



*Exclusive  
Access*

*to the  
knowledge,  
experience,  
and wisdom  
of Fortune 1000  
CEOs*

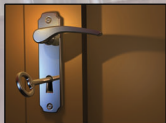
THE BOARD OF VETERAN CEOS

Experience • Guidance • Leadership

# THE BOARD OF VETERAN CEOs

Experience • Guidance • Leadership

An exclusive forum for bringing the CEOs of middle market companies together with the CEOs of Fortune 1000 companies



## WHAT IS THE BOARD OF VETERAN CEOs?

The Board of Veteran CEOs is an exclusive forum of 12-15 CEOs from mid-sized companies, both public and private with revenues between \$100 million and \$1 billion. It is designed to serve as a conduit for the transfer of knowledge from a panel of prominent former CEOs now willing to spend their time as senior counselors to sitting CEOs. In addition, this forum facilitates peer-to-peer information sharing, networking and relationship building.



## PROBLEMS FACED BY MIDDLE MARKET COMPANIES

Middle market companies don't have access to the same resources as Fortune 500 companies even though they face the same challenges. By bringing CEOs of middle market companies together with retired CEOs of Fortune 1000s, the Board of Veteran CEOs provides the most valuable resource, access to the knowledge, experience, and wisdom of those who've grown companies beyond middle market status.

One of our veteran CEOs is Bob Weissman, the former Chairman and CEO of Dun & Bradstreet. Bob has passed on his knowledge, expertise and experience, as well as shared the leadership challenges he faced during his extensive 40-year career. Former CEOs like Bob enjoy getting to know today's business leaders and learning how they are addressing the challenges they face in these difficult economic times.

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## SPECIFIC FUNCTIONS OF THE BOARD OF VETERAN CEOs

- Provides middle market CEOs with access to a network of retired CEOs who have led the growth of mid-sized companies to Fortune 1000 status
- Arranges for veteran CEOs of Fortune 1000 companies to meet with CEOs of middle-market companies in order to analyze specific challenges and offer solutions to chronic problems.
- Provides middle market CEOs with access to the resources enjoyed by retired Fortune 1000 CEOs — including access to other executives (CFO, CTO, CIO, etc...)



## BENEFITS TO CEOs of MIDDLE MARKET COMPANIES

- Learn from the successes and failures of CEOs with 40+ years of management experience (i.e., knowledge transfer)
- Speak in a confidential environment of peers about CEO challenges (i.e., information sharing)
- Gain perspectives from CEOs of other industries
- Speak in private one-on-one sessions with former CEOs
- Network with retired Fortune 1000 CEOs at bimonthly breakfast meetings

Our bimonthly breakfast meetings afford an unparalleled opportunity to meet with retired CEOs of Fortune 1000 companies. All participants enjoy a frank and open exchange of ideas, opinions, and perspectives on some of the timeless challenges that confront business leaders. The meetings are held at CresaPartners, 100 Park Avenue, 24th floor in Manhattan and run from 7:30 am to 9:30 am.



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## LEVELS OF MEMBERSHIP

Membership in the Board of Veteran CEOs is reserved for current and former CEOs only.

### STANDARD LEVEL

Members can attend bimonthly breakfast sessions with Fortune 1000 CEOs for a unique networking opportunity

### CEO LEVEL

All of the standard benefits above PLUS access to retired CEOs through four (4) private 1-hour phone calls per year

### PLATINUM LEVEL

All CEO Level benefits PLUS private half-day face-to-face meetings with Fortune 1000 CEOs and access to other C-Level executives (CFO, CTO, CIO)

Please refer to Notes (1) and (2) below for additional information.



## A MESSAGE FROM THE CHAIRMAN

As the Chairman of The Board of Veteran CEOs, I am committed to building a CEO community that tailors to the needs of sitting CEOs as well as retired CEOs. Sitting CEOs have the privilege of discussing and developing solutions in a group and to privately discuss the challenges for which they do not have the resources to solve. They are able to do that with someone who has been in their shoes and gone beyond. The retired CEOs have the opportunity to have their knowledge and experience live on through capable and accomplished CEOs.

Ted Santos  
Chairman

*Note (1): When working with mentor/coach, the proceeds for a select few retired CEOs will go to the charity of their choice.*

*Note (2): When working in face-to-face meetings with mentor/coach, private boardrooms will be provided by The Board of Veteran CEOs.*

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## CHAIRMAN

Ted Santos

## ADVISORY MEMBERS

Joe Anderson  
CEO  
TAG Holdings, LLC

Steve Rice  
retired CEO  
Stamford Federal Savings Bank

Richard Goeglein  
retired CEO  
Harrah's Hotel and Casinos

Bob Bloom  
retired CEO  
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Central European offices

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Attorney of  
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Paul Pollock, Esq.  
Attorney of  
Katten Muchin Rosenman LLP

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retired Chairman & CEO  
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