



NACVA State Chapter Foundation

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* Non-voting

— Memo —

Date: May 5, 2015
To: State Chapter Presidents
From: Brien K. Jones
Chief Operation Officer/Executive Vice President of Business Development
Pamela R. Bailey
Executive Director
Subject: A New Model for NACVA State Chapters
cc: Executive Advisory Board (EAB)

A continual challenge for State Chapters (SC) is identifying and developing timely and robust topics for presentation at your local events. State Chapters are further challenged with the need to secure qualified instructors to present on these topics. All of this necessitates a significant amount of support from Headquarters (HQ) in terms of staff's time and to a degree, cost. In the end, the programs and topics developed on behalf of SCs have been excellent. However, with one to two topics per SC event, and three calendared events per year, our SCs are very limited in topic selection and variety.

HQ has always felt remiss about the limited number of topic offerings, especially given light to the fact that there are dozens of worthy and excellent topics each year that could or should be addressed and often are appropriate for a SC venue where presiding members can facilitate Q&A dialog. Often, new topics such as new case law pop-up during the year, and because the SC model requires decisions and curriculum development be handled early in the year, before the execution of the SC events, we are unable to present on those new topics in a timely manner. The SC venues can be behind the knowledge and practice curve by as much as one year. We believe this, at least in part, accounts for overall lackluster SC event attendance. It is important to note, some SCs have done extremely well attracting attendance, but some do very poorly in this regard.

NEW MODEL

As before, SCs can continue to recruit presenters and topics for SC self-development. As to HQ's support, beginning this year, we will take a *new* approach with SC support in addressing your topic/curriculum needs, which in HQ's opinion, will mitigate or even eliminate the problems mentioned above, plus a host of others not mentioned:

First, there will be four to five HQ-sponsored SC calendared events per year, with four in 2015 where HQ support will be available. They will be calendared on the same days as NACVA/CTI's four scheduled conferences listed below, which will be delivered live at the location and live via the internet.



Each of the four conferences are theme-oriented, and are as follows:

Dates	Theme	Location*
Sep 15–16	Business Valuation Conference	Philadelphia, PA
Oct 19–20	Financial Forensics/Litigation Consulting, and Expert Witness Conference	Houston, TX
Nov 17–18	Healthcare Valuation, Transaction Advisory Services, and Exit Planning Conference	San Diego, CA
Dec 8–9	Business Valuation, Healthcare Valuation, Litigation Consulting, and Transaction Advisory Services Conference	Ft Lauderdale, FL

* *The location is relevant for SC purposes because it gives us the time zone when presentations start–end.*

Any SC may select to promote up to three topics taught on one of the two days of one of these conferences. Each of the SCs can hold up to three SC events. In other words, SCs can select three of these conferences from which to coincide your SC event each year, and you can draw upon three conference topics for each of your events, but those three topics must all be selected from one of the two days of programs being offered.

If a conference is held in your state, the SC may not select that conference to coincide with its event. However, you may sponsor an early morning or evening meeting for local SC members at NACVA/CTI's live event. NACVA/CTI will even help coordinate your event but we will only pay for the meeting space, not the food and beverage or AV services. Local SC members who attend the meeting will, as an incentive, receive a 10% refund off their registration fee to the NACVA/CTI event.

To execute your event, each SC, using your SC funds to secure a venue for your members to gather, arrange for the necessary audio-visual, and line-up and prepare discussion leaders to facilitate Q&A between and after presentations. NACVA/CTI will provide the topics and presenters via our conference which will be broadcast live. After SC officers plan their unique event and inform HQ, we will prepare a communication to be sent by both HQ and by the SC President to local SC members.

If your SC wants to supplement their agenda with additional topics not being presented at the conference, you can select from most any prerecorded presentation found in NACVA/CTI's CPE On-Demand. We have over 300 prerecorded presentations, most recorded in the last two years, and are adding many new ones every week. Additionally, five business valuation reports will be selected by the SC Committee to make available to those who wish to incorporate a Case Analysis in Person (CAP) roundtable discussion in your agenda. Attendees will still have the *option* to use the CAP session for Recertification bonus points.



To accommodate members in rural areas who cannot travel to a central location where a SC event is being held, with the blessing of the SC President and/or NACVA's Executive Director, those members can gather six or more members or registering attendees and sponsor their own localized event under the same arrangements/fees as made available to the SC. Or, they can register for the calendared SC event and participate via the internet. However, this latter option may present some challenges with technology.

All registrations for events scheduled by a SC employing this New Model will go through NACVA HQ so we can track CPE and royalties. Forty percent (40%) of registration fees will be paid to SC's to cover your operating costs, and paid within 30 days of your event. This will necessitate a SC registration fee structure set by HQ applied consistently across the country be charged for attendance to a SC event. Where members in rural areas organize their own event, the 40% fee will go to the SC.

The fee will be per-person and based on the combination of: the number of conference presentations, number of recordings or presentations selected from HQ's CPE On-Demand, use of one of our five business valuation reports, and whether or not the registrant is using the CAP session for recertification bonus points.

As a benefit to encourage members to attend SC events, the per-person registration fee charged by HQ is about one-half or less of the pro-rata retail member price we charge for a conference presentation and CPE On-Demand. The per-person fees are as follows:

	<u>SC Fee</u>
One Conference Presentation	\$75
One CPE On-Demand Recording (if viewed by all participants).....	\$45
One CPE On-Demand Materials (if PowerPoint presentation is used by local SC member to present live for your Chapter—recording is not viewed by participants	\$25
One Valuation Report (for discussion purposes).....	\$25
Use Report for Recertification.....	\$150

To illustrate how this might work, assume a SC for one of its three annual SC events selects:

One Live Conference Presentations.....	\$75
One CPE On-Demand Recording	\$45
One CPE On-Demand PPT Materials.....	\$25
One Valuation Report.....	<u>\$25</u>
Per-person Registration Fee.....	<u>\$170</u>

Thus, the per-person registration fee for a one-day, eight-hour CPE SC event is \$170. From that the SC will receive 40%, or \$68. If the attendee chooses to use the CAP session for recertification, he/she would be charged an additional \$150 admin fee payable to NACVA. The SC does not receive any portion of this fee. Practically, most SC events are less than a full day and accordingly, the registration fee could be less than \$170.



HQ will provide registration forms and CPE attestations, managing registrations and all paperwork online. HQ will work with each SC in developing its agenda for an event. HQ will then create the invitation and web landing page for the SC. This is a departure from the past where mounds of paperwork was mailed or e-mailed back and forth, and accounting and money transfers took weeks and months to reconcile.

If a SC wishes, it can develop its own topics for presentation at the SC venue, but must take all responsibility for its development and finding a presenter. The SC has an option to charge a per-person registration fee between \$25 and \$75 for these self-developed presentations. Incorporating such into a one-day SC event could reduce the SC event registration fee. Although, it should be noted that HQ will remit the same 40% of this amount when it is collected as part of the overall registration fee. The SC also has the option of tacking onto the registration fee \$25 to \$50 to cover SC administration, meeting, food and beverage costs, 100% of which will be remitted by HQ to the SC.

Thank you for your support. HQ will be contacting you within the next few days.