

# FOCAL POINT

## BUSINESS SEMINAR SERIES

October 2007 – May 2008

An Ongoing Series of Seminars to Help  
Middle Market Companies Grow Their Organizations.

December 11  
'07

**Featured Topics:**  
**The Global  
Entrepreneurial  
Revolution & What It  
Means for Your Company**  
**Entrepreneurial  
Tax Opportunities  
& Strategies**

January 24  
'08

**Featured Topics:**  
**Financing Mergers  
& Acquisitions**  
**Valuing A Business For  
Merger Or Acquisition**

### Details

**Cost:** \$45 per seminar attendee  
**Check-In:** 8 AM (Seminars begin promptly at 8:30 AM)  
**Location:** Sheraton Syracuse University Hotel & Conference Center  
**Registration Contact Information:** [www.bsk.com](http://www.bsk.com)

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# SEMINAR SERIES SUMMARY

This seminar series has been developed for Presidents/CEO's and Upper Management of middle and emerging market companies in Upstate New York. The series of programs is intended to provide a spectrum of topics with an emphasis on both information and insight into the world of business in the 21st century.

## DECEMBER 11, 2007

### Agenda

**8:00 a.m. - 8:30 a.m.**

Registration and Continental Breakfast

**8:30 a.m. - 9:45 a.m.**

The Global Entrepreneurial Revolution  
& What It Means for Your Company

**9:45 a.m. - 10:00 a.m.**

Break

**10:00 a.m. - 11:00 a.m.**

Entrepreneurial Tax Opportunities  
& Strategies

**11:00 a.m. - 11:30 a.m.**

Q&A Session

### **The Global Entrepreneurial Revolution & What It Means for Your Company**

**Michael H. Morris, Ph.D., Chris J. Witting Chair and Professor, Department of Entrepreneurship & Emerging Enterprises, Whitman School of Management, Syracuse University**

We are in the midst of a global entrepreneurial revolution, where the pace of new product, service, market, process, and technology development are at historically high levels. The evidence suggests this may be a fairly permanent state of affairs. Never have conditions been so threatening. Yet, never have firms faced so much opportunity. This session examines how growing companies can survive and prosper in such conditions. The key lies in sustaining the firm's own level of entrepreneurial intensity. Attention is devoted to explaining how managers can make sense of the entrepreneurial revolution and recommendations are provided for achieving sustainable advantage.

### **Entrepreneurial Tax Opportunities & Strategies**

**John E. Reynolds, CPA, Testone, Marshall, & Discenza CPAs**

Find out what Congress and the Presidential candidates may have in mind for you in terms of proposed business and individual tax legislation in the next several years. In addition, John will cover year end tax planning strategies and lucrative, but underutilized, tax incentives for both innovation within your business and sales which ultimately find their way out of the U.S.

## JANUARY 24, 2008

### **Financing Mergers & Acquisitions**

**James R. Barger, Senior Vice President and Relationship Team Leader, Commercial Banking, KeyBank National Association**

### **Valuing A Business For Merger Or Acquisition**

**Edward F. Saroney III, CPA/ABV, CVA, Tax Partner, bmc (Beard Miller Company LLP)**

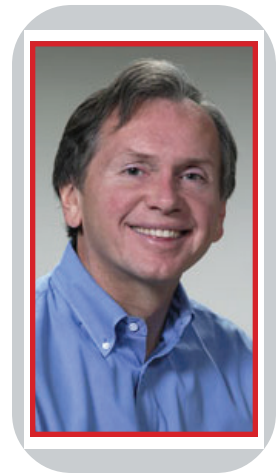
# SPEAKERS

## **Michael H. Morris, Ph.D.**

Dr. Morris holds the Chris J. Witting Chair in Entrepreneurship and is executive director of the Department of Entrepreneurship and Emerging Enterprises at Syracuse University. He previously served as the Noborikawa Distinguished Professor of Entrepreneurship at the University of Hawaii and the Cintas Chair in Entrepreneurship at Miami University.

During his tenure at Miami, the program was selected as the National Model Undergraduate Entrepreneurship Program. Dr. Morris has also served as Gordon Professor of Entrepreneurship at the University of Cape Town in South Africa, where he created the Supporting Emerging Enterprises Program. In addition, he has been a principal in three entrepreneurial start-ups.

Dr. Morris received a PhD in marketing from Virginia Polytechnic Institute and State University in 1983. His dissertation, on industrial buying, won top honors that year from the Academy of Marketing Science.

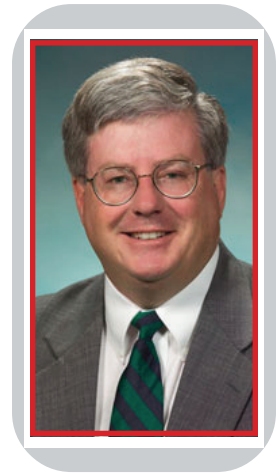


## **John E. Reynolds, CPA**

Mr. Reynolds is the Tax partner-in-charge of Testone, Marshall & Discenza, LLP. He has served the tax needs both public and closely-held business clients over a career now in its 30th year.

Mr. Reynolds specializes in corporate reorganizations and acquisitions, estate and income tax planning, tax dispute resolution, litigation and international tax structuring. In addition, he was previously a Tax partner with an international accounting firm and was a regional resource in the areas of R&D credits and export tax incentives. His client focus has been primarily with businesses involved with manufacturing, distribution, services, retailing and hospitality.

Mr. Reynolds received a BBA from the University of Notre Dame in 1978 with high honors in 1978. He is licensed as a CPA in New York State and is a member of the American Institute of Certified Public Accountants and the NYS Society of CPA's. Mr. Reynolds has been a frequent speaker and author on tax issues.



# REGISTRATION

## FOCAL POINT – BUSINESS SEMINAR SERIES

Cost: \$45 per seminar attendee

December 11, 2007    January 24, 2008

**Additional information and registration forms for subsequent programs will be mailed at later dates.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

The following people will also attend:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

***Refunds will only be made for cancellations received 5 business days before event.***

***Please make checks payable to Bond, Schoeneck & King, PLLC and return this form to:***

**Ms. Toko Moyo, Bond, Schoeneck & King, PLLC, One Lincoln Center, Syracuse, NY 13202**

**Telephone: 1-800-339-8897 Fax: 315-218-8100 E-mail: [tmoyo@bsk.com](mailto:tmoyo@bsk.com) or register online at [www.bsk.com](http://www.bsk.com)**

This seminar is intended for the invited guests of Bond, Schoeneck & King, PLLC, KeyBank, Syracuse University Whitman School of Management, Accord, and CNY Business Exchange, who reserve the right to deny admission to any applicant.

# DIRECTIONS

## **Sheraton Syracuse University Hotel & Conference Center, 801 University Avenue, Syracuse, 800-395-2105**

**From the East:** Take the NYS Thruway (I-90) West to Exit 34A. Take Route 481 South to I-690 West. Take I 690 West to the Teall Avenue Exit. Turn left onto Teall Avenue and go to the 2nd light. Turn right onto Erie Blvd. East and go to University Avenue. Turn left onto University Avenue and go 7 blocks up the hill. The hotel is on the left.

**From the West:** Take the NYS Thruway (I-90) East to Exit 39. Take I-690 East to I-81 South. Take I-81 South to Exit 18 (Adams/Harrison Street Exit). Bear left on the exit ramp and go under the I-81 bridge (Almond Street). Go to the 2nd light. Turn left onto East Adams Street and go to the 4th light. Turn right onto University Avenue and go 2 blocks. The hotel is on the left.

**From the North:** Take I-81 South to Exit 18 (Adams/Harrison Street Exit). Bear left on the exit ramp and go under the I-81 bridge (Almond Street). Go to the 2nd light. Turn left onto East Adams Street and go to the 4th light. Turn right onto University Avenue and go 2 blocks. The hotel is on the left.

**From the South:** Take I-81 North to Exit 18 (Adams/Harrison Street Exit). Turn right onto East Adams Street and go to the 4th light. Turn right onto University Avenue and go 2 blocks. The hotel is on the left.