



September 2010

B2B CFO® Receives 2010 Arizona Corporate Excellence Award



B2B CFO®, nation's largest provider of CFO services to emerging and mid-size businesses, was honored in the ACE, Arizona Corporate Excellence Awards for its fast growth.

Now in its 16th year, the Arizona Corporate Excellence Awards is an annual celebration of private businesses that are thriving in Arizona. In order to be considered for the awards, Arizona-based companies had to apply and agree to have their financials reviewed by independent

accounting partners. Companies that made the ACE Fastest Growing list are ranked using a formula that considers revenue growth and other factors.

B2B CFO® came in 22nd on the list of top 25 fastest growing companies in the state.

"We are honored to be included in the list of fastest growing businesses headquartered in Arizona," said Jerry L. Mills, founder and chief executive officer of **B2B CFO®**. "Our firm is expanding nationally across all major markets and growing at record pace. With this momentum, we look forward to a similar growth pattern in the coming years."

Among the top 25 fastest growing companies were: American Traffic Solutions, Sprouts Farmers Markets, NextCare Urgent care, Lifelock Inc. and GoDaddy. The awards ceremony took place on September 16th at the JW Marriott Desert Ridge Resort in Phoenix. **B2B CFO®**'s Phoenix-based Partners joined Jerry L. Mills for the awards ceremony.



B2B CFO®'s growth is reflected in numerous awards this year. The firm made the prestigious Inc. 5000 list, ranking 84th in its industry category. Jerry L. Mills will be attending the Inc. 5000 conference in Washington D.C. in October of this year.

As of September 2010, **B2B CFO®** has grown to 171 Partners across 39 states, representing over 5,000 years of cumulative experience. Each Partner is a seasoned financial executive who serves as CFO to growing businesses on an as-needed basis. Approximately 80% of the Partners have a background that includes senior executive positions at the Big Four, and all of the Partners have held high level executive finance positions in various industries in corporate America. Together, **B2B CFO®** Partners work with more than 500 businesses in the nation with combined annual sales of more than \$3 Billion.

Integrity Solutions®

Jerry Mills – Founder & CEO, recently met with Ron Willingham, Founder and CEO of Integrity Systems, Inc. and author of *Integrity Selling for the 21st Century*. Every **B2B CFO**® Partner is trained in Integrity Solutions®. They were joined by Larry Roberts, an owner and member of the Board of Integrity Solutions®, and Debbie Irving from Roberts Business Group.



Jerry Mills (L) with Ron Willingham



Jerry & Ron with Larry Roberts & Debbie Irving



From Ania Kubicki – ANGLES Public Relations

“As part of the East Coast media tour/Inc. 5000 conference, Jerry Mills – Founder & CEO and I met with CFO Magazine this morning to discuss ways and opportunities for us to work more closely together.

“It was a great meeting and they were highly impressed with the fast track that **B2B CFO**® is on. We met with the editorial team, the specialty products team and with the research team.

“Sam Knox, who serves as Vice President and Research Director at CFO Publishing, agreed to use **B2B CFO**® in one of his upcoming surveys. We will share more details with you as they become available.

“I’m attaching a couple of photos of Jerry meeting with the CFO Magazine team. One image is of Editor-in-Chief Scott Leibs shaking hands with Jerry after a great meeting and the other one shows Jerry with Karlo Bustos, Director of Financial Analysis & Benchmarking, along with Mark Ridick, Director of CFO Research.



Scott Leibs with Jerry Mills



Jerry with Karlo Bustos and Mark Ridick

“We will report more for the newsletter from the Inc. 5000 conference soon. Thank you for your continued support in the public relations efforts for the firm.”

Success Stories

From Nick Picciuto – Kentucky



“I promised I would share the good news when got my second client. I am proud and happy to tell you that I’ve obtained that client, a data storage and information management company. I will be providing due diligence on an acquisition target as well as helping put together a business plan and financial projections for the financing of the acquisition. What was especially exciting was that he told me that he would like me to do more than just the acquisition work by providing ongoing services. A recurring client revenue stream as well. Today was indeed a good day in the trenches.

“I am very proud to be a Partner in this organization.”

From Brian Christian – Wisconsin



“About two months ago, I was in line at Fed Ex/Kinko’s having several copies of a “Request for Funding” package printed up that I put together for one of my clients. In front of me was a guy that was waiting on a large order (Several boxes filled with 15 or 20 copies of a very thick, bound document - each copy about 3 inches thick).

“I commented that his order was much larger than mine and that I was in no hurry. We got to talking and I learned that his documents were business plans for a start-up he is in the middle of. I told him what I do and we exchanged cards.

“I called the gentleman a couple of times, traded emails with him over the intervening months and put him on my eNewsletter distribution list. I called to check in on things with him on Friday and he somewhat blew me off saying he has an accountant that helped him put his business plan together and did all of his spreadsheets. He went on to say that when more help was needed, he would be inclined to hire a full-time controller/CFO, but that he would keep me in mind.

“This morning, he called to say his accountant broke his arm in a fall over the weekend. He is in the final, critical stages of securing his financing and he needs immediate help putting together various financial projections given different assumptions. I am meeting him tomorrow afternoon at his accountant’s office to help him put them together.

“You never know what contact will lead to a new client.”

From Philip Elworth – Illinois



“The written word can be a very powerful tool in our marketing arsenal. **B2B CFO**[®] does a great job of branding our product and providing links to our websites, which are both powerful tools in finding clients and building the firm with high quality partners.

“I had the pleasure of seeing this in action this past week when I received two referrals from potential clients, both coming through the website. These were both circumstances where the owner either found or was directed by someone else to seek answers to their business problems through our firm. In both cases I asked how the owner ultimately found me. Interestingly, both firms picked me from a very specific piece of experience, each different, that was written in my profile on our website.

“Because of something in my bio on the website I have two Network III meetings this week with solid potential clients. That to me is a strong validation of the firm and the power of our national brand.”

From David Buslee – Wisconsin



“The Mother of all Seminars was this Tuesday and Wednesday. There were 32 participants from potential client companies who attended as well as most of the commercial lenders, the CEO, COO and Chief Credit Officer for the sponsoring bank, the head of the Chamber of Commerce and the Director of the county economic development council.

1. The Bank has asked that we do it again - they are talking about an annual event.
2. The Chamber of Commerce has booked a FTE seminar for members in January.
3. I have referrals to two companies and the other two partners - Bruce Peterka and Brian Christian – made great contacts with potential clients as well.
4. Since we (**B2B CFO**[®]) own the content, I have already contacted another bank in a different county about holding a similar seminar, but trimmed to a single day. I am having the meeting with the gatekeeper next week.
5. **B2B CFO**[®] got press in four local papers.

“One participant, who is a CEO of a turnaround, told Bruce “I now know that what I have at my company isn't a CFO. By January I hope to be out from underneath some of the turnaround covenants and at that time I'm bringing a **B2B CFO**[®] on board. This would not have been such a success without the firm, Bruce, Brian, Jerry, and everyone else. Thanks.”

From Bruce Peterka – Wisconsin



“**B2B CFO**[®]'s WI partners David Buslee, Brian Christian and Bruce Peterka presented a two-day seminar hosted by a local community bank (Westbury) September 28th & 29th at the University of Wisconsin's West Bend campus. David Buslee's networking efforts with bankers resulted in a referral source (Commercial Banker) asking him if a comprehensive seminar could be given by **B2B CFO**[®] to small business owners nearly a year ago; his reply was, “Of course.” The Westbury banker provided a comprehensive outline he had experience with from his work in CA. We all took on the challenge to produce content from mostly scratch meeting/exceeding the bankers' expectations. The initial seminar date was to be spring of 2010, then June and finally September. Thanks, David, for sticking with it.

“There were over 30 business owners in attendance. Between the three of us we presented over 11 hours of material starting with and consisting of *The Danger Zone*, BS & IS Structure, Statements of Cash Flow, Impact Analysis, Ratios, Budgeting Cycles, CAPEX, Forecasting, Asset Financing, Accountability, Loan Proposals and ending with Structuring Bank Debt. We also had eight to ten Commercial Lenders attending along with visits by the CEO and COO from Westbury. Initial feedback from Owners has been very positive in addition to the favorable closing comments from the bank officer. Several others owner commented on the high value they received from the material. We will be hearing more from Westbury shortly as they compile the comment sheets. Preliminary expectations are that we will be back next year in front of a larger audience.

“Each owner received a copy of *The Danger Zone* and the *Wall Street Journal* book along with a 3” binder of presentation materials. We are all confident that future clients will follow.”



From William Balbach – California



"I take this opportunity to express my gratitude to my Partners who supported me through my pancreatic cancer battle of August 2008 through May 2009. Your cards, emails, visits to the hospital, waiting on me to get back in action and your prayers overwhelmed me and were a contributing factor to my making it though what turned out to be the battle of and for my life. Your support encouraged me to keep pushing myself out the door day after day after recovering from my life-saving surgery that failed to get the cancer. You motivated me along with my love for my family and friends to continue to push through seven months of very tough treatment. I thank you so much.

"As most of you know, God answered the prayers of hundreds of wonderful people who diligently prayed for me, as in May of 2009 I became cancer free to the astonishment of my doctors. Treatment was stopped as there is no maintenance program for pancreatic cancer. After my 4th clean scan in April of this year the doctor wrote "Miracle" on my chart. I just had my 5th clean scan 3 weeks ago and I have been cancer free and treatment free for 16 months.

"To new Partners, who were not aware of my experience, I share with you the way God has blessed my life and I want to inspire all of us to take nothing for granted as our lives can change in a moment. My situation serves as a reminder to all of us that there is hope in every situation. My faith carried me through this very rough time.

"Why am I writing this tonight? Exactly two years ago tonight I was lying in an intensive care recovery room after a life-saving surgery, but with two very large tumors on and around my pancreas with web-like tentacles. My wife and family were devastated by the news, leaving them wondering how they would tell me that the surgery that the doctors thought would cure me did not.

"Here I am two years later with my health restored, knowing that there are no odds with God. I praise him for what he did in my life, and it is my honor and pleasure to work with and be associated with all of you."

From Michael Landrigan – Indiana



"The doctor was grim. "Your baby's condition is very rare. His bladder is on the outside of his stomach wall and will never be functional. He is missing a bone at the base of his spine and part of another that connects the pelvis together. He probably won't be able to walk and without additional surgery he will not live to see his 21st birthday."

"At 12 months old, the doctors tried a unique surgery that attempted to create a bladder by sectioning off a portion of the colon. The surgery failed miserably and the baby lost control of bowel function as well. He soon started to crawl and eventually walked. His parents taught him that in life everyone carries some "cross" and this was his and they helped him carry it. Each day at 4:00, his mom gave him an enema until the summer between 4th and 5th grade, and she never complained.

"The summer he was eight, there was surgery which gave him the urinary equivalent of a colostomy. The next summer the doctors put his colon back together and he was able to regain bowel control. Freedom! He grew up, played high school sports, went to college, fell in love and married. Three years later their first child was born.

"Twelve months passed and, at 24...cancer. He had just enough colon that the doctors were able to do a pull through and avoid a colostomy. The cancer was the direct result of the surgery when he was 12 months old. Now, 29 years later, five kids and two grandkids with another on the way, I remain cancer free.

(Continued on next page)

“Last Saturday, September 25, I ran my first mini-marathon, not in a great time, 2 hours and 45 minutes, but I finished. My wife greeted me at the finish line with tears streaming down her face. I don't think that I could have participated in this race if I weren't part of this firm. Being a **B2B CFO**[®] Partner gave me the freedom and flexibility to train so that I could reach the finish line. In the past 12 months, I've logged over 1,250 miles and spent hundreds of hours preparing for this race. In a W-2 job, I would not have found a way for me to support my family and balance my personal needs to find the time to properly prepare. I thank Jerry and my Partners for this proud moment.”

More Feedback from the **B2B CFO**[®] Finding The Exit IISM Pinnacle Equity Solutions, Inc. Exit Planning Training

From David Odom – Washington



“I am another of the **B2B CFO**[®] Partners that have taken the Finding The Exit IISM course offered by Pinnacle Equity Solutions, Inc. I continue to be very impressed by the course work, materials and discussions that are occurring with other partners along with John and Jane to mature our understanding and share their knowledge.

“I had a conversation with John Leonetti today when he called to follow up on a comment I made on a training call a few weeks back. I was very appreciative of his follow up call in person to discuss the Certified Business Exit Consultant training program. At the conclusion of that discussion, I shared with him about a client of mine who wants to explore the possibility of using an ESOP as a tool in his business exit.

“John graciously discussed some key ESOP issues to be aware of, offered to send me some materials that he had on DVD as well as join me on a conference call with the client. When I asked John in what way he would be compensated for his participation in the call, he expressed that his 45 minutes of time investment to help me be successful is exactly what he is in business to offer. If I get an engagement out of the call and use the plan writing assistance from his firm, he will also benefit. If not, he is always willing to help to help me grow my practice.

“Jerry has aligned our firm with a very talented and resourceful company in Pinnacle Equity Solutions, Inc. that has their president (John) committed to my success as a **B2B CFO**[®] Partner. Thank you, Jerry and John, for providing this support for our firm and partners.”

From Henry Cromeek – Colorado



“I have recently completed the Finding The Exit IISM course.

“It is a fantastic class. Jane Johnson – Massachusetts and John Leonetti were terrific. The insights on this subject every week complimented the book extremely well.

“John's willingness to create new materials for the **B2B CFO**[®] Partners to assist us in marketing our new knowledge and training to our previously formulated network gives us the ability to reconnect with this network.

“My goal in taking the course was that I would be able to "talk the language" with anyone I meet as well as with my clients. The course went well beyond my expectations and has already been valuable in having conversations about planning an exit. I recommend the course to any partners who wish to expand their practice.”

From Terry Eve – Florida

“I thank John Leonetti for the opportunity to participate in the recent the Finding The Exit IISM course. In evaluating my participation, I was concerned about the ROI on the investment, what new information would I learn, and how would I be able to apply it in my practice, to name but a few concerns.



“I am very pleased that I made the decision to make the investment in myself and my practice. My top ten reasons (not necessarily in order) are as follow:

- 1) Passion: Jane & John’s passion for this product is evident throughout the training and is contagious;
- 2) The ability to ask the right types of questions opens many doors;
- 3) The Exit Planning conversation with Business owners and professionals is “RED HOT” right now and is a topic that always get’s attention;
- 4) Co-branding with our existing product allows integration into our existing clients with several alternatives;
- 5) Pinnacle has a proven marketing strategy (different than **B2B CFO**[®] but complimentary) and participation in quarterly Chapter meetings;
- 6) Significant tools and content in the Pinnacle Web site;
- 7) The ability to significantly increase my hourly compensation on writing plans and follow on consulting work;
- 8) New contacts with other professionals, including seminar opportunities with professional firms and their clients;
- 9) A defined process to follow and how to use that to generate and deliver business, and:
- 10) The ability to work with larger companies that already have CFOs in place.

“I look forward to the ongoing development of the relationship between Pinnacle and **B2B CFO**[®]. I encourage our partners to consider this niche as an expansion to the services they already offer. My goal is to grow my practice revenues by 50% in 2011 and believe this is the vehicle to help me achieve that goal.”

From Bruce Peterka – Wisconsin



“Allow me a moment to chime in with the others; I too was in this most recent Pinnacle class.

“The materials and discussions were more than I expected. I see this as a significant expansion to my services. It included the needed details and substance that will allow me to immediately go forward executing Exit Strategy Planning along with marketing support.

“John’s system/process goes beyond education with tools to assemble critical document (e-storage allowing other professionals to add and review documents), eNewsletter articles library, whitepapers addressing details around estates, taxes, M&A diligence, illiquidity capture methods (ESOP, Management Buyouts, Private Equity, etc.), insurance instruments, and a network of key professionals for us to call upon.

“I see this addition to my practice also helping me to engaging with larger clients. The majority of my clients have been between \$1.5-\$4M Sales; Finding The Exit IISM will help greatly to push my client portfolio upward, billing more hours and at higher rates.

“Jane and John did a great job, are passionate about the subject and supportive to us all. It is worth much more than the investment.”

From Leo Casey – Massachusetts

“The Finding The Exit IISM class was very thorough and thought provoking. Jane Johnson – Massachusetts and John Leonetti complimented each other as if they had been doing this for years. The focused subject matter, based on John’s book, was excellent and the participation and observations made by the other **B2B CFO**[®] Partners in attendance added to the overall experience.



“I took the course to broaden my knowledge of technical and soft skills beyond my experiences in sales to third parties and management buyouts, and to gain a better knowledge of how to approach business owners who are existing clients. It exceeded my expectations and has provided me with another set of tools to broaden and expand my practice in the short and long-term.

“Jane and John were passionate about their subject matter and very supportive to all participants. I highly recommend the course to all **B2B CFO**[®] Partners and feel the value far exceeded the time, energy and cost. The knowledge gained can be used in both on-demand CFO prospecting and the Exit Planning process with business owners.”

2011 National Partners’ Meeting

By a majority vote of our partners, the next Annual Partners’ Meeting will be held April 29 – 30, 2011 in San Antonio, Texas. Save the date; details to come.



Our Newsletter

Our **B2B CFO**[®] newsletter is published to provide our partners with useful and inspirational information from around the firm. Our partners are not only the top business consultants in the world; they are wonderful men and women of integrity. We look forward to you for articles on recent events, success stories, tips on how to be more successful, and blessings in your practice.

The success of this newsletter largely depends on your input. Please forward any articles or stories to your editor, Dennis Niven, at dniven@b2bcfo.com. Please note that submitted articles may be edited for space, grammar, attempts at humor by a CPA, etc.



Your New Personal Websites – From Alan Lefkowitz – New Jersey

“I was asked by Jerry and Danny Stansfield – Director of Emerging Media to participate in testing, or as I referred to it, playing with and crashing, our new personal website. I thought I would take a few minutes to share some thoughts about it in reference to my website.

“This is an outstanding new tool for us. We have all been given an extraordinary opportunity to get our names and services out to the marketplace in a personal, professional and powerful way. This is a change in direction away from promoting the firm and towards promoting ourselves. Just as rising water raises all boats, this will help our individual practices tremendously as it further enhances the visibility and growth of **B2B CFO®**. Everyone should take advantage of this tool and bring his/her own creativity to it.

“Posts shouldn’t have to be just ‘white papers’ on finance; keep up with local hot topics of interest. Google loves local content of current interest and will drive locals to your website. The analytics that show on the bottom of your admin view (# of views, map of where they are, etc.) are fascinating.

“Your first step is to choose a ‘theme,’ which changes the look of all or your pages. Your picture will already be there, and this gets you off to a fast start. You will see that I incorporated articles and testimonials from my existing blog site at www.b2bcfo.com. That was easy and took just a few minutes (don’t skip the 30 minute tutorial that really helps).

“Then I saw the opportunity to get imaginative and bring some creativity to it. We are CFOs, not just ‘left brain’ accountants, so you should find this to be fun. I saw that we can add pages where we can create new ideas, messages, etc. I thought about doing something interactive and started to think about linking to Facebook, LinkedIn and other media. For now, I added a page called Thoughts of the Day (you can see this at the top of my site – it looks like a tab). My intent was to attract an audience over time to go there and see some interesting entries from time to time. I dropped in some books that people might find interesting. The boxes on the right side of the website are fixed and controlled at the Danny’s level.

“I was able to link articles to my Facebook and LinkedIn pages opening me up to a much wider audience. I was able to copy documents I had scanned on my computer and brought them in through the Media link. Once built, I decided that I wanted to change things around and found that you can change the ‘published time’ for articles already on the web site so as to change the order of what’s there. You will see that I created an “article” introducing visitors to my web site and pointing out 4 articles that follow. The point being, that you can make this more communicative and talk to your audience.

“I’m still learning but clearly this is an awesome tool and I am very excited about it. I am looking forward to talking to more creative people with more web site experience to draw out more ideas. I encourage all of you that have been set up on the website as they roll out to get started tailoring your site and your messages. Those of you that have not yet received your site should begin to think about how you would set up a site when you are able (which I understand is only a short time away).

“There will be webinars in the near future on this that everyone should attend (senior partners have already attended them). You will learn how to also distribute your post using software and services that broadcast, tweet and otherwise distribute your posts to the world.

“Face it Partners, social media is very powerful and is changing our lives whether we admit it or not. Those of us who embrace this will grow and become more dominant in our markets. The websites, the training, and Danny, one of the big-time leaders in social network marketing, are all provided to you by the Firm. I’m happy to help anyone that needs help setting this up, but I can tell you that if you play with the site, just like the way you learn new software, you will find that it is intuitive and easy to work with.”

U.S. Patent and Trademark Office Action

The U.S. Patent and Trademark Office has issued two new registrations for intellectual property: **Cash. We Help You Get It®** (Registration No. 3,824,955), and: **Every company, regardless of its size, needs a Chief Financial Officer®** (Registration No. 3,824,944).

We are now in the process of doing the following:

- (1) Updating our logo in a .jpg and .eps format.
- (2) Changing our website to reflect these new registrations, which now require the ® symbol after the phrase.
- (3) Changing our brochures the next time they go to print.
- (4) Changing the logo on our business cards.

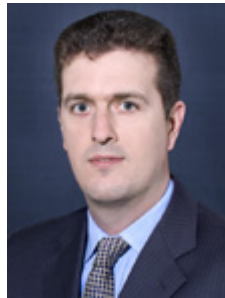
We have had numerous competitors copy these phrases during the past year. The registration protection of intellectual property with the USPTO assists in adding financial value to the firm and your ownership stake in the same. Please bring any infringements to my attention if you see them on a competitor's website and/or literature.

New Partners

Five new partners were trained in September. Welcome aboard!



Cliff Campbell
North Carolina



Denis Gagnon
New York



Gary Aldridge
Mississippi



Bob Gittings
Ohio



Bud LaRose
Georgia



August 2010 Points - Points Partner - Shane Campbell

Name of B2B CFO	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Total to-Date
Al Schaap	365	2,345					3,310
Dennis Niven	1,490	1,610					3,100
Sheri Pawlik	2,980						2,980
Mark Johnson	2,635	210					2,845
Terry Eve	1,145	1,365					2,510
Alan Lefkowitz	565	1,385					1,950
Karen Chin	775	1,110					1,885
Ken Saddler	920	810					1,730
Michael Landrigan	885	845					1,730
Kenneth Knapik	865	665					1,530
Joe Worth	810	690					1,500
John Burke	675	700					1,375
Rick Perrin	570	740					1,310
Rick Daigle	585	720					1,305
Rick Arthur	1,265	-					1,265
Shane Campbell	775	455					1,230
Stu Welsh	600	600					1,200
Philip Elworth	580	560					1,140
James Bateman	565	530					1,095
John Lychos	310	680					990
Mike Maples	720	225					945
Tom Menik	440	440					880
Michael Campian	460	400					860
Chris James	340	500					840
Mark Nuelle	440	400					840
Stu Lipkin	555	225					780
Edward Allon	300	470					770
Ronald Pyke	760	-					760
Greg Simmons	365	365					730
Mark Shearer	600	100					700
Scott Boman	600	100					700
Steven Schertz	260	435					695
Bruce Peterka	465	225					690
Linda Donegan	395	215					610
Tom Cownan	200	400					600
George Bergmark	165	425					590
Michael Thornley	590	-					590
Tim Sheeran	325	265					590
Wayne Lorgus	-	565					565
Thomas Comollo	205	305					510
David Odum	200	300					500
Doug Wurmnest	185	285					470
Ron Baker	370	80					450
Keith Simmons	280	165					445
Mark Gandy	400	40					440
Tammy Clontz	-	440					440
Frank Gnisci	165	265					430
Martin Mercer	265	165					430
Thomas Martini	265	165					430
Joanie Gable	165	255					420
Dave Lamson	165	245					410
Grant Brisacher	200	200					400
Rick Ubinger	215	180					395
Manus O'Donnell	190	190					380
Webb Crunk	165	205					370
Brian Christian	360	-					360
Dave Casabere	-	360					360
Marlyn Sjaarda	360	-					360
Scott Spangenberg	340	-					340
Don Lightbody	165	165					330
Gary Lee	165	165					330
Henry Cromeek	165	165					330
Richard Hendrick	165	165					330
Doug Jones	120	200					320
Frank Mancieri	200	120					320
David Landwehr	180	120					300
Nick Picciuto	-	300					300
Ray Miller	150	150					300
Wendy Nelson	120	180					300
Jane Johnson	285	-					285
Glen Kattlein	265	-					265
Albert Christensen	260	-					260
Ken Olsen	-	260					260
Bill Balbach	125	125					250
Robert Heintz	250	-					250
Clint Snyder	140	100					240
John Blackstock	75	145					220
Doug McCorkle	205	-					205
Charles Yacobian	100	100					200
Ed Sammarco	200	-					200
Glenna Mileson	200	-					200
Paul Shackford	120	60					180
Johnny Gates	-	170					170
Tom Coffey	165	-					165
David Lightfoot	-	160					160
Denise Stone	160	-					160
Jim Oliver	-	160					160
Ken Durrett	160	-					160
Chris Buis	-	150					150
Edward Baloga	60	60					120
Larry Strauss	-	115					115
Steve Mangelsen	-	115					115
Elizabeth Stoller	40	60					100
James Sieber	-	100					100
Leo Casey	100	-					100
Paul Zambrotta	100	-					100
Steven Olson	100	-					100
Vince Callaghan	100	-					100
Kevin Campbell	20	60					80
Kurt Altergott	60	-					60
Randall Suttles	60	-					60
Richard Foster	-	60					60
Thomas Drainville	60	-					60
Tim Sisler	20	40					60
William Moore	40	-					40
Steven Kreger	-	20					20
Total	36,735	30,010					66,745

Why Consider Alternatives to the W-2 Job?

[Editor's Note: This letter from Phil Elworth – Illinois appeared in the September 14th edition of The FENG newsletter. The "Note from Matt" is from Matt Bud, Chairman of the Financial Executives Networking Group.]

Note from Matt: **B2B CFO**[®] is a proud sponsor of The FENG. Phil is a member of our Chicago chapter. At their national meeting in May of this year, I asked the Partners of **B2B CFO**[®] to write about their experiences consulting so that I may share them with all of you in our newsletter.

From Phil Elworth, Partner with **B2B CFO**[®], Phil writes:

For 31 years, I had steady employment, having only been out of work twice and only for a total of about eight months. Then came the end of a 24 year run with one company. This was a family business, in its second generation that was not going to make it to the third. We were in the commercial real estate business and in 2006 we were at the top of the current valuation cycle, so we sold off assets and I began the process of looking for a new position.

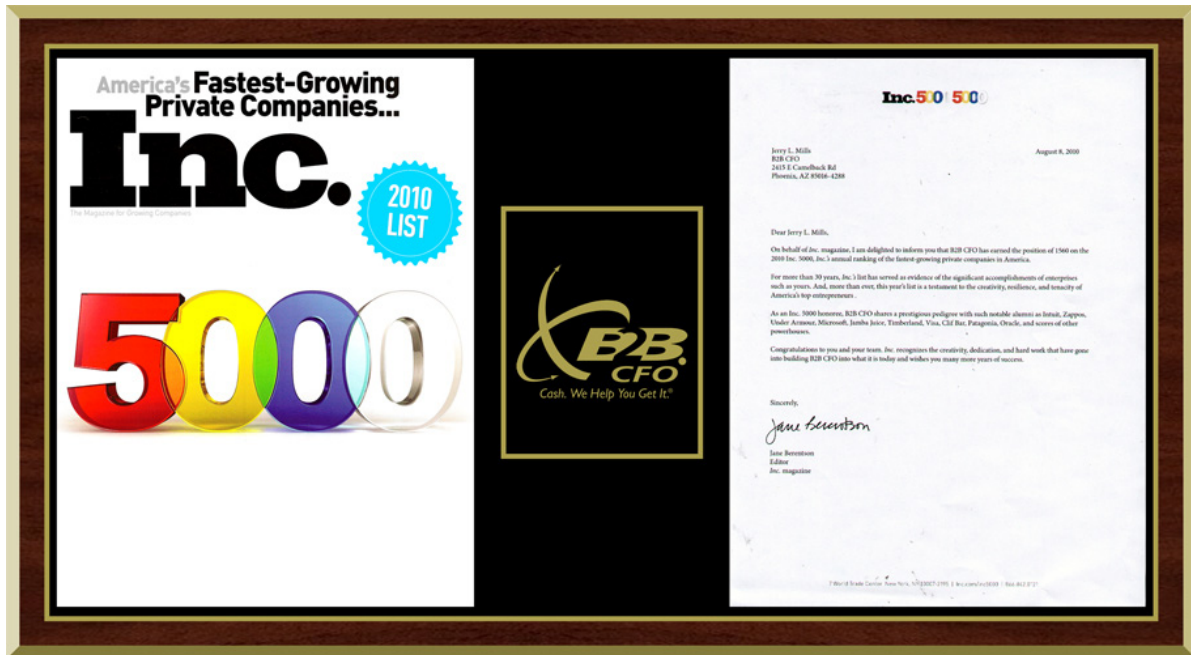
I was fortunate to have been offered outplacement, which taught me to network and gave me a support system, very much like the FENG offers its members. I tried to move out of real estate but with 24 years experience and being over the age of 50, I knew this would be a tough challenge. After eight months of searching, I found a position as CFO with a real estate development company. This was October 2008. The job lasted exactly one year. I had just spent eight months finding a job that lasted twelve. Something needed to change.

I had always wanted my own business but, being in accounting and finance, I was not sure what this would look like. In 1991, I had read an article in *CFO Magazine* that spoke about being a part-time CFO and building a client base. This appealed to me and led me on a search as to how to make this happen. I knew that I could go off on my own and hang out a shingle, but what support would I have or, more importantly, need? I looked at some regional players, which to me were marginally better. Finally, I landed on the largest firm in the nation supplying senior financial leadership to private companies, **B2B CFO**[®].

I joined **B2B CFO**[®] in October 2008 and have never looked back. The firm, of which I am a partner, allows me to go anywhere in the country and perform the work I love to do without any of the politics of joining a company as their CFO. **B2B CFO**[®] has taught me how to sell and has supplied me with the tools I need to plan out an assignment. My 171 partners provide technical support that allows me to work in many different industries. I can get an answer to any question within 24 to 48 hours. Since joining the firm, I have had 15 different clients of which 6 are currently active with an additional 9 firms in various stages of discussion as to the services I can provide. My first client is still a client where I provide ongoing CFO-level services, helping grow the business in a cost effective way. For me, the goal of helping business owners be successful with their business and with their goals is very rewarding.

Besides providing support, training and mentoring, **B2B CFO**[®] provides a strong national brand. This past month, we were named to the prestigious Inc. Magazine list of the 5000 fastest growing companies in the country, coming in 84th in our category and 1,560th overall. Our firm has been written up in *The Wall Street Journal* as well as numerous local and regional publications. Our founding partner is a regular on Fox Business News. All of this provides enormous validation to our firm and the work we do.

If you are looking to take control of your own future and never again to be subjected to an outright job search, the concept of providing senior financial leadership to organizations on an as-needed basis could be right for you. Feel free to contact me with any questions you may have.



Our National Map

174 partners in 39 states

5059 years of experience

