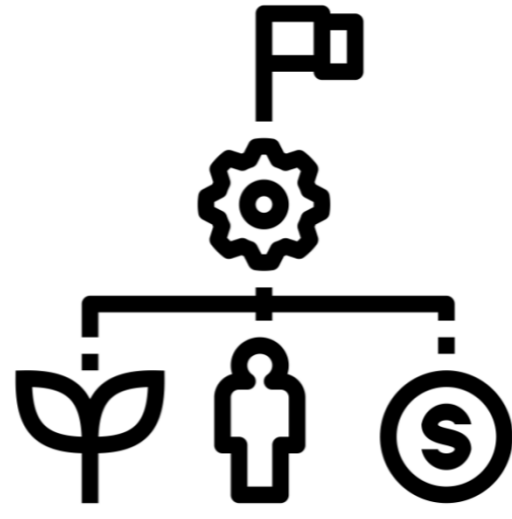
### LEARNING

How to do something difficult, new or overcome a barrier.



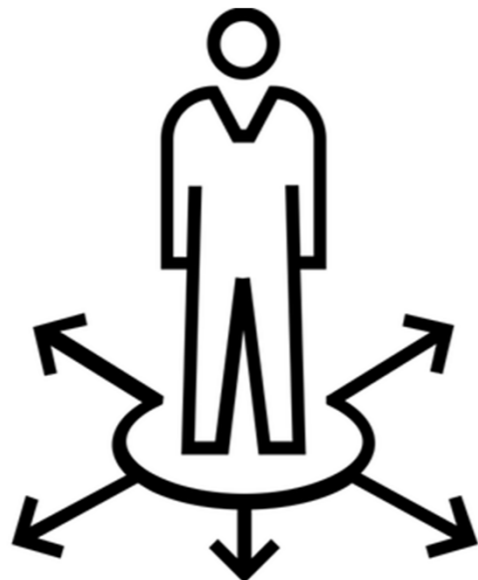
### RESOURCE ACCESS

Access to key resources: capital, talent, expertise.



### OPPORTUNITY

A specific opportunity to grow revenue, increase earnings or improve corporate valuation.



### NETWORK

Growth of well-placed and well-connected individuals or talent.



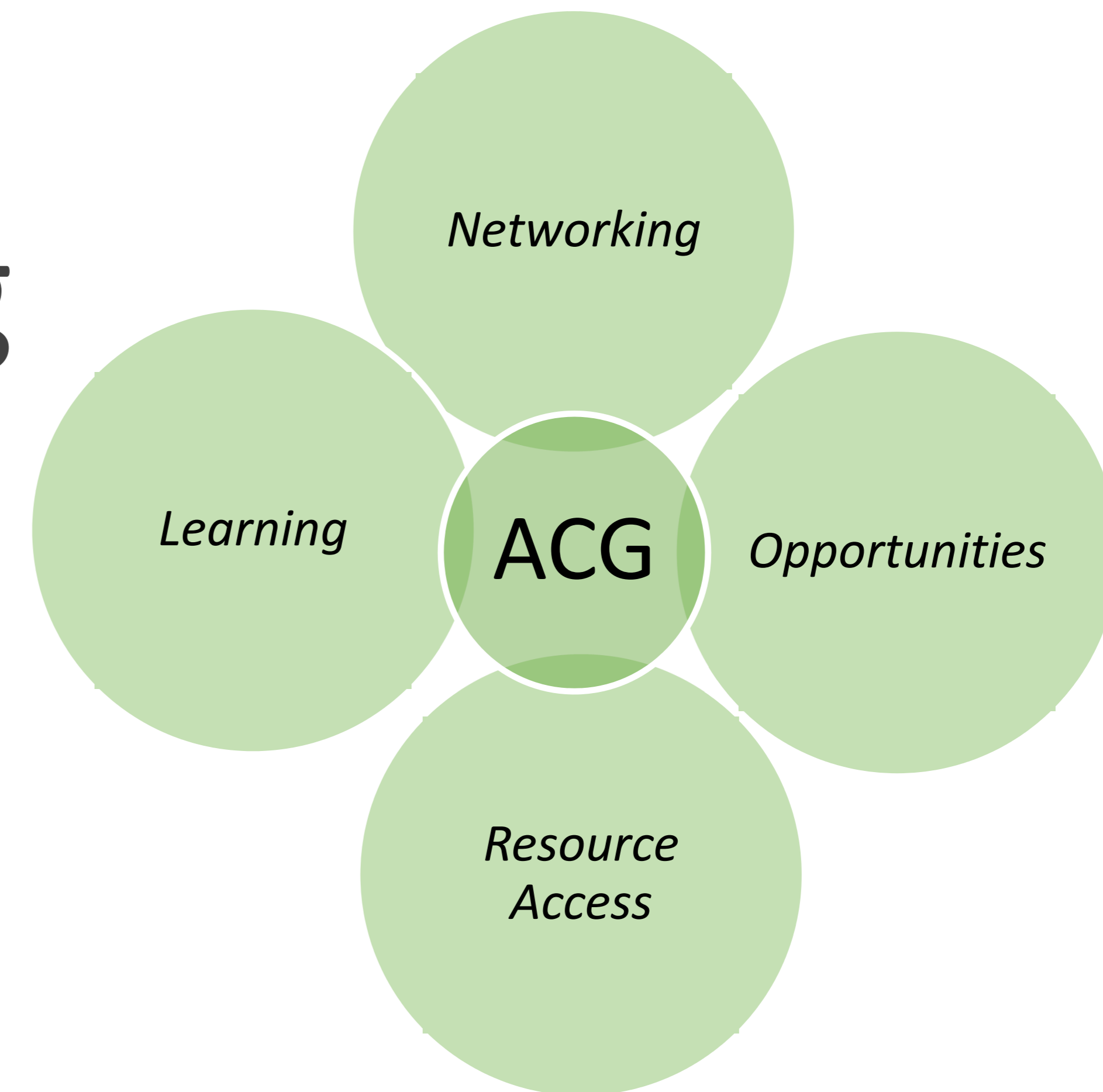




# Networking



GINA KAVENY  
OWNER AT SAGE LLC



*"I have really enjoyed being a part of ACG over the past 4+ years. I immediately got involved in committees so I could get to know the people of the organization. This was a great first step and it really enabled me to learn about individuals and their business. Many of my best business relationships I have met through ACG Portland and Seattle. **ACG networking is top notch**, probably my favorite part is going to the monthly meetings, attending social events and growing the relationships outside of the group – we all really help each other in the market and are able to help companies we serve as a result."*



## Learning



BILL ETHEREDGE

PRINCIPLE AT WCE CONSULTING GROUP

*"I initially joined ACG as a corporate executive 10 years ago with the expectation of expanding my leadership skills by learning from other like-minded individuals, and subsequently (re)creating a sales culture of striving for consistent growth in excess of defined goals. In hindsight I can say with confidence that I was able to apply insights gained from both members and speakers in consistently beating our company's goals.*

*In 2009 I reinvented myself with a 2nd career of consulting, and teaching in local universities and was frankly skeptical about the value of ACG at this juncture. However, just the opposite has occurred for two clear reasons. First, my ACG network of professional consultants with different areas of expertise has provided an invaluable network of associates to both confer with and introduce to my clients as a value add. And second, the best practices learned from our broad array of C Level speakers enabled me to measurably expand my knowledge base as an adjunct instructor and associate professor. The value of ACG goes both broad and deep-it's yours for the taking."*





## Learning



JOHN KREIDEL

COO AT STANDARD APPLIANCE, INC

*“ACG Peer growth events can **unearth Golden Nuggets by hearing seasoned CEO's share both the positive and negative lessons** they have learned in their growth stories. I always walk away with at least one bit of wisdom after hearing CEO's share at ACG.*

*After landing a CEO gig in Portland, I've chosen to stay involved in ACG for 8 years and it was a wise decision. I've met many other leaders through ACG that I can talk to openly about business. That is invaluable. I've also **developed many relationships with companies that are ACG members where their services have helped me significantly**; both personally and in business.*





STEVE ROSVOLD  
CEO AT CFO.UNIVERSITY

## Resource Access



***“I have partnered with a number of ACG members who provided guidance, intellectual property and support on a new business venture. Their participation and dedication to growing our business community accelerated the timeline and increased our odds of success.***

*I value my ACG membership because the members are quintessential professionals, dedicated to growing their business while helping others do the same. They are leaders of our business community. The ACG CUP is an example of the long-term investment our chapter is making in our community. The Peer Growth programs are learning filled events with first rate meeting venues. Our chapter has a local feel with access to global resources through the ACG network. It's the best of all worlds.”*





JANET QUINN  
CEO AT IDEAGILITY

## Learning, Networking



*“My ACG membership has proven invaluable to me for nearly ten years. Peer Growth Events are top notch and feature our region’s most fascinating executives; our guest speakers include nationally recognized leaders in advertising, consumer marketing and technology companies.*

*I’ve connected deeply with my fellow members and served on our committees, helping me to build a trusted network of senior advisors. As a business owner and ACG Board member, I invite clients to attend our meetings as my guests as often as possible; this never fails to impress and to help me grow these mission-critical relationships.*

*Finally, our members understand that our community is our strongest asset and that our most senior leaders do not wish to be sold to or solicited during our events. This keeps the atmosphere comfortable and exclusive — and yes, **over the years the relationships I’ve had the privilege of growing through ACG have often naturally evolved into important client relationships.**”*



## Learning, Opportunity



BOB COEN

SR. VICE PRESIDENT AT HUB INTERNATIONAL

*“Initially, I simply attended monthly **speaking events, which were very meaningful and relevant.** Over time, I got involved with the membership committee and then became an active Board member for a couple of years.*

*Fast forward, I recently sold my business and I continue to attend meetings and I remain inspired by the speakers and members of the organization. In fact, the PE firm that acquired my firm has now become an ACG sponsor.*

*As for me, I continue to run the NW operation for our acquirer and will continuously seek my next business investment. That said; I am **certain ACG will help me achieve my business goals.**”*



## Learning & Resource Access



CASEY BOGGS

PRESIDENT AT MERIT MARKETING

***“The members and the entire ACG Portland organization were key drivers in helping my business and myself mature from a small operation to recently being acquired.***

*During the multiple life cycles of my business, I looked to the family of ACG Portland members to **ask questions, seek insights and help me navigate through some challenging and opportunistic times.** I have found tremendous value in the stories, personas and overall business acumen that ACG Portland has provided over the years.”*





## Learning, Networking



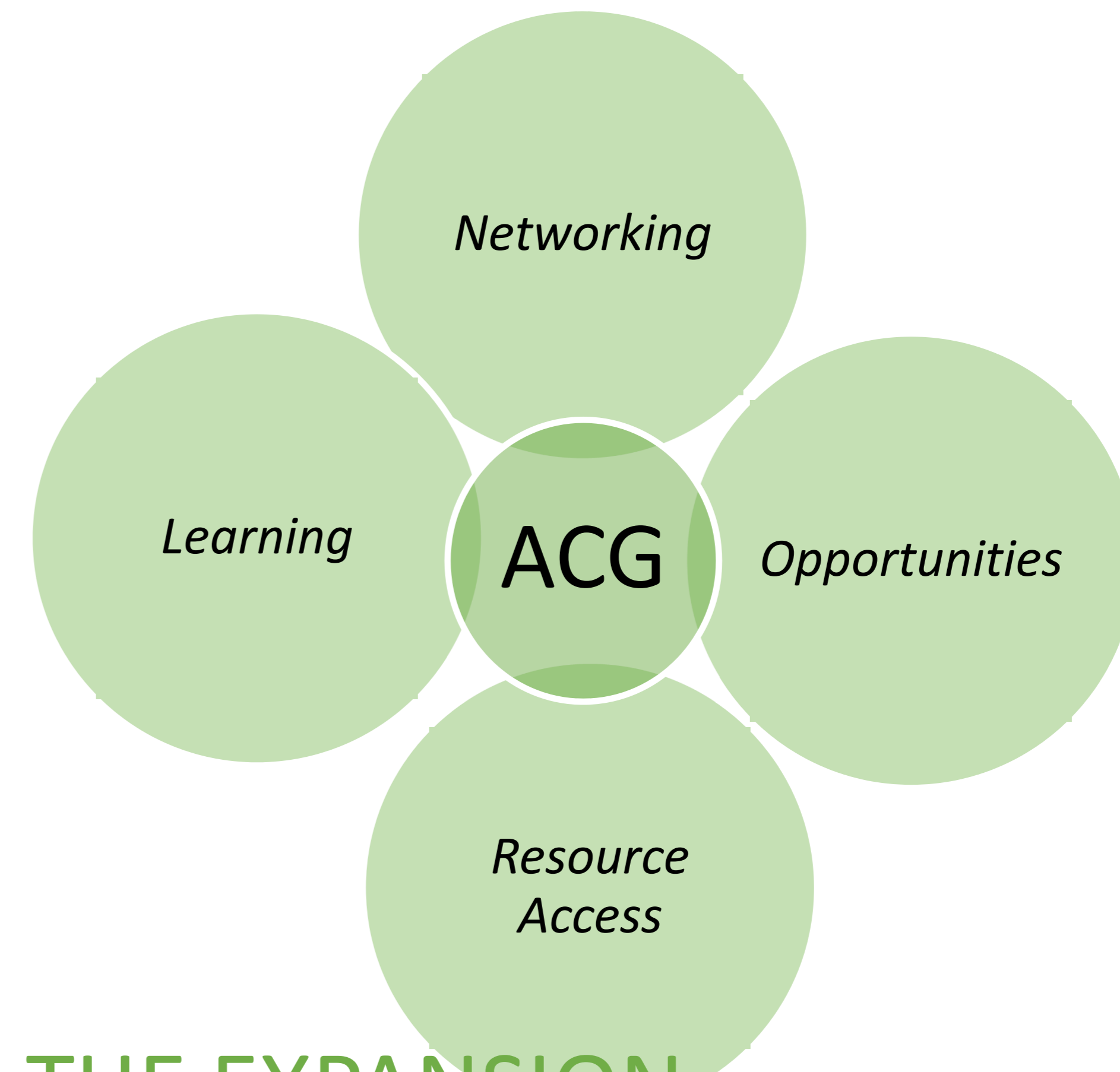
BRAD GEVURTZ

MANAGING DIR., INVESTMENT BANKING

D.A. DAVIDSON & CO.

*“I’m a member of ACG because I value the interactions with other business people in the community, I enjoy hearing the speakers at the Peer Growth events, and I appreciate the opportunity to give back by working on the Board and being an active sponsor. I’ve benefited not only from the Portland chapter but also the other chapters. I’ve attended ACG events in San Francisco, Los Angeles, San Diego, New Orleans, Las Vegas, Dallas, Orlando, Salt Lake City, etc. I also attend ACG Intergrowth annually. My network has expanded exponentially through these events.”*

CONSIDER...



THE QUALITY  
OF THE ACG **NETWORK**



THE EXPANSION  
OF YOUR **RESOURCE** HORIZON



THE VALUE  
OF **LEARNING** FROM EXPERTS  
AND THOSE THAT VENTURED  
BEFORE YOU



THE **OPPORTUNITIES**  
WAITING TO BE DISCOVERED



[HTTPS://WWW.ACG.ORG/PORTLAND](https://www.acg.org/portland)

*WE'D LOVE TO GET YOU KNOW YOU!*

THANK YOU

