

PENNSYLVANIA BUSINESS BROKERS ASSOCIATION
SPRING 2010 COURSE and CONFERENCE
Thursday, April 15 and Friday, April 16, 2010
HOLIDAY INN - DENVER, PA (1 mi from Pa Turnpike exit 286 – Reading/Lancaster area*)
AGENDA

Thursday- April 15, 2010 EDUCATIONAL COURSE - IBBA Course #355

7:45 - 8:00 Registration, Networking and Continental Breakfast

8:00 - 5:00 IBBA Course # 355 - Managing the M&A Buyer Process - 8 CPE Cr Hrs

Instructor (One of IBBA's best!): Doug Robbins FCBI, MCBC, M&AMI, CM&A, CSBA, CMEA President and Founder of Robbinex Inc <http://www.robbinex.com/doug.shtml>

This course introduces new tools and processes to efficiently find a buyer who can close a deal. Learn how to establish a "demographic footprint" of the buyer, create a prioritized list of buyers, qualify the target list and create a targeted plan to sell the business. Find out how to talk to buyers and work with them during the initial tour of the business. It is recommended that participants are a CBI or M&AMI or have equivalent background and have taken Course #301. Other recommended courses include: #304,307,335,341,380.

(Continental Breakfast Lunch and Break refreshments included in price).

Friday - April 16, 2010 PBBA SPRING CONFERENCE

8:00 - 9:00 Registration, Networking and Continental Breakfast

9:00 - 9:15 Announcements and Updates on Profession – Jim Eshleman, CBI - PBBA President

9:15-10:30 The New Norm – Doug Robbins, FCBI (See details above) – President of Robbinex

“CoNsTaNt ChaNge”

The world is changing fast, so fast in fact that we are unable to appreciate the changes that have befallen us during the past five years. The rate of change will actually accelerate during the next five years. Can you picture the world of business brokerage five or ten years from now? Learn about the impact that technology has had on the current recession, and the real impact that technology will have on "your tomorrow". Robbins, a dynamic speaker and one of the world's longest practicing business brokers (since 1974), will walk you quickly through the evolution of the profession during his career, by illustrating the impact on his company, Robbinex Inc. He will then predict what he believes things will look like in five years and what his team at Robbinex is doing to prepare for tomorrow.

Fasten your seat belts for a rapid ride including the introduction of new concepts and new skills that will be necessary to be a successful business broker in the years to come.

10:30-10:45 Break

10:45-11:45 Social Media and Online Marketing (LinkedIn, Facebook, Twitter) - Gary Levine
http://www.wsiwebmark.com/about_us/gary_levine.aspx

The hype is in headlines everywhere. LinkedIn, Facebook, Twitter, YouTube. But what is really going on in this area of online activity and what can you do to plug in and take advantage? Do you need to do it all? Can you get help? Understand where to put your profile effort and communication efforts to build relationships that will gain you leverage and profit your business. Owner of a WSI Digital Marketing franchise in McLean, VA, Gary Levine consults with mid-sized businesses on matters related to internet marketing, search engine visibility and online advertising. He has also served as Chief Information Officer for CardSystems Solutions, President of IKON Office Solutions Mid-Atlantic Technology Services, and General Manager of Simpect Associates.

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- 12:00- 1:00** **Lunch and Networking**
- 1:00- 1:45** **SBA Financing Update - Bernie Siegel - www.SiegelFG.com**
Bernie will talk about the status of the current lending market - in particular the latest SBA news.
- 1:45- 2:15** **Using a 401k to Buy a Business - Bob Eberle - www.BeneTrends.com**
Bob will talk about how PBBA platinum sponsor BeneTrends can assist a buyer to purchase a business using their 401k.
- 2:15- 2:30** **Break**
- 2:30- 2:45** **Website Update - New Co-Brokering Feature - Bob Pelletier - Web site Director**
Brokers who wish to co-broke with other brokers on selected listings will now be able to indicate that on individual listings. Bob will explain the use of this new non-mandatory feature.
- 2:45- 3:15** **Open Forum –Discussion of Member and Association Issues**
Bring (or email in advance) your questions, concerns requests for advice from attendees in dealing with market conditions, trends, a problem with buyer, seller, lender, advisors, landlords etc. .
This is a great opportunity to get valuable advice and feedback from you colleagues.
- 3:15** **Adjourn**
(Conference Price includes Continental breakfast, lunch and break refreshments)

DEADLINES: Save money! Registration Form and PAYMENT MUST BE RECEIVED BY:

Mon March 22, 2010 to qualify for the **EARLY BIRD** discounted course registration price
OR by

Wed March 31, 2010 the **DEADLINE** to register at the **REGULAR** registration price.

See additional Details, Prices, Refund / Cancellation Policy on Registration Form at

www.PennBBA.com

NO E-MAIL RESERVATIONS PLEASE

Need Room Reservations? Please Call Holiday Inn, Denver, PA Phone 717-336-7541

Holiday Inn Web site is **www.holiday-inn.com/hi-lancaster**

*** Directions to Denver PA Holiday Inn**

From the east or west take PA Turnpike to Exit 286.

Exit 286 of the PA Turnpike is 39 miles east of Harrisburg East exit and 40 miles west of the Valley Forge exit.

From the toll booth at exit 286

go straight for 1 mile (go under Rt 222 and through 3 traffic lights) to intersection with Rt 272 (stay in center lane - not left or right lanes) and

cross over Rt 272 (N Reading Road).

Go 100 feet on Denver Rd

Make immediate right turn into the Holiday Inn parking lot.

Holiday Inn reservations or additional directions:

please visit the web site **www.holidayinns.com** or

Google "Holiday Inn 1 Denver Rd Denver PA" or

call their front desk at (717) - 336-7541