

Texas Association of Business Brokers

in partnership with the Institute of Certified Business Counselors



2010 Annual Convention & Education Conference

September 21-25, 2010

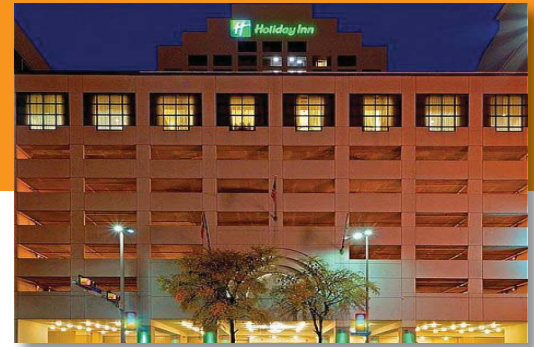
Holiday Inn Riverwalk
San Antonio, TX



Your invitation to attend

Join TABB, ICBC, key industry leaders and all of your friends in San Antonio to exchange fresh ideas, further your professional education and explore new possibilities to improve the profession of business brokerage!

TABB President's Message



Come join TABB in San Antonio, home to "FIESTAS & the RIVERWALK", September 21-25, 2010 for this year's Annual Convention and Education Conference. The Board of Directors has worked hard collectively to provide the membership with an exciting venue that the entire family can enjoy while, benefiting

from the professional education courses, annual convention, interfacing with industry leaders/speakers and exploring new possibilities to improve your company and yourself in the profession of business brokerage.

This year TABB has joined forces with the Institute of Certified Business Counselors (ICBC) to conduct our conferences together in order to share and reduce our Associations costs and allow each of the Associations membership the benefits of the cost savings gain through our consolidation efforts. This year's theme is "Re-Imagine, Re-Energizing, Networking". This meeting of business brokers and business counselors will allow the opportunity to share ideas and successes as to how we have all adjusted to the current markets of today. We all have had to become creative in our market places so many ideas will be shared to allow these members and these organizations maintain our continued success in the future.

This conference offers a range of course studies in order for our membership to improve their professional education, both for continuing education as well as working toward credits for the BCB. The conference has a variety of speakers with topics that will benefit each attendee day-to-day in their activity of business brokerage. There are many activities planned to socialize with one another, to renew old friendships, and network between the two Associations. This will be a time to learn more of the new resources that have been developed for this markets environment and to learn fresh ideas to help and in the growth of our businesses.

There has never been a better time to be a part of an industry association as we all come together to give one another the necessary support in today's marketplace and take advantage of this opportunity to grow professional as well as a organization. This years conference will be an exciting time to be a part of a professional organization that offers the continued support to grow both professionally and independently in the business brokerage industry. I look forward to your support of this conference as you the members through your participation and attendance continues to make TABB the successful organization that it is today. Hope to see you in San Antonio in September!

About San Antonio, TX

San Antonio has always been a crossroads for travelers, explorers, and those on a quest for liberty. Its sights, sounds, tastes and past captivate, while friendly people, the relaxing river and a superb climate entice visitors to come back for more.

From its important role in Texas independence to its fusion of cultures, San Antonio is a truly unique and authentic destination.

Experience San Antonio's fiesta spirit, and see all that it has to offer. With so much to do, you'll never want to go home.

About the Holiday Inn Riverwalk

Experience a memorable stay at our hotel with first-class amenities and beautiful décor in San Antonio. Our Riverwalk hotel's downtown location means you're within walking distance to all downtown attractions, shops and restaurants. We are located just nine miles from the San Antonio International Airport.

Guests love our San Antonio Riverwalk hotel's close proximity to the world-famous Alamo, Rivercenter Mall, Alamodome and the Market Square (El Mercado). Our location on the banks of the famous Riverwalk means that there is plenty to do and see directly outside of our doors. For a day of culture, visit the San Antonio Museum of Art or the Witte Museum, both of which are two miles from our hotel.

Public Seminar

"How to Buy A Business"

Tuesday, September 21, 2010

6:00pm - 9:00pm

How to deal with sellers, financial due diligence, legal considerations and sources of financing.

Panelist details coming soon!

Only \$35
(free to TABB and
ICBC members)

Education Conference

Course #104 (prerequisite for BCB and CBI designation)

Legal Aspects of Business Brokerage

Instructor — John Willems

This course identifies ways to protect yourself and your commissions. It explains how to practice more profitably and with more informed regard for the law by covering some of the most important legal issues related to contracts, listing agreements, letters of intent and offers to purchase and closing documentation. Classroom licensing issues and explain discussions review through examples the proper procedures for listing, marketing and closing. Review sample forms that can be used in most business sales transactions. *No prerequisites.*

Course #217 (prerequisite for CBI designation)

Choosing the Business Entity

Instructor — Monty Walker

The type of entity from which a business is operated directly impacts every aspect of a business including asset protection, businesses expansion options, asset transfer options, ownership transfer options and taxation. The primary entity types, sole-proprietorship, C-corporation, S-corporation, limited liability companies and partnerships will be reviewed in detail in this course. Learn how each entity is formed, operated and dissolved. Gain an understanding of the advantages, disadvantages and best use of each entity type. Review the tax elements of each entity type and how these elements impact taxation in a business transfer. Review structuring issues associated with each entity type and the related impact experienced by both seller and buyer. Transaction structuring case studies are also included to provide participants with real life application of the covered material.

Course #220 (prerequisite for BCB and CBI designation)

Introduction to Pricing Small Businesses

Instructor — Keith Chapman

Learn to apply market data to determine the most probable selling price of a small or midsize business (sales price less than \$1 million) and how to report this as a "broker's opinion of value." Study case problems, use information from different databases and apply this knowledge in class. Discuss how to prepare a better listing and communicate more effectively about pricing and value. Review the three approaches to value with a primary focus on the approach used most often by brokers: the market approach. *Course #210 is a prerequisite.*

Course #221 (prerequisite for BCB and CBI designation)

Pricing Small Businesses

Instructor — Keith Chapman

This course continues the development of important business pricing skills started in Course #220, focusing on those businesses typically sold for under \$1 million. Discuss the Income and Asset Approaches in detail and learn how to reconcile differences between the various methods including the Direct Market Data Method. Find out how and when to use the Capitalized Income Method, Excess Earnings Method, the Multiple of Discretionary Earnings Method and others. Learn how to argue for or against the substance of a third party valuation report. *Course #220 is a prerequisite.*

Education Conference Schedule of Events

(registration is limited)

Tuesday, September 21

8:00am-5:30pm **Course #220:**
Introduction to Pricing Small Businesses

8:00am-12:00pm **Course #551:**
Seller Seminar for the Business Broker

1:00pm-5:30pm **Course #501:**
Standards of Care for Business Brokers

Wednesday, September 22

8:00am-5:30pm **Course #221:**
Pricing Small Businesses

8:00am-5:30pm **Course #217:**
Choosing the Business Entity

8:00am-5:30pm **Course #104:**
Legal Aspect of Business Brokerage

Course #501 (prerequisite for CBI designation)

Standards of Care for Business Brokers

Instructor — Jeff Jones

Avoid costly and time-consuming lawsuits with clients, customers and/or other brokerage firms. Discuss firsthand experiences involving lawsuits, governing regulatory punishment and trade association sanctions involving business brokerage standards of care. Topics include: regulatory bodies that control and/or regulate the activities of business brokers; canons of professional ethics and conduct; IBBA Code of Ethics and Standards; trade associations that provide guidance; rules and regulations of business brokers and the 10 commandments for safe brokerage.

Course #551

Seller Seminar for the Business Broker

Instructor — Bill Bunstead

Discuss the key topics and ideas that need to be communicated to attract Main Street business sellers. Develop a customized PowerPoint presentation that you can use to put on a seminar to attract potential main street clients and result in a listing. A CD with a sample seminar presentation is included with course registration. This course is recommended for main street brokers. It is recommended that participants have taken Courses #101 and #550 and have a good understanding of the business brokerage process so they can confidently put on a marketing seminar. It is suggested that participants also have taken or will take Train the Trainer or a presentation skills course. It is recommended that participants have taken Courses #101 and #550 and have a good understanding of the business brokerage process so they can confidently put on a marketing seminar. It is suggested that participants also have taken or will take Speaker Training or a presentation skills course.

Annual Convention



Wednesday, September 22, 2010

7:00pm-9:30pm **Presidents' Reception** with Exhibitors

Thursday, September 23, 2010

7:30am-8:45am **Continental Breakfast** with Exhibitors

8:45am-9:45am Monty Walker, Walker Advisory Services

9:45am-10:00am **Break** with Exhibitors

10:00am-11:00am **Security Licensing Update**

John Willems, Law Office of John C. Willems, III

11:00am-12:00am **How to Purchase a Business Using Your Pension**

Fred Whitlock Group, The Whitlock Group

12:00pm-1:30pm **Lunch** with Exhibitors

1:30pm-2:45pm **I Can Guarantee the Sale of your Business or its Assets:
Can Anyone Else Say That?**

John Harris

2:45pm-3:00pm **Break** with Exhibitors

3:00pm-4:00pm **Investment Banking**

George Karutz, Jr.

4:00pm-5:00pm **TBD**

6:00pm – 8:00pm **Riverwalk Cruise**

Friday September 24, 2010

7:30am-8:45am **Continental Breakfast** with Exhibitors

8:45am-9:45am **Financial Markets Update**

Scott Shulman - Newtek

9:45am-10:00am **Break** with Exhibitors

10:00am-11:00am **The Domino Dynamics of Estate Planning**

Carolyn J. Smith

11:00am-12:30am **Family Business Succession – Case Studies in Conflict**

Mark Voeller, PhD

12:30pm-2:00pm **TABB Annual Meeting Lunch** with Exhibitors

12:30pm-2:00pm **ICBC Annual Meeting Lunch**

2:00pm-3:00pm **Franchise Update**

Tom Miller

3:00pm-4:00pm **TBD**

3:45pm-4:45pm **How to Find and Work with Angel Investors**

Angel Capital Roundtable

5:30pm – 9:00pm **Banquet**

John Whaley

How To Use Social Networking to Promote Your Business

Saturday, September 25, 2010

8:00am-9:15 am **Vender Appreciation & Continental Breakfast** with Exhibitors

9:30am-11:00am **Masters of Success and Sales**

Shelli Howlett

10:15am-12:00 pm **Open Panel Discussion Addressing Hot Topics**

Bob Ross, Roger Murphy, Monty Walker,
Brian Wendler, Jeff Jones and Mike Miller

Registration Information

Who Should Attend & Why

This event is the annual meeting of the business brokerage profession. It is open to all business brokers, those who seek to become business brokers, and the professional firms who serve business brokerages.

Board Certified Broker Designation & Examination

The purpose of the BCB designation is to demonstrate that the TABB member has achieved a superior level of knowledge through the successful completion of prescribed courses; and to ensure that BCB's throughout their professional careers maintain a level of competence by continuing their professional education, by contributing to the body of knowledge of the profession, and by furthering the causes of the profession.

The BCB designation bestowed by TABB on members who: complete a list of core education courses covering the basic aspects of business brokerage, pass a professional examination developed and administered by the association, reach a particular level of experience in the broker profession, maintain a high level of ethical standards based on the TABB Code of Ethics, and meet annual recertification requirements that include continuing education.

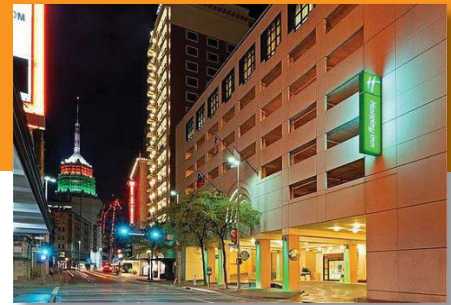
All details concerning the BCB program are accessible through the tabbmembers.org website. All members seeking a BCB designation are required to register with TABB as a BCB Candidate so the association is aware at all times who is seeking BCB status. To register, members must complete a BCB Application For Candidacy. There is no charge to become a BCB Candidate.

Becoming a Board Certified Broker will show your clients you have gained the necessary training and education to handle their business transfers in the most professional, ethical manner possible.

The BCB exam will be offered at the convention should the TABB staff be notified in advance.

Registration Fees

You must register before August 15 to take advantage of the lowest registration fees possible - \$50 off the regular fee - \$100 off the on-site fee. Spouses attending any function are required to register. Spouse registration includes all convention events. Spouse registration does not apply to brokers who are spouses. Sorry, no invoicing! Registration forms received without proper remittance or credit card information will be returned.



Tax Deductions

Treasury regulations permit an income tax deduction for educational expenses (registration fees, travel, meals, and lodging) to maintain and improve professionals skills.

Cancellation Policy

Registration cancellations must be received by TABB before August 23. Cancellations received before August 23 will be refund in full. Cancellations received after August 23 and will be refunded in full less a \$75 cancellation fee. No refunds will be issued for any cancellation received on or after September 3.

Accommodations

Book your hotel room directly with the Holiday Inn Riverwalk by calling 210-224-2500. Be sure to inform reservations you are with the ICBC/TABB Conference. TABB cannot insure that any hotel accommodations will be available, nor can it insure that the reduced room rate of \$119.00 per night (single or double occupancy) will be available. Valet parking is available for \$22 or \$18 for self parking.

Address: 217 North St. Mary's Street
San Antonio, TX 78205

Website: www.holidayinn.com

How to Get to San Antonio, TX

Driving Directions

From 281 South: Take 281 South to Houston Street exit. Take a right onto Houston Street. Drive West until you get to St. Mary's Street. Take a left at St. Mary's. Pass two intersections and the hotel will be on your right hand side.

Airport

San Antonio International Airport ~
<http://www.sanantonio.gov/aviation/>

Transportation from airport

Shuttle Charge (one way): \$14.00

Taxi Charge (one way): \$22.00

Registration Form

Register only one person or couple per form.

Please read the contents of this brochure in its entirety before completing this form.

Deadline for earliest discounted fees is August 15 and will be strictly enforced.

1. Registration Information (Complete information is needed to process your registration. Please type or print clearly)

Name (as you want it to appear on your badge) _____

Company _____

Company Address _____

City _____ State _____ Zip _____

Company Phone _____ Fax _____

Personal Email Address _____

Spouse/Guest Name _____

2. Education Courses/Convention Registration (Check all fees that apply)

Education Course Registration <small>(see page 3 for schedule)</small> <small>(\$25 fee for changing courses after registration)</small>	Before August 15		After August 15		On-Site	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
#104 - Legal Aspects of Business Brokerage	<input type="radio"/> \$250	<input type="radio"/> \$295	<input type="radio"/> \$295	<input type="radio"/> \$345	<input type="radio"/> \$345	<input type="radio"/> \$395
#217 - Choosing the Business Entity	<input type="radio"/> \$250	<input type="radio"/> \$295	<input type="radio"/> \$295	<input type="radio"/> \$345	<input type="radio"/> \$345	<input type="radio"/> \$395
#220 - Introduction to Pricing Small Businesses	<input type="radio"/> \$250	<input type="radio"/> \$295	<input type="radio"/> \$295	<input type="radio"/> \$345	<input type="radio"/> \$345	<input type="radio"/> \$395
#221 - Pricing Small Businesses	<input type="radio"/> \$250	<input type="radio"/> \$295	<input type="radio"/> \$295	<input type="radio"/> \$345	<input type="radio"/> \$345	<input type="radio"/> \$395
#501 - Standards of Care for Business Brokers	<input type="radio"/> \$175	<input type="radio"/> \$225	<input type="radio"/> \$225	<input type="radio"/> \$275	<input type="radio"/> \$275	<input type="radio"/> \$325
#551 - Seller Seminar for the Business Broker	<input type="radio"/> \$175	<input type="radio"/> \$225	<input type="radio"/> \$225	<input type="radio"/> \$275	<input type="radio"/> \$275	<input type="radio"/> \$325

Convention Registration

Full Registration (Thursday, Friday and Saturday)	<input type="radio"/> \$325	<input type="radio"/> \$375	<input type="radio"/> \$375	<input type="radio"/> \$425	<input type="radio"/> \$425	<input type="radio"/> \$475
Spouse Registration	<input type="radio"/> \$150	<input type="radio"/> \$150	<input type="radio"/> \$200	<input type="radio"/> \$200	<input type="radio"/> \$250	<input type="radio"/> \$250

Public Seminar Registration

Full Registration (Tuesday - 6-9pm)	<input type="radio"/> FREE	<input type="radio"/> \$35	<input type="radio"/> FREE	<input type="radio"/> \$35	<input type="radio"/> FREE	<input type="radio"/> \$35
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3. Total Fees From Above: \$ _____

4. Payment Information

Check* MasterCard Visa Discover Amex

Cardholder Name: _____ Signature: _____

Card #: _____ Expiration Date: _____

See page 5 for cancellation policy. If due to disability, you have special needs or requirements, please provide details in an attached statement. *Make checks payable to TABB. Do not fax if paying by check.

Please return to TABB via fax to 512-495-9031 or mail to: 823 Congress Ave., Ste. 230, Austin, TX 78701.