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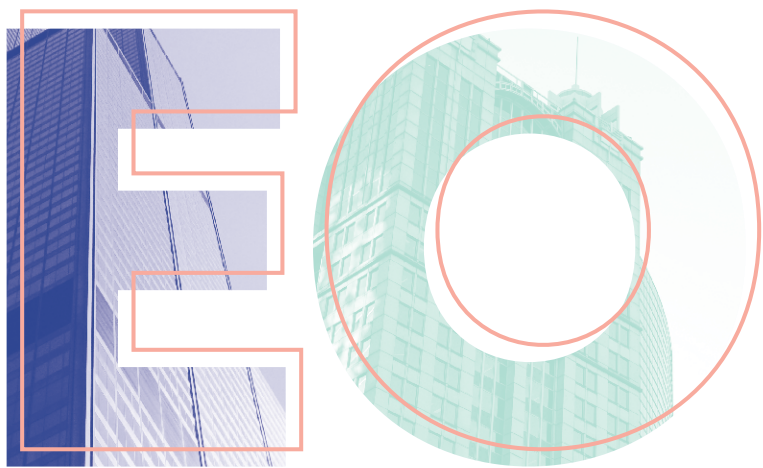
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**CHICAGO**

**MEMBER GUIDE 2017-18**

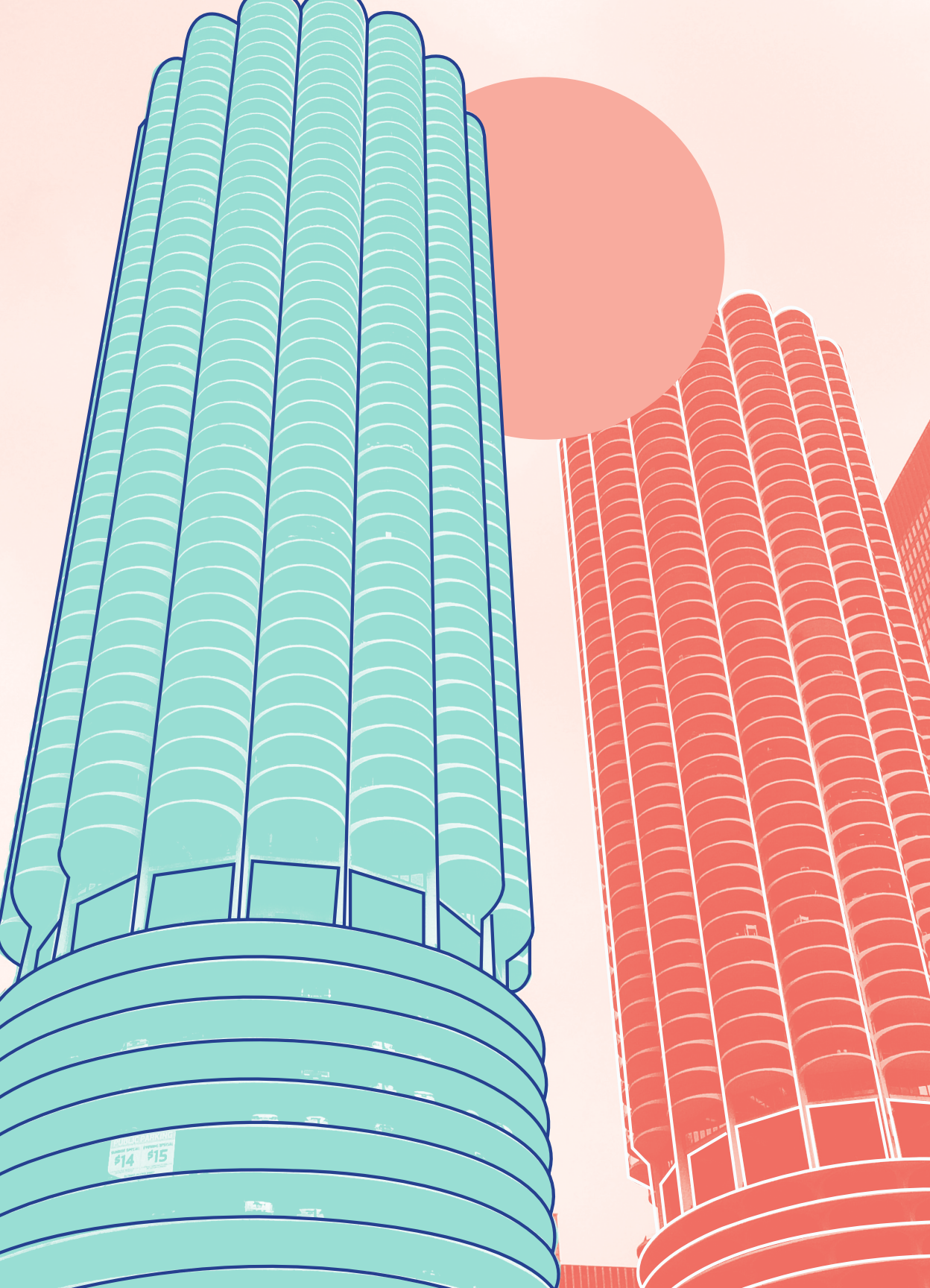


**EO IS A GIFT,**

**ONE THAT GIVES YOU  
THE TOOLS TO HELP  
YOU THRIVE AND GROW  
IN YOUR BUSINESS,  
FAMILY, AND PERSONAL  
LIVES. TOGETHER, WE  
CAN ALL DISCOVER  
OUR UNIQUE WHY.**

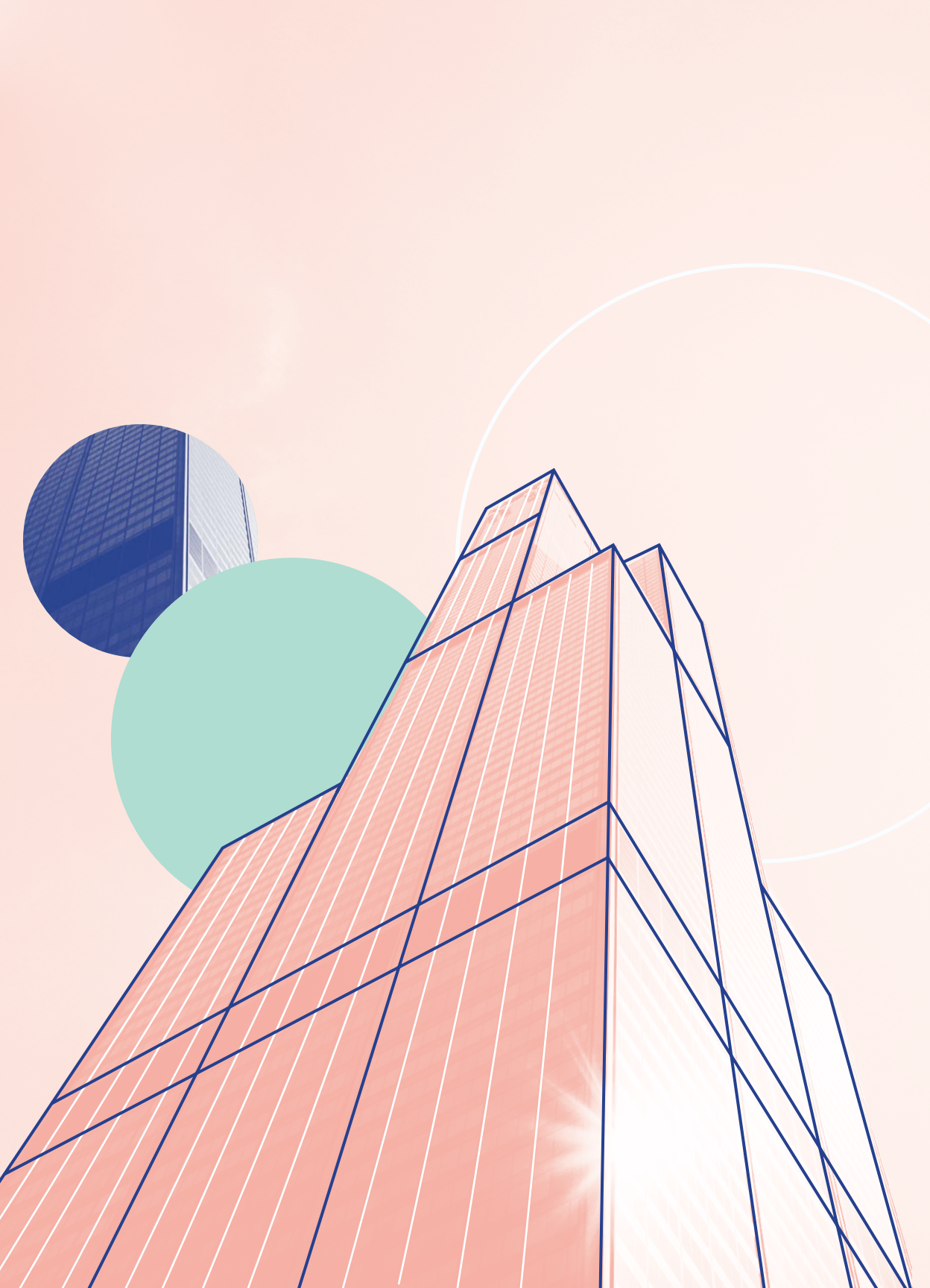
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# EO CHICAGO'S VISION FOR 2020

**TO MAKE EO  
CHICAGO THE  
PLACE WHERE  
EVERY LEADING  
ENTREPRENEUR  
DISCOVERS  
THEIR  
UNKNOWN  
POTENTIAL.**





# EO CHICAGO'S GOALS FOR 2017-18

**Have one civic event to raise  
EO's profile in Chicago**

**Strengthen EO Chicago's social fabric**

## CORE VALUES

### TRUST AND RESPECT

---

Trust and respect run deeper than just playing by the rules of the game. Integrity is locked into our moral code. We believe confidence, honor, and inclusiveness are imperatives, and non-judgment and non-solicitation are non-negotiable.

### THIRST FOR LEARNING

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Our members are proud to be students of opportunity. We believe our most valuable asset is the wisdom gained through our appetite for knowledge and the transformational experiences we share with our peers.

### BOLDLY GO

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Betting on our own abilities comes naturally to us. It's what allows us to grow and take risks so we never give up. We celebrate failures as boldly as we celebrate our successes.

### MAKE A MARK

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Never afraid of challenging conventions, we are in control of our own destiny and embrace our responsibility to build value, make a difference, and leave a legacy.

### COOL

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We believe that it's important to create, seek, and celebrate once-in-a-lifetime experiences. Committed to forward thinking and innovation, we strive to carve our own path and reinvent what it means to be an entrepreneur.



# PROGRAMS

RELAUNCHED

## Accelerator

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Take your business to the next level of entrepreneurial excellence!

The EO Accelerator Program supports the achievements of those entrepreneurs who are making at least \$250,000 in gross revenue to reach the \$1 million mark. Accelerator empowers entrepreneurs with the tools, community, and accountability to grow and master their business.

This innovative program will help you develop and enhance your skills in strategy, finance, leadership, sales, and marketing through a series of high-impact learning events and small group-support sessions. As an Accelerator participant, you will also learn from leading entrepreneurs about their best business practices in an experience-sharing environment.

As an EO member, you also have the opportunity to benefit from content created by more than thirty-five leading EOers and WPOers through mini case studies and facilitated exercises that reinforce the principles, ideas, and realities of entrepreneurship. These best business practices are available to all EO members in an experience-sharing environment.

This year will include four structured Learning Days: July 19, October 18, January 11, and April 25 (details to follow on calendar).

## Key Executive Forum

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EO is known for supporting the entrepreneur with innovative and inspiring learning designed to provide tangible, take-home value for your business, family, and community. Our Key Executive Forum brings the value of EO directly to the trusted executives at your company to better align your vision with those who are crucial to seeing it through to execution. Discover new tools for staff engagement, embrace innovative ideas, and explore management solutions together during this highly-rated executive education program. Prepare to learn and share experiences in true EO fashion and then apply your enhanced synergy back into your business.

## Emerging Leaders Program

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Leaders are people equipped with the tools to be outstanding decision-makers. They are ready to meet the challenges within their organization, industry, and the world at large. They also have the ability to manage themselves, motivate their team, and bring their organization to the next level.

The EO Emerging Leaders Program (ELP) provides an opportunity to foster great leadership skills and provide the knowledge for improved performance and streamlined processes.

Over the course of nine months, with one half-day session each month, ELP will guide you in achieving your full leadership potential in areas including: understanding financial statements, managing people and projects within your company, and running an efficient organization.

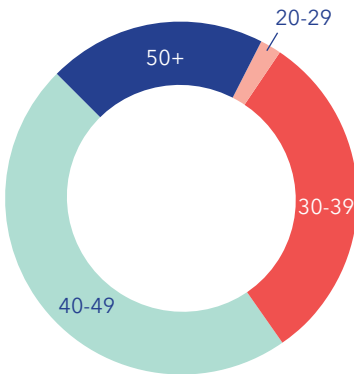
Through in-depth presentations, interactive case study reviews, lively discussions, and individualized strategy planning, you will develop the skills to both establish and maintain a competitive advantage in your marketplace.

To apply for the ELP, complete the application and send it to [EO@EOChicago.org](mailto:EO@EOChicago.org).

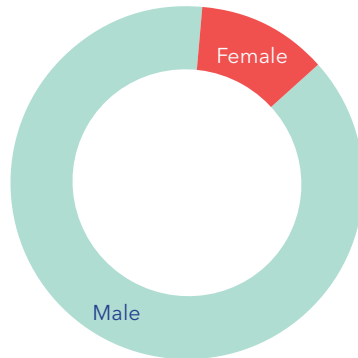


## CHAPTER STATISTICS

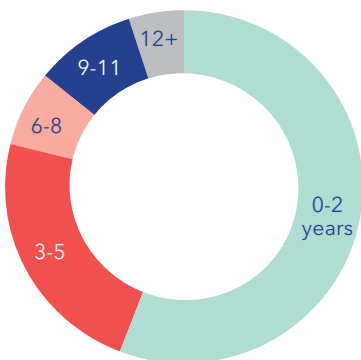
## Member Age



## Gender



## Member Tenure



## EO Facts

**12,000+**

Total members worldwide

**52**

Number of countries with EO chapters

**163**

Total number of chapters worldwide

**\$4.7 million**

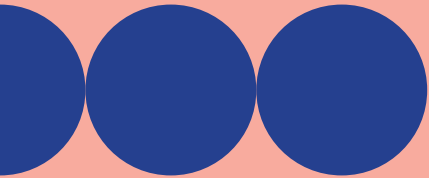
Median EO member sales

**2.8+ million**

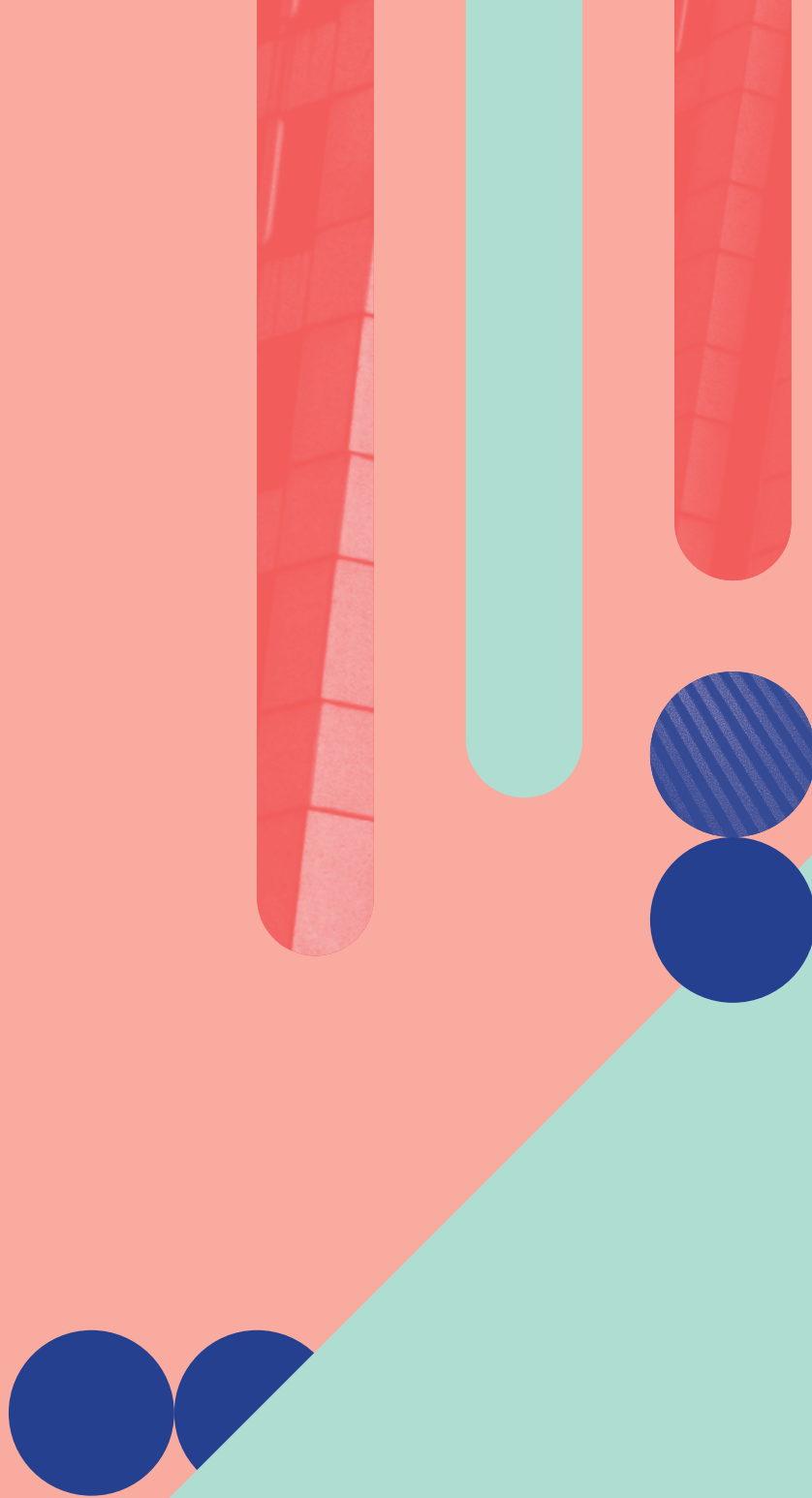
Total number of workers that members employ worldwide

**236**

Average member employees



# CAL EN DAR



# CHAPTER BUSINESS



## Membership

With an array of activities from membership day to recruiting lunches, these events support outstanding membership in the organization.

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## Forum

Moderator dinners and forum trainings are just the beginning of the activities that help support a variety of EO Chicago forums.

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## Programs

GSEA, fundamentals, and award presentations are a few of the programs EO Chicago is able to sustain thanks to these chapter activities.

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## EO Unified

There are countless opportunities for members to attend events that are outside of Chicago in order to enhance their experience in the organization.

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## Board

Throughout the year, the board performs chapter activities to enhance EO Chicago.



# EO CHICAGO EVENTS



## Members Only

Designed for a more intimate setting, these events are for members only. There are MO events where guests/spouses are welcome, but their attendance is never required.

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## Social

For members who want to connect with their EO peers in a social setting, these gatherings are designed for a more casual feel without a specific business agenda.

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## Team Powered

Revolving around business and designed for members and their teams, these activities might be for a key executive or for your larger leadership team. An attendance cap is established based on the event venue.

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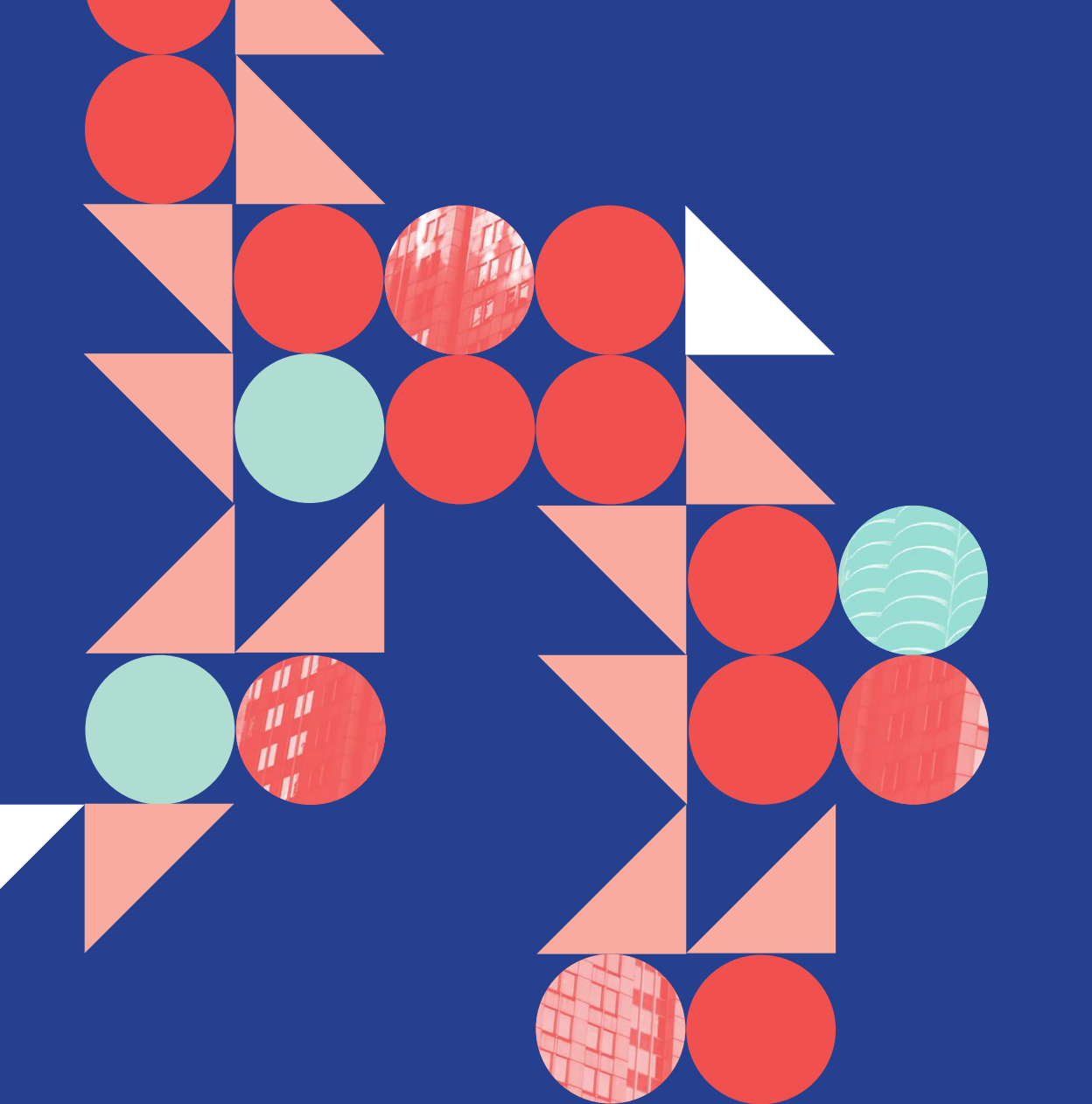
## E for Everyone

These are the types of events that truly bring our community together. Providing both tremendous business and personal value to anyone who attends, these events are open to anyone by member invitation.

**NEW!**

## Learning Days

Would your team benefit from a day of immersive learning and networking outside of the office? Our Learning Days are designed to be a full-day event, which will include a Keynote presentation and a Skill Builder workshop.



# JUL

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# July 2017

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**07.13**

## Once-in-a-Lifetime Event

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The highly coveted, secretive, dinner-in-white is coming to EO Chicago to launch the 2017-18 year. EO Chicago is taking the international phenomenon “Dîner En Blanc” to a level expected from EO.

So often entrepreneurs find themselves giving everything they have; catering to the needs of the business, nurturing personal relationships, and contributing to their community. This is the night entrepreneurs get to take it all back! This is a night where we will be the center of attention. Relish a summer night in our home city, and savor what it means to be part of the EO Chicago community.

This exclusive member event will be a night of celebration. One that begins with a secret meet-up location, and ends who-knows when or where. Much like the life of the entrepreneur, it's the journey to the destination that makes us who we are today.

This night is simply the first installment in a year that will continue to provide the gift of EO Chicago.

### More This Month



**07.19**

#### Accelerator Learning Day

Chicago, IL



#### Forum Training & Moderator Dinner

Chicago, IL

# JUL

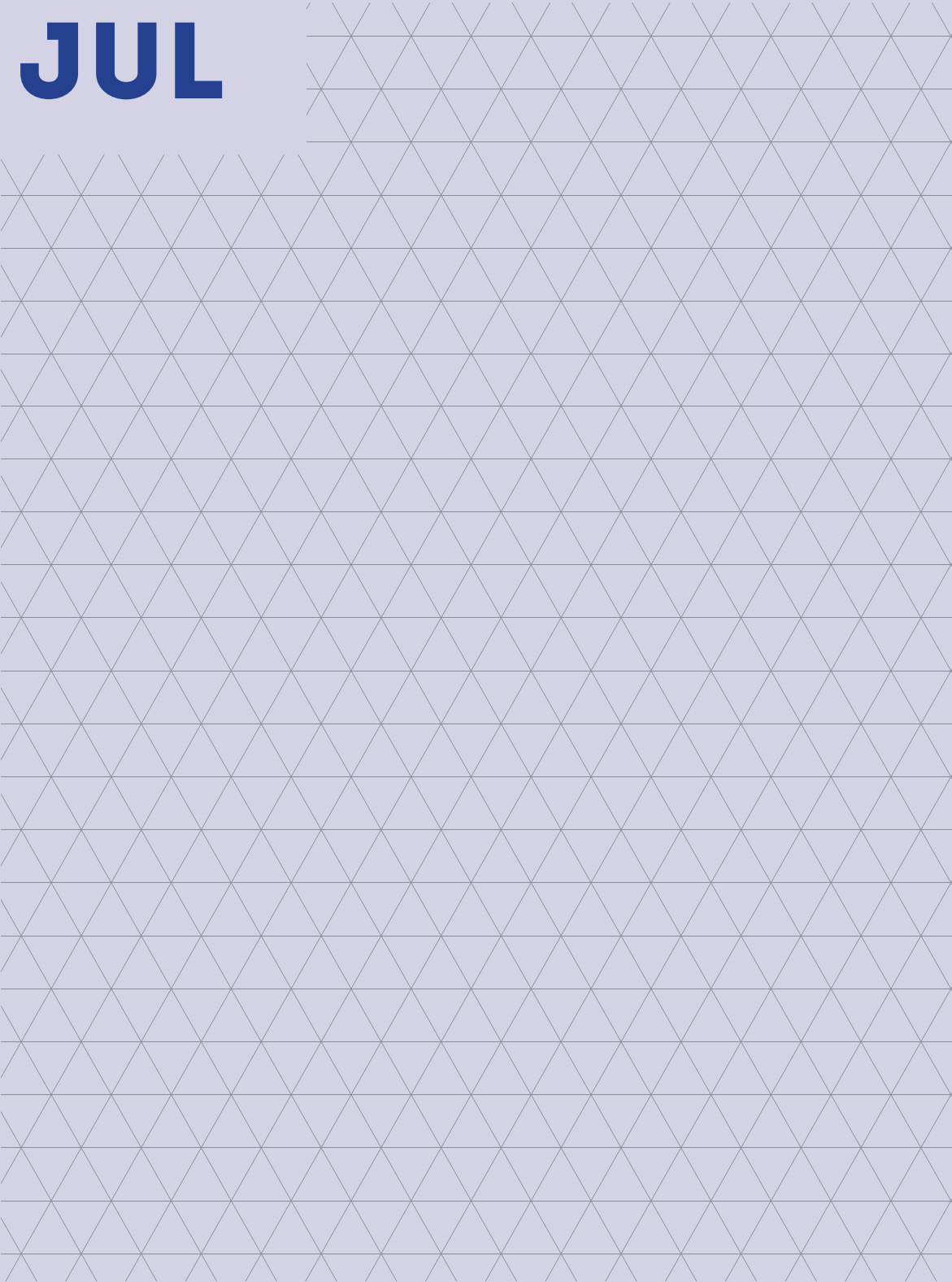
## Additional Reading

Eric Ries's *The Lean Startup* provides a methodology for how new products are designed and launched. Although it was only published in 2011, it has undoubtedly become one of the most influential business texts of all time.





**JUL**



In 1987, Verne Harnish and twenty-two former members of the Association of Collegiate Entrepreneurs created their own path for continued personal and business growth; this organization eventually became the Young Entrepreneurs' Organization—the first version of EO.

# 1987

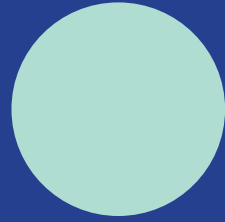
# JUL

**“MY ONLY REGRET REGARDING EO IS THAT I DIDN’T JOIN SOONER. THE FORUM EXPERIENCE HAS BEEN A POSITIVE INFLUENCE ON MY BUSINESS, MY PARTNERS, MY FAMILY, AND MYSELF.”**

**–Tim Padgett, CEO & Founder of Pepper Group**







# AUG

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# August 2017



**08.08**

## Backstage Breakfast with Punchkick



Cofounders of mobile web and app development firm Punchkick and EO members Zak Dabbas and Ryan Unger will share their stories and life experiences at this members-only breakfast. This is a great way for EO Chicago members to network in a friendly, relaxed atmosphere.

Punchkick Interactive is a fast-growing mobile agency that has designed and developed mobile experiences for more than a dozen of the Fortune 100. Punchkick makes custom mobile and digital products that matter to people.

### More This Month



**08.02-08.06**  
**EO Family Retreat and Experience**  
 Orlando, Florida



**08.08**  
**Happy Hour**  
 Chicago, IL



**08.08**  
**Board Meeting**  
 Chicago, IL



**08.24-08.26**  
**MyEO Women of EO Summit**  
 Athens, Greece



**08.28-08.30**  
**EO at IMD: Navigating Your Family Business**  
 Lausanne, Switzerland




**Moderator Dinner**  
 Chicago, IL

# AUG

# 12,000

EO Global has more than 12,000 members, and more than fifty countries are represented in the 163 local chapters.

08.02-08.06 

## EO Family Retreat and Experience

Join us at the Four Seasons Resort at Walt Disney World in Orlando, Florida, for four days that will leave you and your family inspired and ready to grow stronger as a household. Our goal is to help you achieve excellence as an individual and as a family. We will be building on the learning from last year so we can help you chart a new course for the coming year. You will also have the rare opportunity to engage with fellow EO families while discovering new ways to approach leadership, teamwork, and much more. Your children are also an integral part of the event! Growing up can be an adventure, so the program will strive to help them become more confident, self-sufficient individuals, and guide them to leave inspired to take action toward achieving their goals. This is all done while showcasing EO's core values—boldly go, cool, trust and respect—as well as peer-to-peer learning, which we have become so familiar with as members. Children of all ages are welcome, and we want them to take as much away from this event as you.

**Location:** Orlando, Florida

# AUG

**08.24-08.26**



## **MyEO Women of EO Summit**

MyEO Women of EO Group members and prospective EO members will come together to share in a once-in-a-lifetime experience: the MyEO Women of EO 2017 Summit. This summit will bring members together to empower the most meaningful areas of our lives: business, health, leadership, relationships, family, and personal growth. Come to the heart of the Athenian Riviera in Athens, Greece, to reach your personal best and make new connections to expand your EO experience. The MyEO Women of EO Summit is an intimate, personal, and professional growth summit designed to unify women entrepreneurs and empower them to live their best lives. Registration is open via the MYEO website. Last year's event sold out, and this year is expected to sell out again, so early registration is strongly recommended.


**Location:** Athens, Greece

“EO is one of the best investments for my personal self. Some say, great leaders stem from the self. For me, becoming a great leader began with EO.”

–Shirley Kam, *Creative Director of Love & Promise Jewelers*



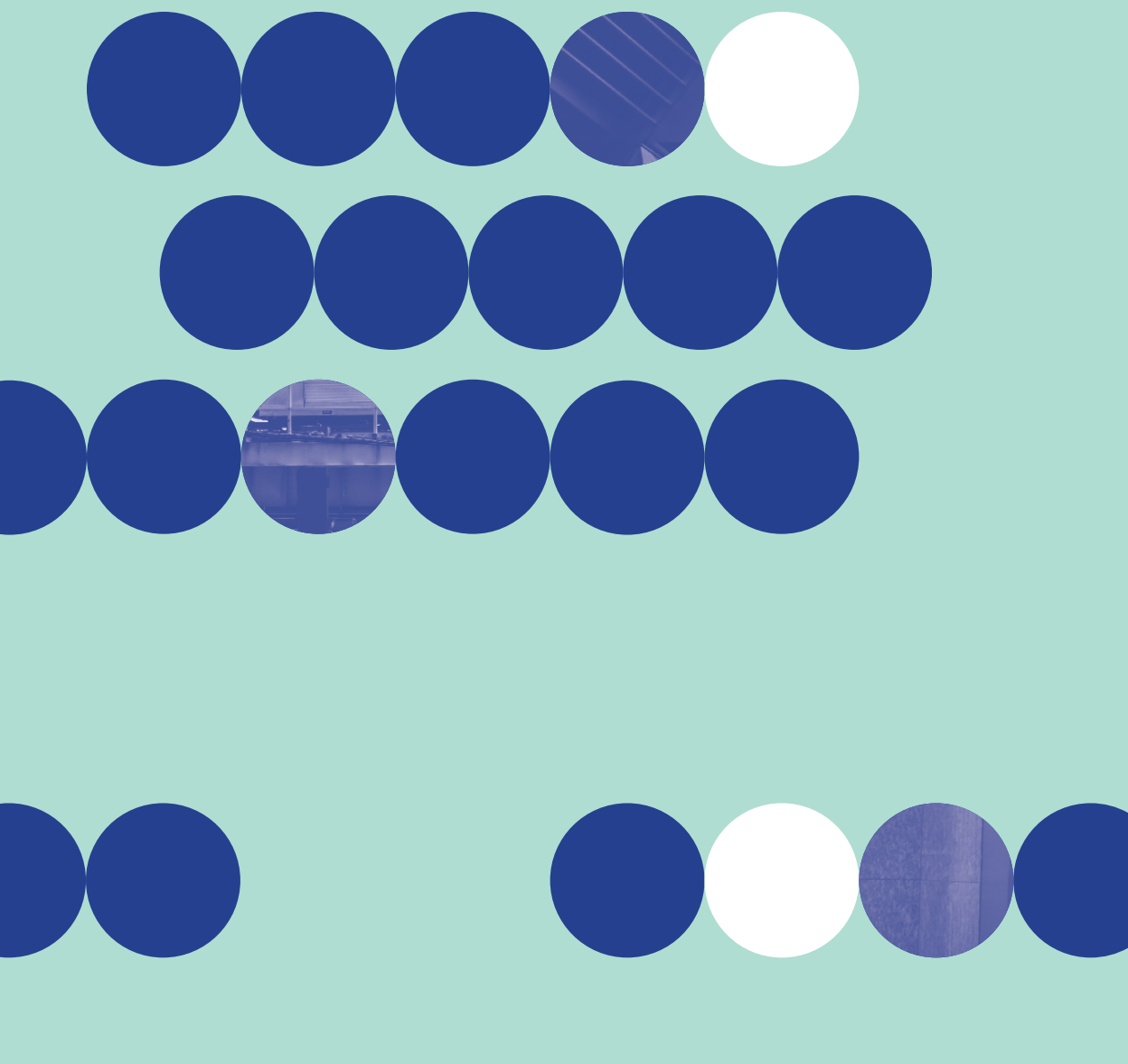


**08.28-08.30** 

## **EO at IMD: Navigating Your Family Business**

EO at IMD: Navigating Your Family Business is a program designed for EO members who are involved in multigenerational family businesses, or those who are considering passing on their business to the next generation. Family businesses have unique challenges related to growth, succession planning, governance structure, and culture. These are all encompassed with the emotional aspect of working with family, whether it be a parent, sibling, child, or even an extended family member. The EO at IMD family business program will provide participants with a clear understanding of the challenges and how they can be addressed using a combination of classroom learning, group discussions, debates, guest speakers, and live case studies, including a visit to a local family business. Participants will be surrounded with opportunities to learn from each other and are encouraged to bring a guest to the program, whether it be a family member or an executive on your team, though this is not mandatory. EO is extremely fortunate to be partnering with IMD, a world reputed institution that is presently ranked number one in executive education by the *Financial Times*. For the past twenty-five years, the IMD Global Family Business Center has worked with leading international family businesses, helping them to navigate successes and challenges from generation to generation.

**Location:** Lausanne, Switzerland



# SEP

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# September 2017

**09.27**

## Learning Day #1: Sales & Motivation

Keynote from author **Daniel Pink**   
Skill Builder with CEO **Dan Weinfurter** 

Does your business have the perfect sales equation? Do you know what motivates your people? Bring your team to a day of immersive learning and networking featuring Daniel Pink, author of *Drive: The Surprising Truth About What Motivates Us*, and Dan Weinfurter, CEO of GrowthPlay.



The Keynote with Daniel Pink, one of the “fifty most influential business thinkers” and author of multiple bestsellers, including his latest book, *To Sell Is Human: The Surprising Truth About Moving Others*, will provide us with a fresh look at the art and science of sales. White-collar workers now spend a great deal of their time persuading, influencing, and moving others. Using a mix of social science,

survey research, and rich stories, Pink will reveal the three personal qualities and three specific skills necessary for doing it better and transforming your team’s approach to work and life.

The Skill Builder with Dan Weinfurter will focus on the effectiveness of sales and give you actionable advice that you can take back to your business. Drawing from his book, *Second Stage Entrepreneurship: Ten Proven Strategies for Driving Aggressive Growth*, he will outline principles and work through them with you, hands-on.



### More This Month



**09.07**  
**Team Quarterly Reset**

Chicago, IL



**09.13**  
**Recruiting Lunch**

Chicago, IL



**09.17-09.20**  
**XCentric**

Austin, Texas



**09.27**  
**Happy Hour**

Chicago, IL

# SEP

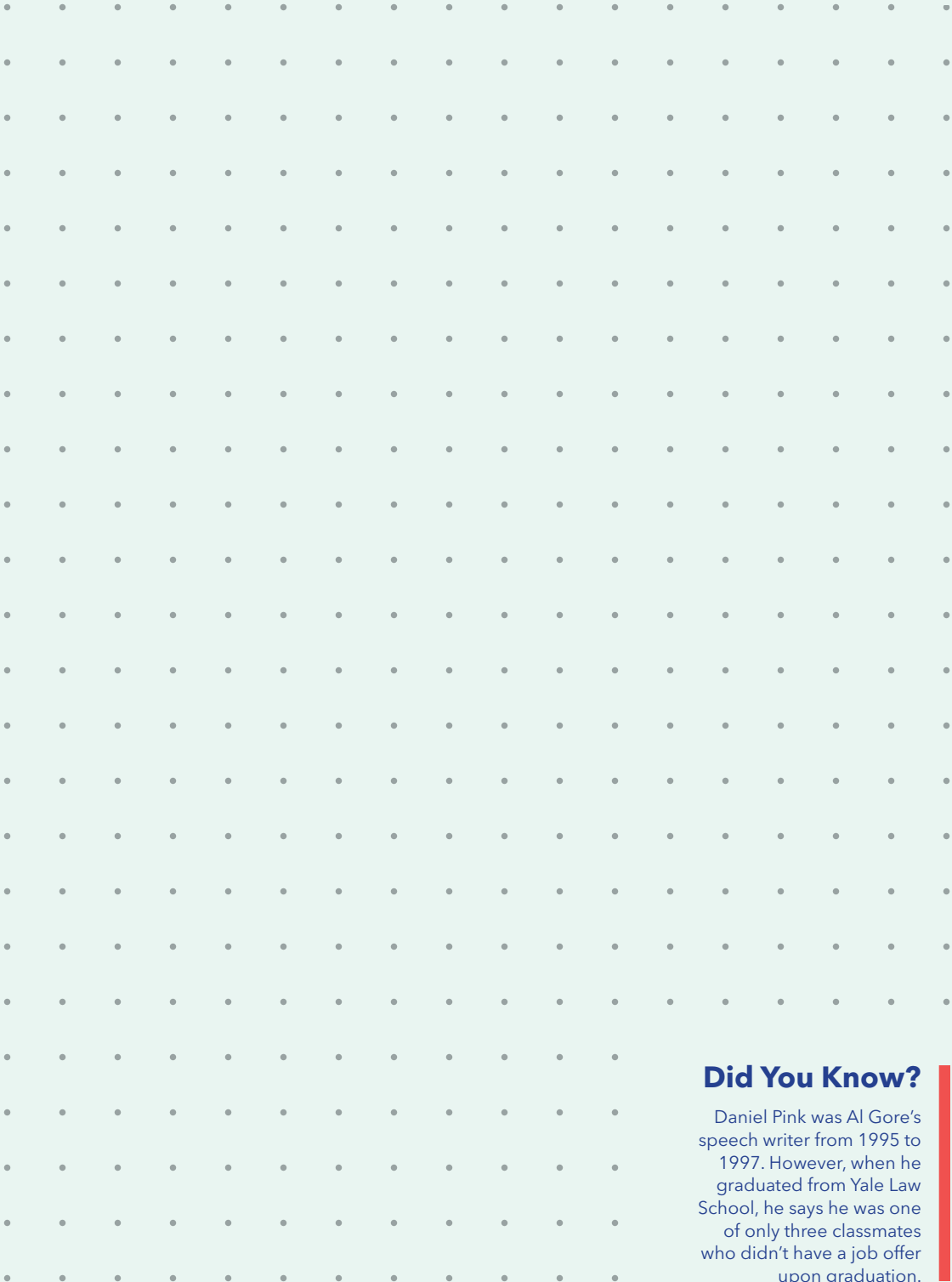
**09.17-09.20**  
**EO XCentric**



You've heard of the X-factor—the exponential advantage that puts your company ahead of its competitors. But the upcoming XCentric special event will focus on the “Other X-Factor”—the exponential advantage that puts *you* way ahead of your competitors. It's also the one that supports you in bringing your true XCentric self to everything you do in both business and in life.

This year's XCentric event will take place at the Kimpton Hotel Van Zandt located in the Rainey Street Historic District of Austin, Texas.

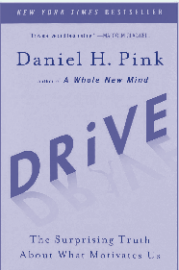
**Location:** Austin, Texas



### Did You Know?

Daniel Pink was Al Gore's speech writer from 1995 to 1997. However, when he graduated from Yale Law School, he says he was one of only three classmates who didn't have a job offer upon graduation.

# SEP

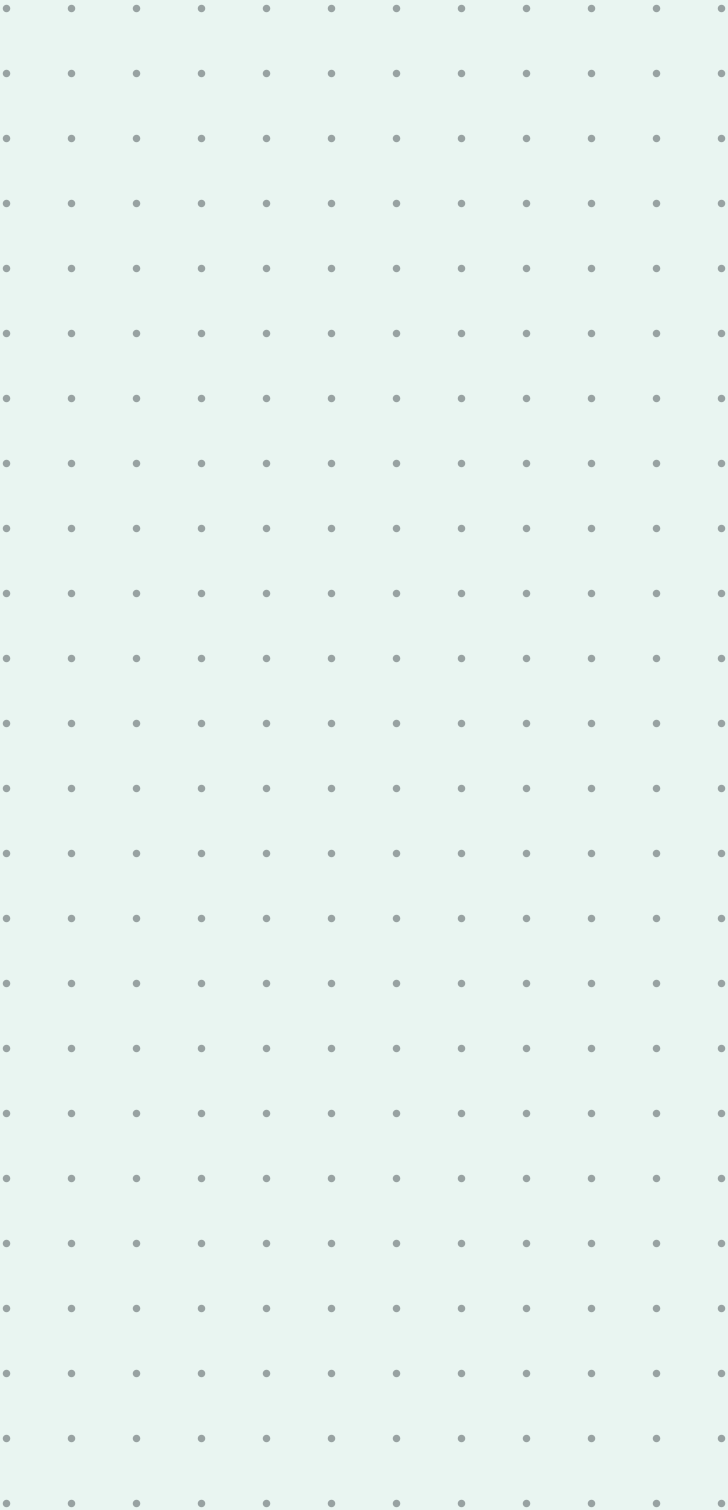


### Additional Reading

Both speakers from September's EO Learning Day—Daniel Pink and Dan Weinfurter—have insightful books that can help guide your business. Daniel Pink's book, *Drive: The Surprising Truth About What Motivates Us*, is a revolution in business thinking, and can help strengthen your team.



# SEP





**“CONTROL LEADS TO  
COMPLIANCE; AUTONOMY  
LEADS TO ENGAGEMENT.”**

**-Daniel Pink**



# OCT

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# October 2017



**10.26**

## Keynote on Happiness and Q&A with Matthieu Ricard, PhD and Buddhist Monk



How can you improve your mindfulness, and why would you want to consider the practice? This session will expand both the perspective and quality experience shared among the membership. Dubbed the world's happiest man by *GQ* and *Esquire*, Matthieu Ricard will share what it takes to be happy in his only US appearance this year. In addition to being a

Buddhist monk and the official French interpreter for the Dalai Lama, Ricard is a bestselling author, vegan and humanitarian activist, photographer, and thought leader who holds a PhD in molecular genetics.

### More This Month



**10.11**  
**Board Meeting**

Chicago, IL



**10.11**  
**Interview Day**

Chicago, IL



**10.18**  
**Accelerator Learning Day**

Chicago, IL



**10.25-10.29**  
**EO Hyderabad Global University**

Hyderabad, India



**10.26**  
**Happy Hour**

Chicago, IL



10.25-10.29 

## EO Hyderabad Global University

The 2017 EO Hyderabad University offers you avenues to learn from and network with those who have approached life with the spirit of *jugaad*, which is loosely defined as finding a low-cost solution to any problem in an intelligent way. You will also be able to unwind in one of India's most exciting cultural hubs. Simultaneously, the 2017 EO Hyderabad University also presents many opportunities for you to discover a nation of a thousand colors, a million recipes, and a billion hearts. At this once-in-a-lifetime event, you will go back home richer in experience and with insight of all types. Your tryst with *jugaad* beckons. You only need to heed the call.

**Location:** Hyderabad, India





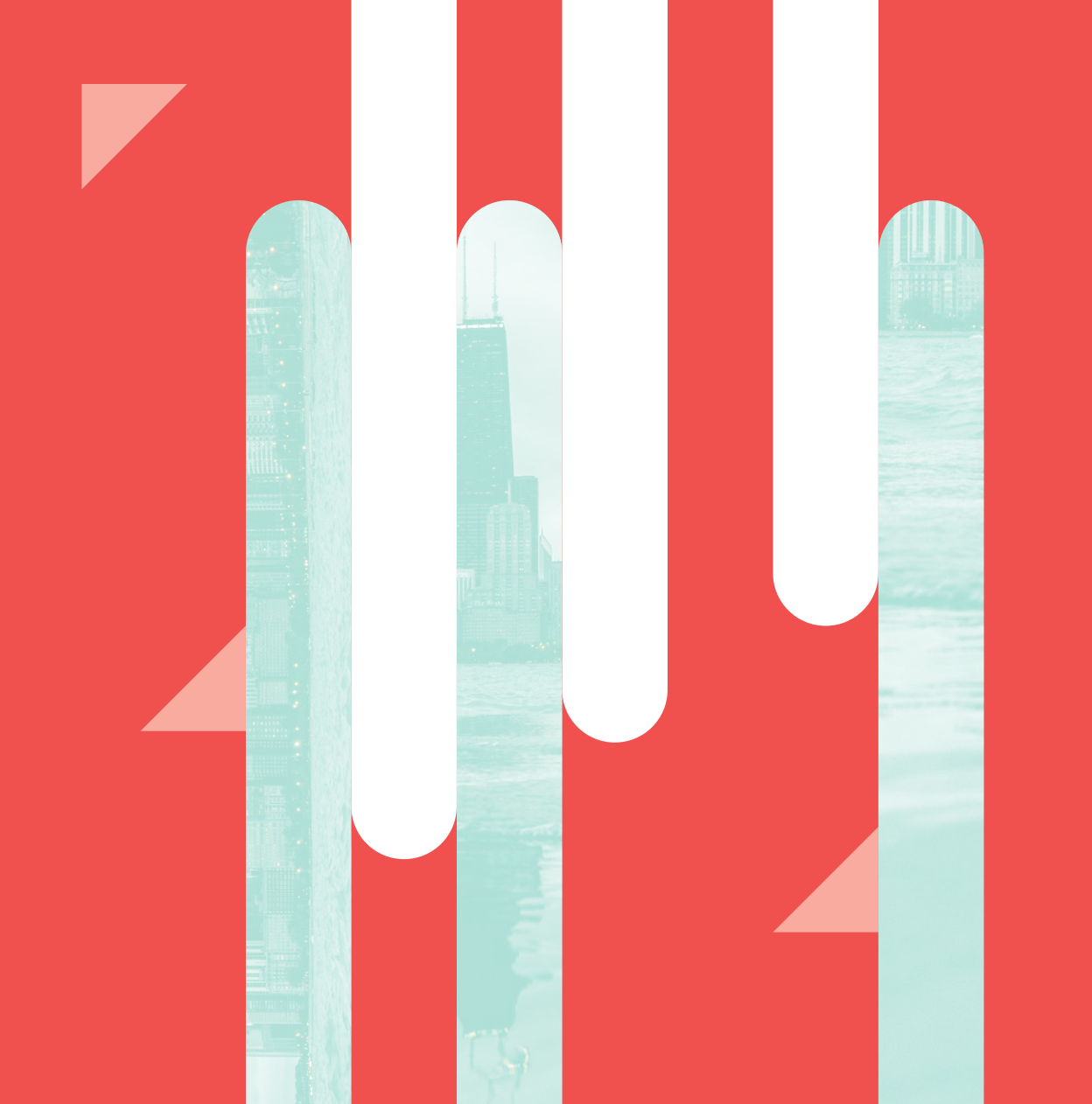




# 197,000

Entrepreneurs are happier than other people. Researchers spoke with more than 197,000 people in seventy economies and discovered that North American and Latin American entrepreneurs rated their well-being the highest.

(Global Entrepreneurship Monitor Global Report)



# NOV

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# November 2017



**11.16**

## Global Student Empowerment Awards (GSEA)

This annual event is the foremost global competition for high school, undergraduate, and graduate students who own and operate their own businesses. Here, you have the opportunity to support these young entrepreneurs with mentorship, recognition, and connections that can take their business to the next level. Although this is a Members Only event, bring the tweens and teens in your life to promote young entrepreneurship.



**11.16**

## Keynote from Johnny Earle



Over the past decade, Johnny Cupcakes, founded by speaker Johnny Earle, has grown from a joke to a multimillion-dollar, highly exclusive T-shirt brand driven by a community of worldwide collectors. Johnny shares his story of how he took his T-shirt brand from the trunk of his rusty car at age nineteen, with a learning disability, to some of the world's most sought-after retail locations. In this session, Johnny will piece together how his success reinforces the power of details, experience, and loyalty. Through his inspiring, unpredictable journey, Johnny exudes the fundamental connection between the person and the brand. Johnny's presentation provides comprehensive blueprints for getting any small business, passion, or idea off the ground.

### More This Month



**11.06**  
**Forum Training & Moderator Dinner**  
Chicago, IL



**11.15**  
**Board Meeting**  
Chicago, IL



**11.15**  
**Integration Dinner**  
Chicago, IL



**11.16**  
**Happy Hour**  
Chicago, IL

# NOV



# 2,000

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As the popularity of Johnny Cupcakes has skyrocketed, more than 2,000 customers have shown their loyalty by getting a tattoo of the Johnny Cupcakes logo.

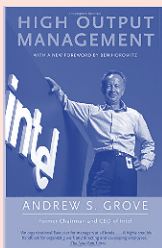
# NOV



**“AS A LITTLE BOY, SEEING MY PARENTS SPEND SO MUCH TIME COMMUTING INSPIRED ME TO BE AN ENTREPRENEUR WITH THE HOPE THAT SOMEDAY I COULD WORK AND STILL BE ABLE TO SPEND TIME WITH THE PEOPLE I LOVE.”**

**–Johnny Earle**

# NOV



## Additional Reading

Andy Grove's *High Output Management* is an easy-to-read guide that delves into the art and science of management. With this book, you can learn to be an effective manager in any context.







# DEC

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# December 2017

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**12.01**

## **Holiday Party**



This annual event is a chance for EO members and their significant others to get together and celebrate the holiday season. Join us to jingle and mingle the night away! There will be dinner, entertainment, dancing, and more.

### More This Month



**12.08**  
**Board Meeting:  
New Board  
Nomination**

Chicago, IL



**12.13**  
**Recruiting Lunch**

Chicago, IL

# DEC



**“A FEW SIGNIFICANT EVENTS MAY NOT HAVE HAPPENED IF IT WEREN’T FOR EO. THE FIRST BEING TO BUY OUT THE OTHER SHAREHOLDERS. THE SECOND BEING THE EXPERIENCES I HAD ON OUR RETREATS.”**

***–Barbara Moran-Goodrich, CEO & Cofounder of Moran Family of Brands***

# 1510

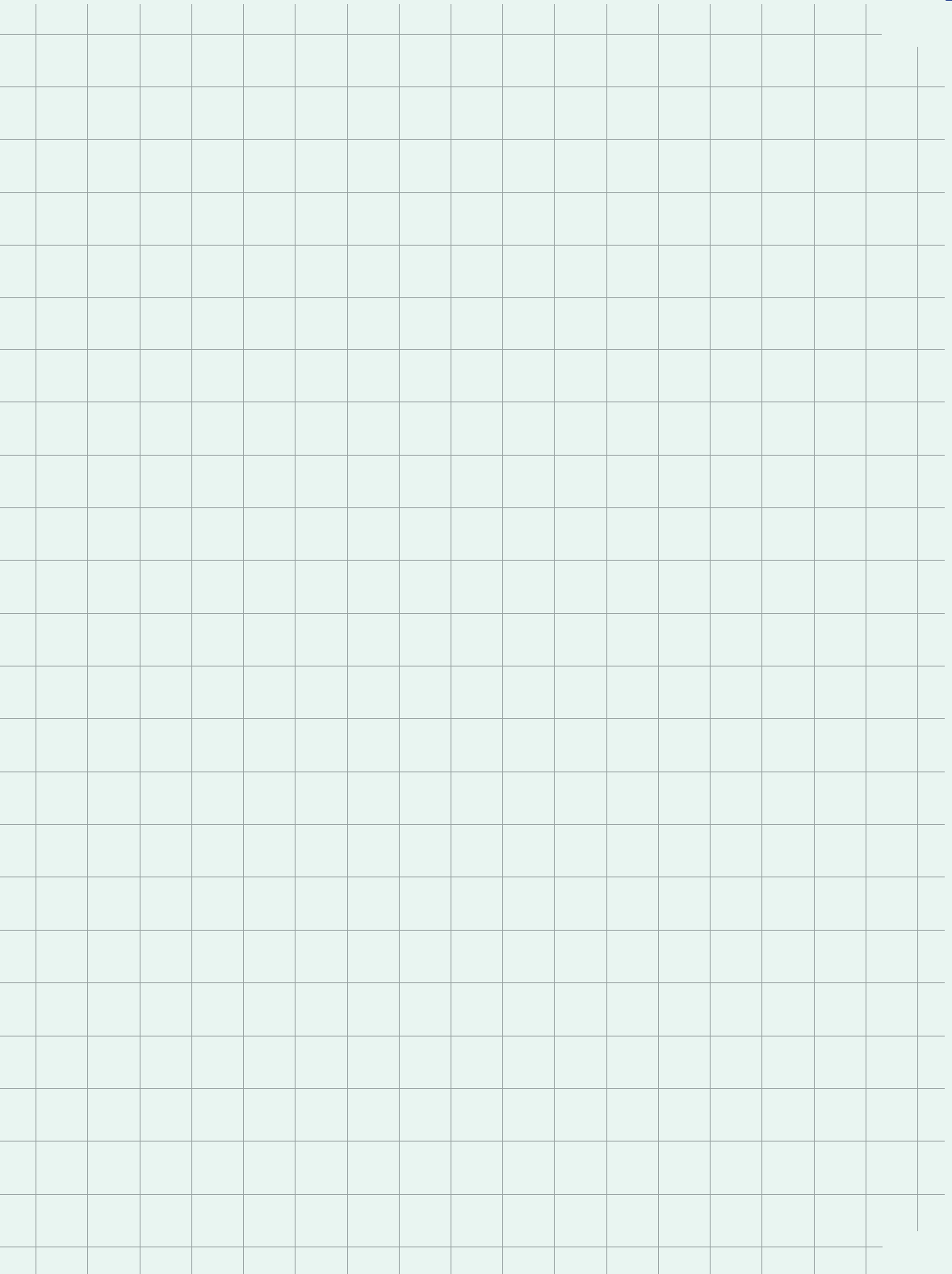
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The first decorated  
Christmas tree was in  
Riga, Latvia, in 1510.

# DEC

"I appreciate discussing business challenges and how to approach them with other like-minded business owners. I admire each and every one of my forum-mates and know that they have contributed to my business growth and success."

–Nancy Schumacher, CEO of Global Adrenaline

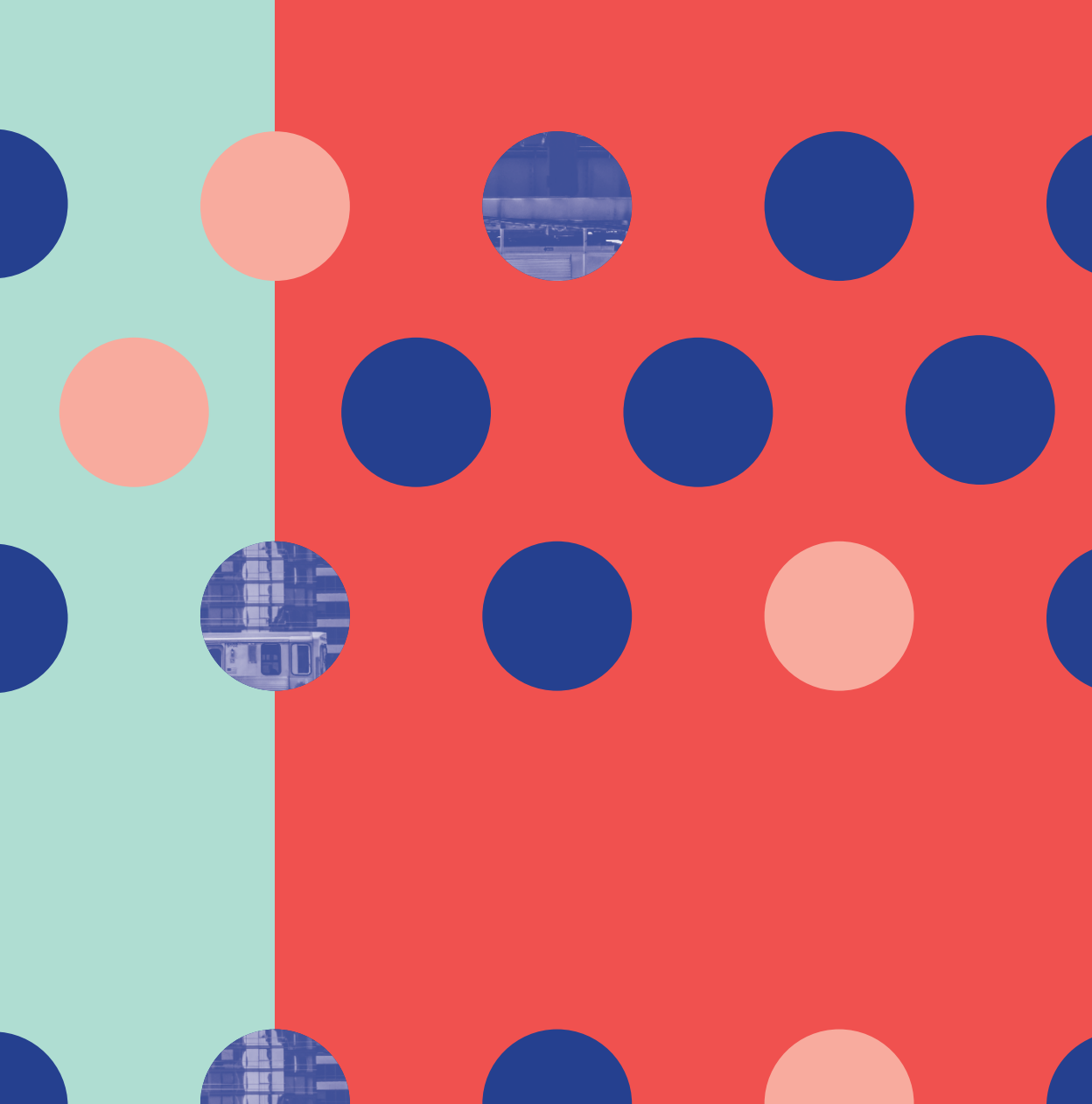






**“WHAT I ENJOY ABOUT EO IS THE ABILITY TO DIVE DEEP INTO SUBJECTS THAT ONLY OTHER ENTREPRENEURS ARE FAMILIAR WITH. AS A BONUS, MY EO PEERS OFFER ADVICE THROUGH THEIR SIMILAR EXPERIENCES.”**

**–Nick Patterson, Owner of Kale Realty**



# JAN

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# January 2018

**01.16**

## Learning Day #2: Hiring & Personal Awareness

Keynote from social psychologist **Amy Cuddy**   
Skill Builder from author **Geoff Smart** 

What comes to mind when you hear *people skills*? Most of us need a better, more impactful understanding of people—especially those that make our businesses tick. This Learning Day is focused on hiring and recruitment methodology, as well as the psychological impact of body language on success.



Amy Cuddy is a social psychologist and professor at Harvard Business School. She studies how our body language speaks not only to others, but also to ourselves. Specifically, her research focuses on how adopting powerful, expansive postures (imagine Wonder Woman) helps us to be more present in high-pressure situations, changing our thoughts, feelings, behaviors, and

physiology, as well as impacting how well—or poorly—we perform in job interviews, difficult conversations, public speeches, and more.

Geoff Smart is considered the number one thought leader on the number one topic in business: hiring talented teams and then running them at full power. Geoff is the highest-rated speaker on this topic globally.



### More This Month



**01.10**  
**Interview Day**  
Chicago, IL



**01.11**  
**Accelerator Learning Day**  
Chicago, IL

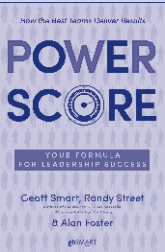


**01.16**  
**Happy Hour**  
Chicago, IL



**01.19**  
**Board Meeting, Mid-Year Summit, New Board Slate**  
Chicago, IL

# JAN



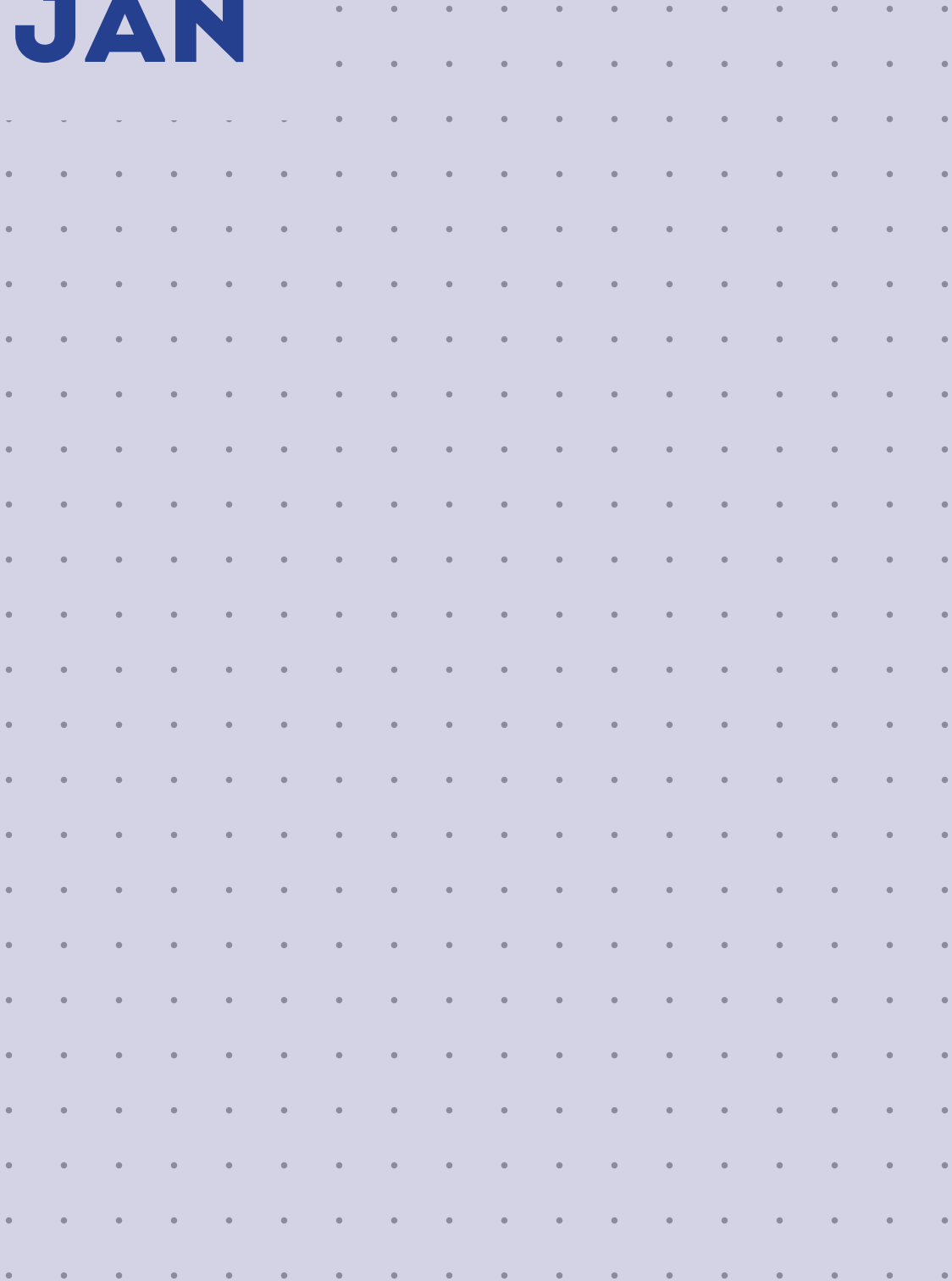
## Additional Reading

Geoff Smart is *The New York Times* bestselling author of *Who, Leadocracy*, and *Power Score: Your Formula for Leadership Success*.

“DON'T FAKE IT 'TIL YOU MAKE IT.  
FAKE IT 'TIL YOU BECOME IT. DO  
IT ENOUGH UNTIL YOU ACTUALLY  
BECOME IT AND INTERNALIZE.”

—Amy Cuddy

# JAN





# JAN

# 40 Million

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Amy Cuddy's speech, "Your Body Language May Shape Who You Are," is the second-most-viewed TED Talk of all time, with more than 40 million views. She was also one of *Time Magazine's* 2012 "Game Changers" and *Business Insider's* 2013 "50 Women Who Are Changing The World." In 2014, she was named a "Young Global Leader" by the World Economic Forum.







# FEB

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# February 2018



## Children's Museum Outing



Have you had quality time with your family lately? It takes family and community to round out the entrepreneur, and there are so many ways to play and spend time with your family at Chicago Children's Museum! Climb on the schooner, hide in a tree house, construct a skyscraper, tinker with real tools, fish in a river, make art that you can take home, and more. Some of the areas to explore include: Once Upon a Castle, Tinkering Lab, WaterWays, Skyline, Dinosaur Expedition, Play It Safe, Kids Town, Treehouse Trails, Pritzker Playspace, Kovler Family Climbing Schooner, Art Studio, Story Hub: The Mini-Movie, and Memory Maker.

### More This Month



#### 02.05 Integration Dinner

Chicago, IL



#### 02.12 Forum Training & Moderator Dinner

Chicago, IL



#### 02.13 Board Meeting

Chicago, IL



#### President's Meeting







**400,000**

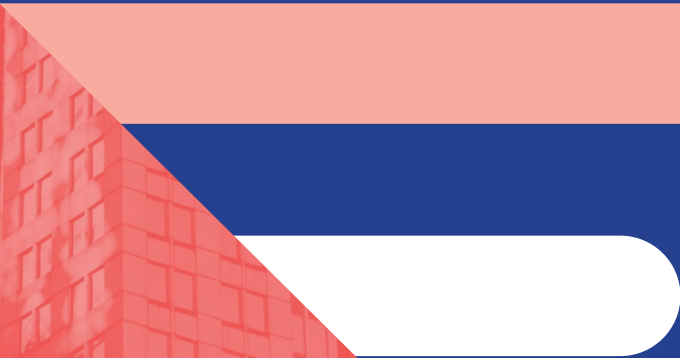
Chicago Children's Museum serves more than 400,000 visitors annually, both on-site and in communities throughout the city.





# 2nd

The Chicago Children's Museum is one of the city's top cultural attractions and is the second most visited children's museum in the country.



# MAR

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# March 2018



**03.06**

## Discussion on Innovation and Entrepreneurship with Jennifer Hyman, cofounder of Rent the Runway



How many brands start online and move to a brick-and-mortar operation? Jennifer Hyman cofounded Rent the Runway with her Harvard Business School classmate Jennifer Fleiss with the overall mission to democratize luxury for women everywhere. Hyman will be sharing her journey of personally managing and growing the business while impacting the community at large.

Powered by a transformative business model, proprietary technology, and a unique reverse-logistics operation, Rent the Runway brings luxury experiences to all by allowing anyone to rent high-fashion, designer clothing.

### More This Month



**03.06**  
**Happy Hour**  
Chicago, IL



**03.14**  
**Recruiting Lunch**  
Chicago, IL

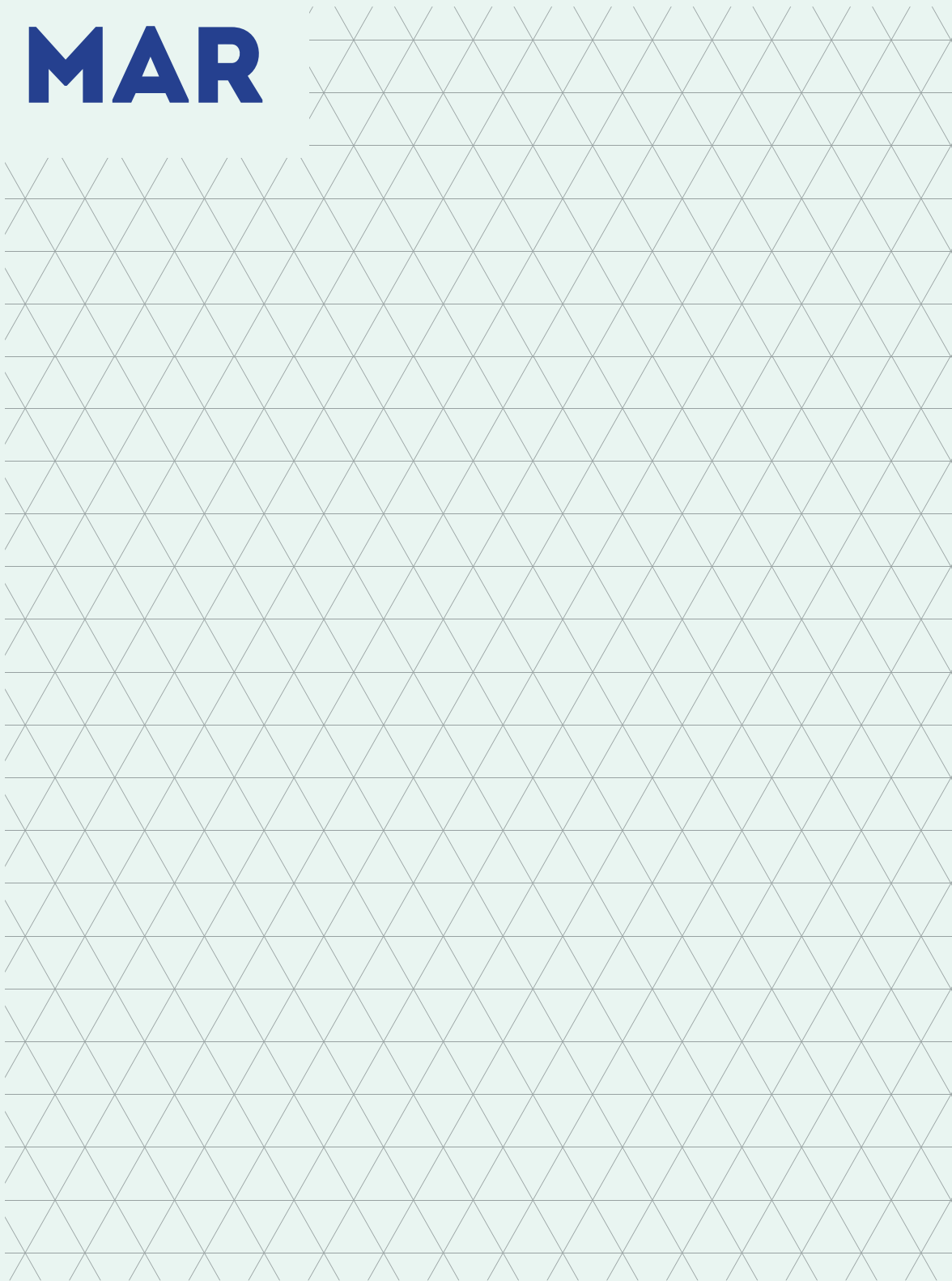


**03.16**  
**Board Meeting**  
Chicago, IL



**Moderator Summit**

# MAR



### Additional Listening

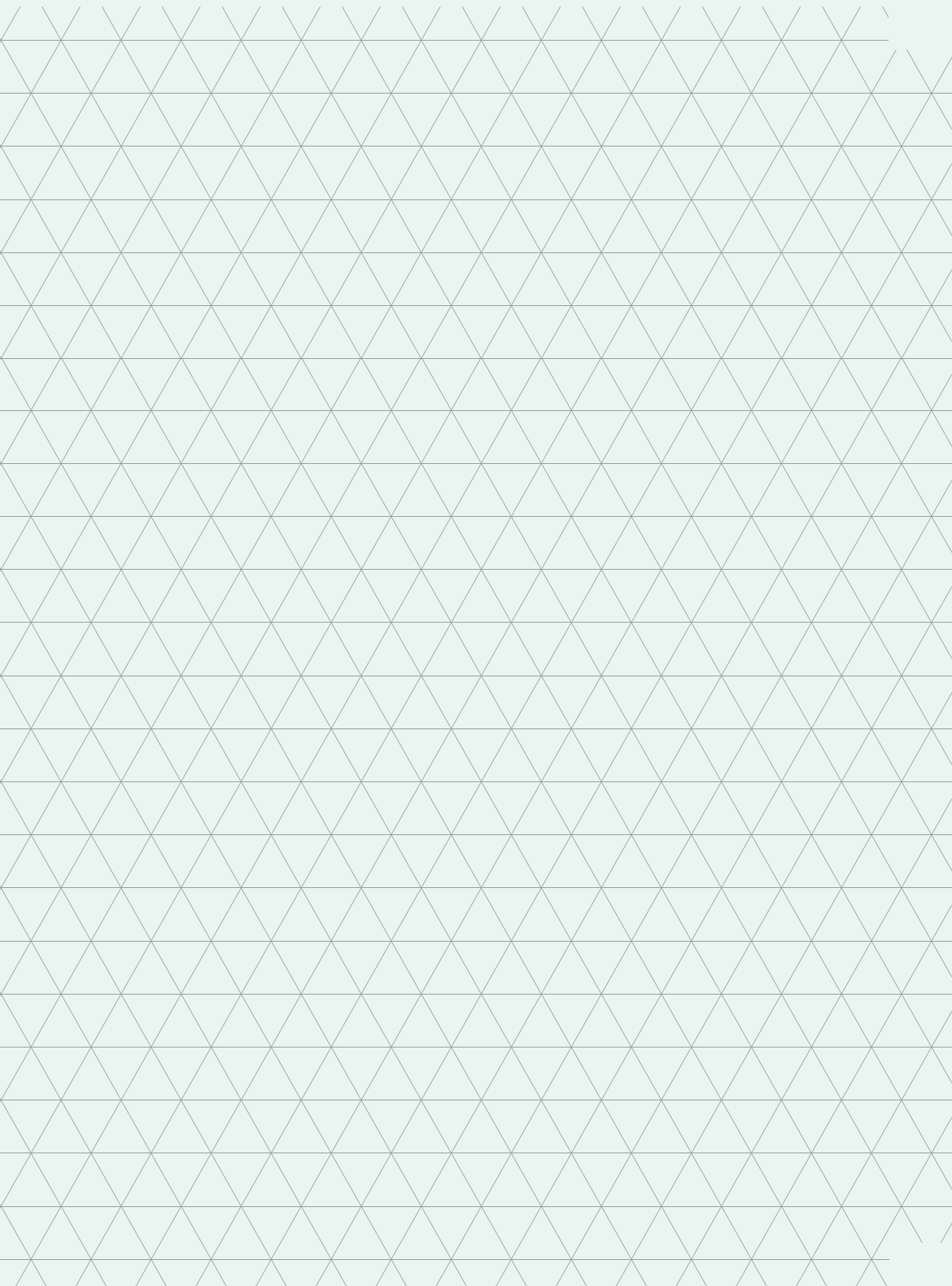
In a January episode of the podcast *Recode Decode*, Jennifer Hyman spoke with Recode's Kara Swisher and Jason Del Rey about the difficulties of being a woman entrepreneur and expanding Rent the Runway's brick-and-mortar stores. The podcast can be found on iTunes, Google Play Music, TuneIn, and Stitcher. Recode also has the full transcript on its website.



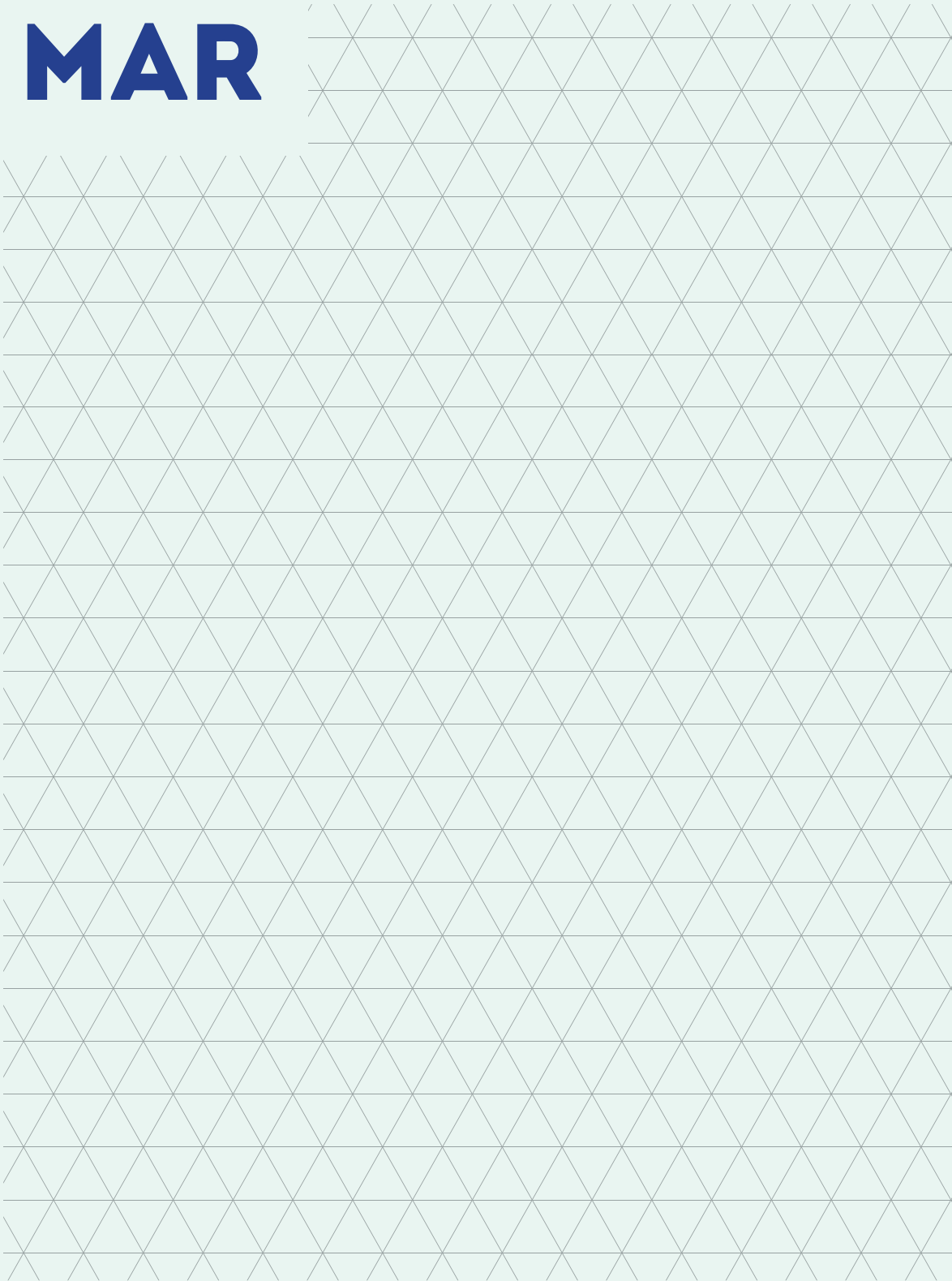
# MAR

**“I HAVE A 50-YEAR  
VISION FOR RENT THE  
RUNWAY: TO CHANGE  
CONSUMER BEHAVIOR  
AND ACTUALLY PUT THE  
CLOSET IN THE CLOUD.”**

**–Jennifer Hyman**



**MAR**







# 3,200

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The number of dresses dry-cleaned per day through Rent the Runway.



# APR

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29	30					

# April 2018



**04.12**

## Skill Builder: Mergers & Acquisitions with Chris McGowan



Whether you hope to sell your business or acquire another, the landscape of M&A is a foreign landscape for many business owners. This workshop will help demystify the practice with several insights from Chris McGowan, professor at the University of Chicago Booth School of Business.



## Backstage Breakfast with All Terrain



Founder of experiential marketing firm All Terrain, Brook Jay will share experiences and success stories at this members-only breakfast. This is also a great way for EO Chicago members to network in a friendly, relaxed atmosphere.

All Terrain is a full-service experiential marketing agency. The company provides strategy and insights, creative, account management, activation, and measurement and analytics to formulate a connection between people and brands.

### More This Month



#### 04.04 Interview Day

Chicago, IL



#### 04.11 Board Meeting

Chicago, IL



#### 04.15-04.19 Global Leadership Conference

Toronto, Canada



#### 04.25 Accelerator Learning Day

Chicago, IL

# APR

"I joined EO to continue to learn and grow in business, and I have. What I did not know sixteen years ago is how much I would grow as a father, husband, friend, and as a global citizen."

*–Dan Heuertz, President & CEO  
of The Preferred Group*





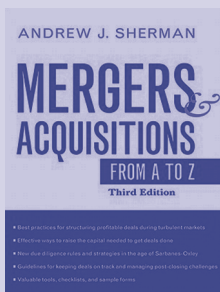
# 14.2%

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Healthcare is the industry with the highest M&A activity in terms of transaction value, representing 14.2 percent of all deals.

# APR

## Additional Reading

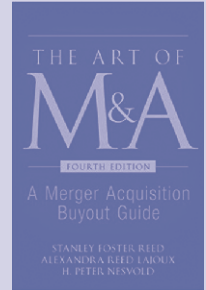


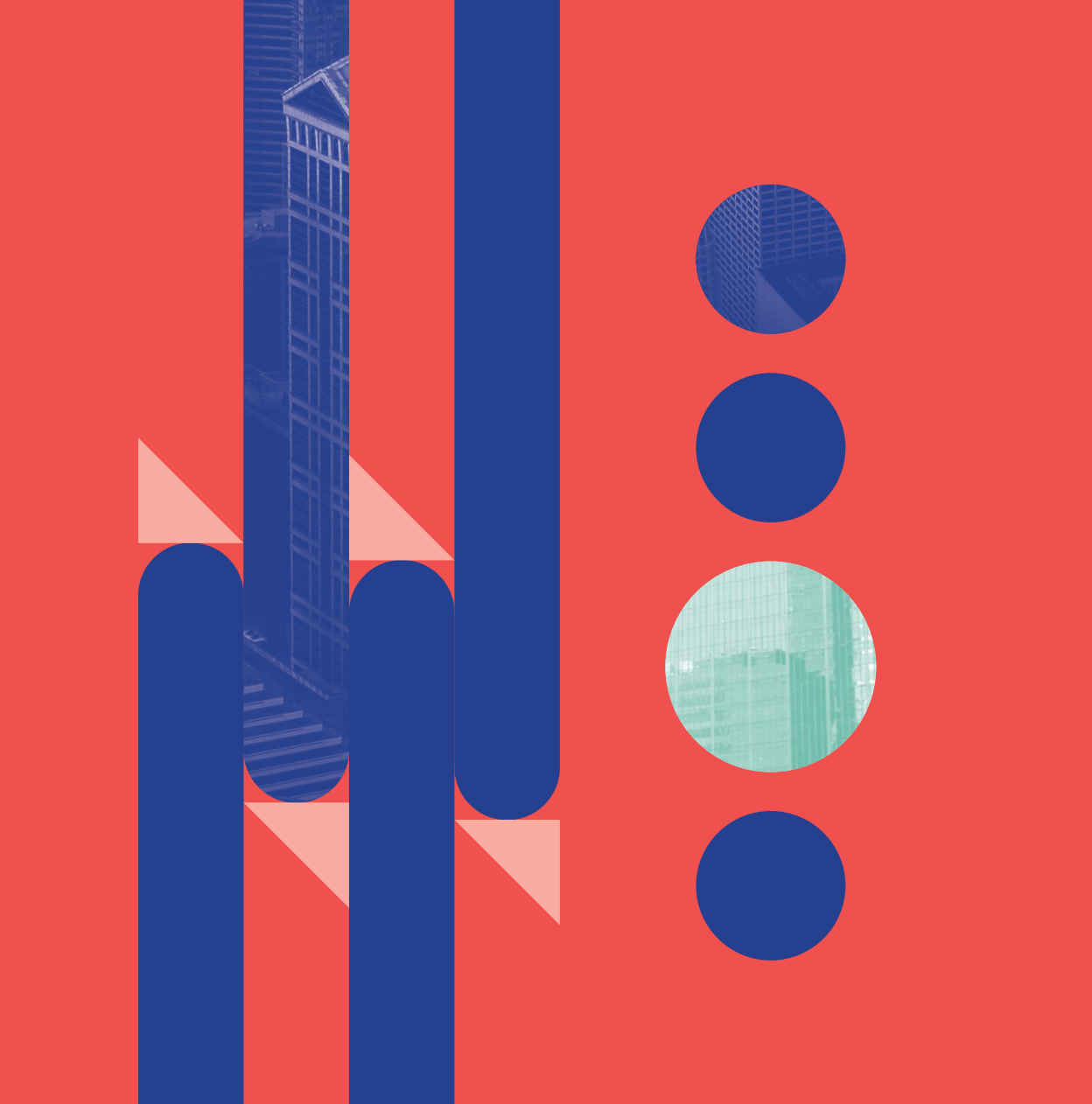
One of the best guides for learning more about M&As is Andrew J. Sherman's *Mergers and Acquisitions from A to Z*. This book provides case studies and practical examples to help you connect with the fundamentals while learning what to expect from a real-life merger.



### Additional Reading

Another book to add to your M&A reading list is *The Art of M&A*, Fourth Edition by Stanley Foster Reed, Alexandra Lajoux, and H. Peter Nesvold.





# MAY

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# May 2018



**05.23**

## Backstage Breakfast with Avant



Avant founder and president Drew Lydecker and CEO Ian Kieninger will share experiences and success stories at the final members-only breakfast of the year.

Avant Communications is the premier distributor of next generation IT technologies. Avant leads the industry in channel sales enablement of next generation IT solutions.

### More This Month



**05.03**  
**Integration**  
**Dinner**

Chicago, IL



**05.14**  
**Forum Training**  
**and Moderator**  
**Dinner**

Chicago, IL



**05.14**  
**Happy Hour**

Chicago, IL



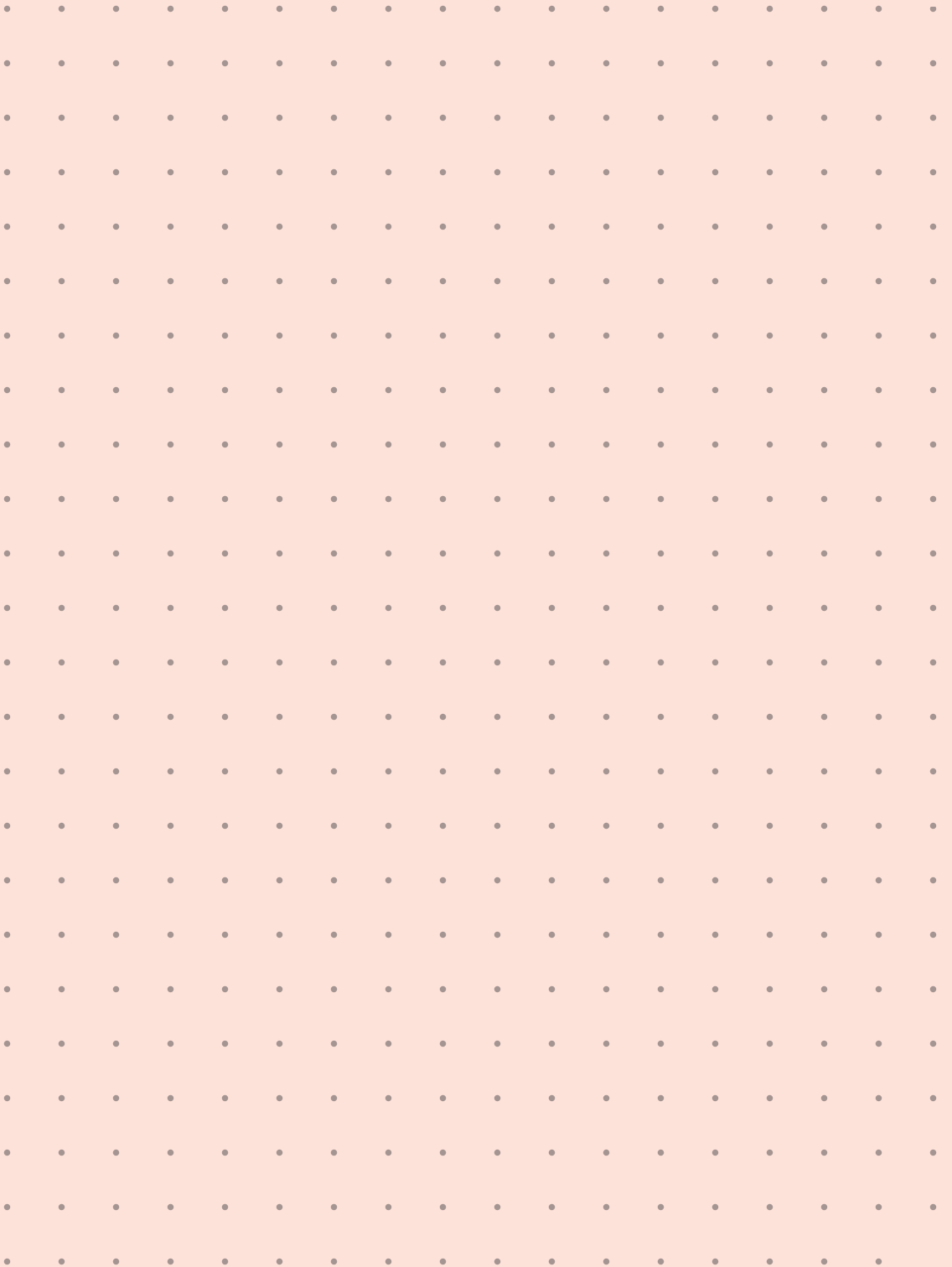
**05.23**  
**Recruiting Lunch**

Chicago, IL

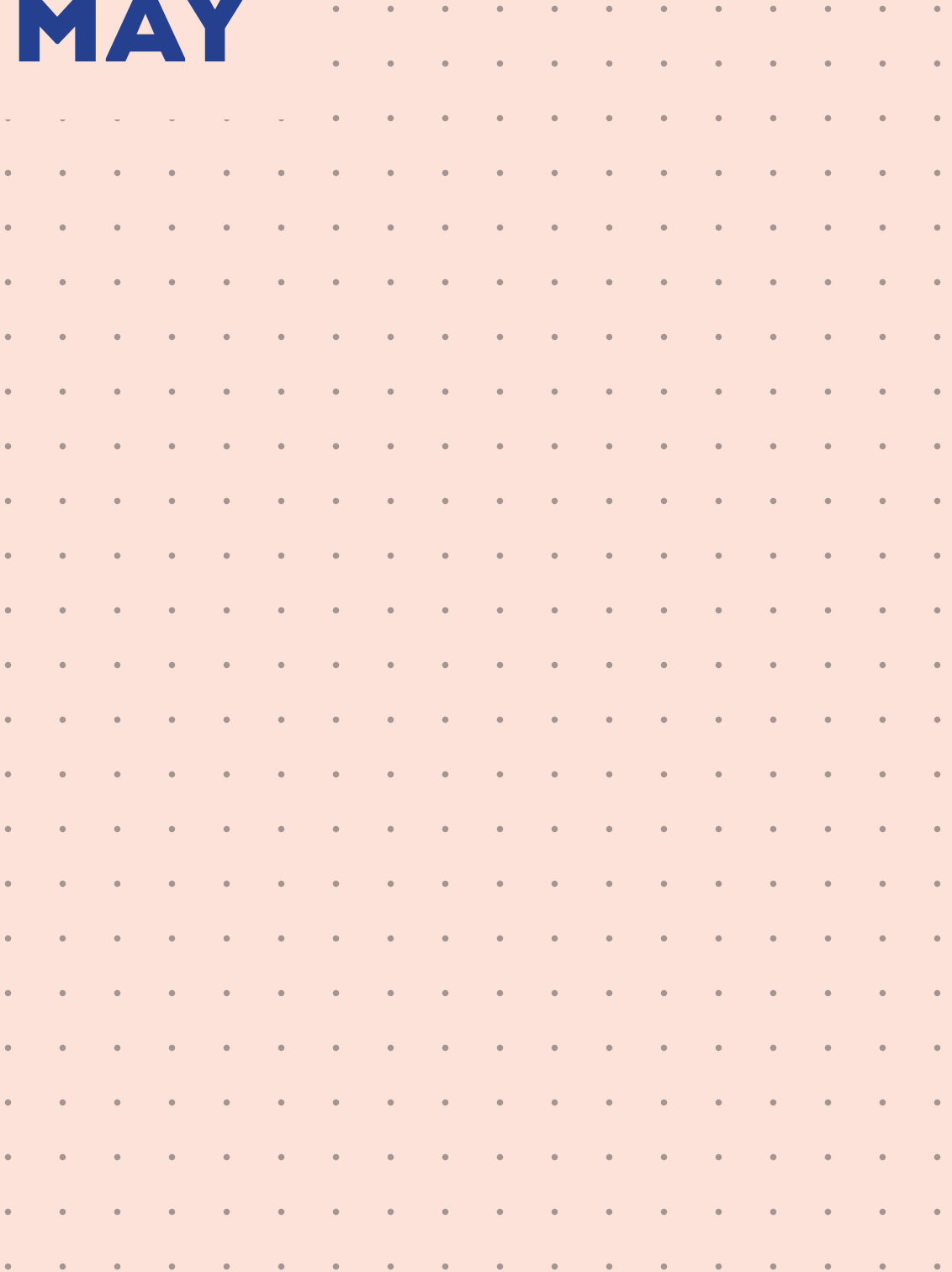
# MAY

**“EO ALWAYS PROVIDES  
ME WITH WAYS TO BUILD  
MY BUSINESS, REFINE  
MY LEADERSHIP SKILLS,  
AND GROW MY PERSONAL  
RELATIONSHIPS IN WAYS  
I NEVER KNEW EXISTED.”**

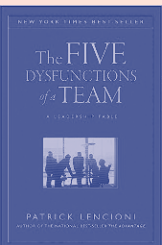
**—Mitch Gordon, Partner, Bradford & Gordon**



# MAY

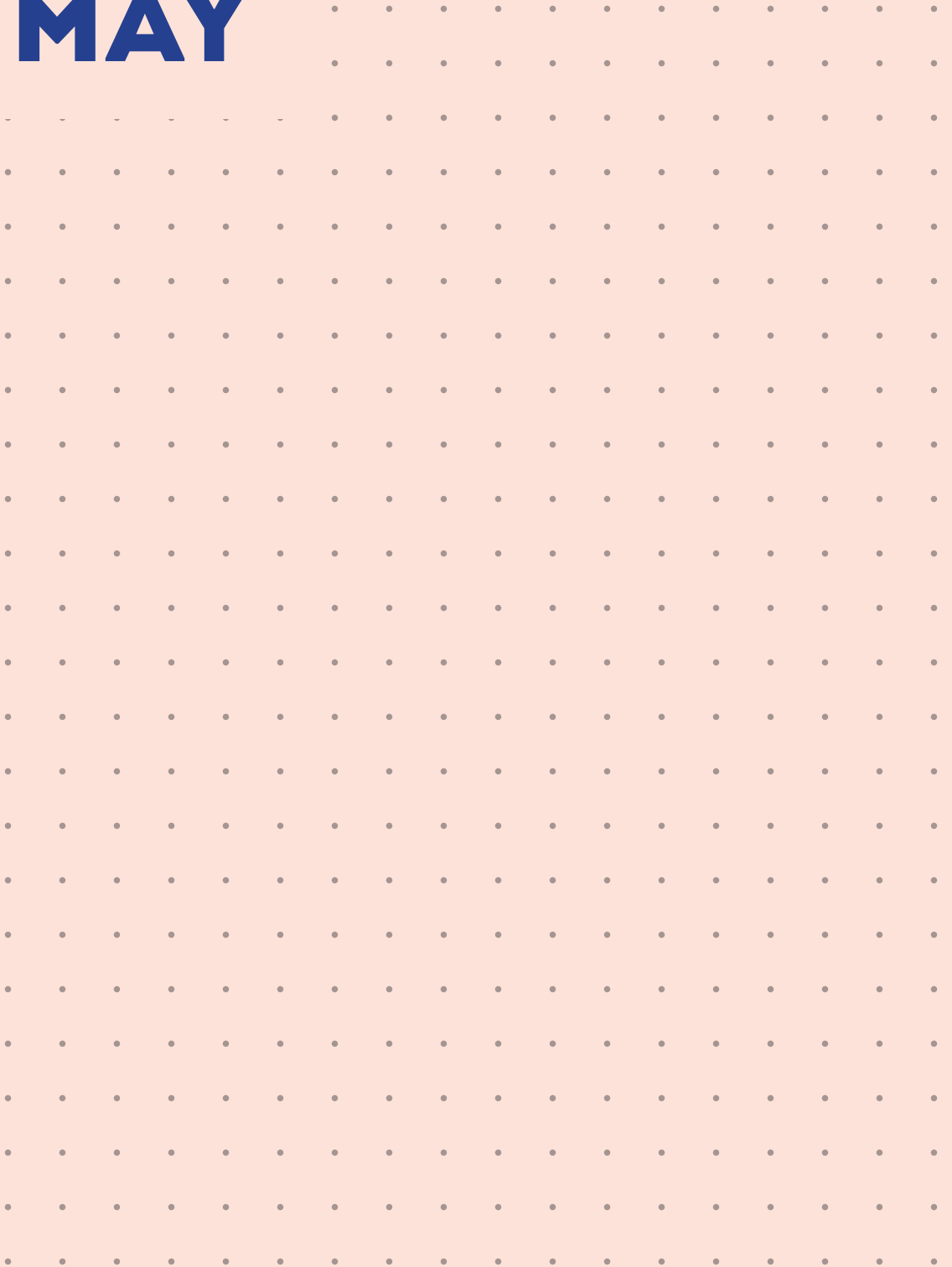


### Additional Reading



Patrick Lencioni's *Five Dysfunctions of a Team* looks at the role of a leader as a pyramid—with vulnerability as the base. It's very human and real. It's also written as a fable, i.e. short and readable.

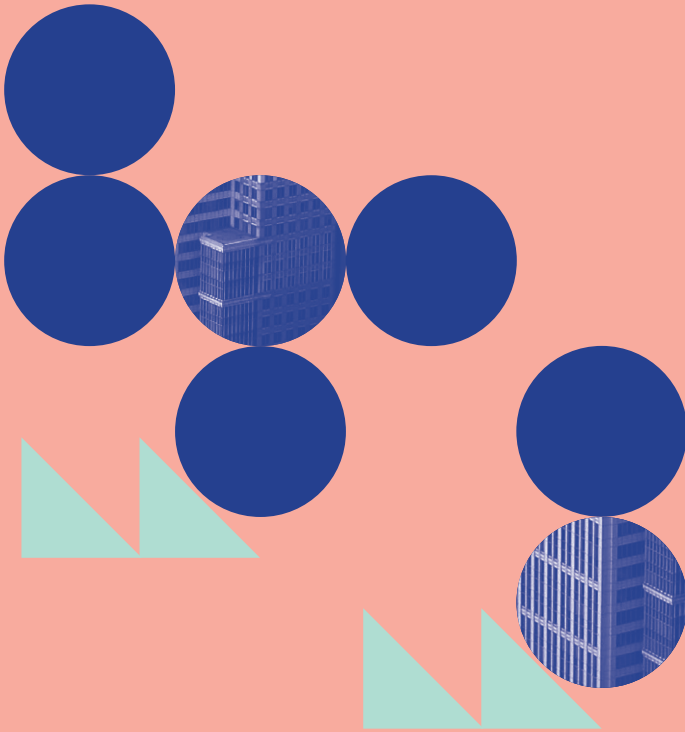
# MAY





“EO provides me with the ultimate trifecta:  
the forum experience, which has helped  
me through some tough times; a vast  
network of entrepreneurs and fantastic  
learning events; and an amazing mentor.”

–Pete Horvath, *Sultan of Sweat at Move-tastic!*



# JUN

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# June 2018



**06.08-06.10**

## Third Annual Chapter Retreat



The third annual chapter retreat will give you a chance to bring your families and introduce them to the EO community. The event will include a welcome reception, brunch, and a host of other activities. Like the Holiday Party, it's an opportunity to get away from the hustle and bustle of your lives and enjoy the company of each other: to relax, reflect, and connect in a more meaningful way.

### More This Month



**06.20**  
**Interview Day**

Chicago, IL



**Board Meeting**

Chicago, IL



**Membership  
Renewal Month**



**“THE RETREAT THIS YEAR  
WAS AMAZING. I CAN’T TELL  
YOU WHAT A GREAT TIME MY  
FAMILY AND I ARE HAVING.  
AND THE BEST PART IS THAT  
WE ARE GETTING TO KNOW  
ALL OF THE OTHER FAMILIES  
SO WELL!”**

**–Bob Achettu, Partner, Accelerated  
Growth Advisors**



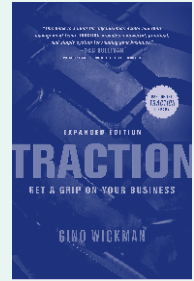






## Additional Reading

In *Traction*, author Gino Wickman provides a powerful and practical system for running a business. The book is chock full of simple, useful tools in addition to plenty of real-world examples.





# BOARD MEMBERS

## BOARD LEADERSHIP TEAM

**Pedro Guerrero**

**President**

pedro@guerrerohowe.com

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**Kevin Hundal**

**President Elect**

kevinh@atrendusa.com

---

**Anthony Ramirez**

**Forum Chair**

aramirez@lincolnsecurityllc.com

---

**Bryan Pyka**

**Membership Chair**

bpyka@ampedi.com

---

**Bob Achettu**

**Finance Chair**

bachettu@acceleratedgrowth.com

---

**Mitch Gordon**

**Programs Chair**

mitch@bradfordandgordon.com

---

## STAFF

**Dawn Collins**

**Executive Director**

dawn@eochicago.org

---

**Kelsey Headly**

**Chapter Admin**

kelsey@eochicago.org

---

## BOARD

**Kitsa Antonopoulos**

**GSEA Chair**

kitsa@lumierechild.com

---

**Sonny Balani**

**Accelerator Chair**

sonny@balanicustom.com

---

**Pete Horvath**

**Mentorship Chair**

pete@move-tastic.com

---

**Jesse McCabe**

**Forum Placement**

jesse.mccabe@thinksolid.com

---

**Jason Randolph**

**Mentorship Chair**

jason.randolph@adshift.com

---

**Gary Schafer**

**Emerging Leaders**

gschafer@caveo.com

---

**Aalap Shah**

**SAP Integration Chair**

aalap.shah@someconnect.com

---

**Jonathon Smith**

**Recruiting Chair**

jsmith@rpcsoftware.com

---

**Jim Tuchler**

**Moderator Chair**

jtuchler@yahoo.com

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“Signature Bank has been a pleasure to work with. They take the time to learn about your needs as a small business and work with us to recommend solutions. They have been an integral part of our rapid growth.”

—Anthony Ramirez, *President & CEO of Lincoln Security Services*

# THOUGHT PARTNERS



We Make Commercial Banking Personal

## Signature Bank

Nathan Dinger  
ndinger@signature-bank.com



Human Resources. Insurance. Simplified.

## Taylor Group Insurance

Brian McDonald  
Bryan@taylorgroupinsurance.com



FIDUCIARY  
FINANCIAL  
PARTNERS

## Fiduciary Financial Partners

Nick Economos  
nick@fiduciaryfp.com

THE PEAKSTONE GROUP

## The Peakstone Group

Mark Horita  
mhorita@peakstone.com



SIMPLIFY. PROTECT. ACHIEVE.

## Level 10

Kevin Hundal  
kevin@level10advisors.com



## Tesla Motors

Janiece Lehmann  
jlehmann@tesla.com



electronic<sup>®</sup>  
funds  
source

## EFS

Derrick Strupp  
Derrick.Strupp@tchek.com



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## Sandler Training

Chris Kremer  
ckremer@thesuccesscatalyst.com









