



## MEDIA RELEASE

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The Exit Planning Institute, Wisconsin Chapter, presents “All Business Valuations are not Created Equal”

Milwaukee, Wis. and Madison, Wis. – February 25, 2019 – The Wisconsin Chapter of The Exit Planning Institute (EPI) is presenting “All Business Valuations are not Created Equal.” The program is March 12, 2019 at 8:00 a.m. – 9:30 a.m. in two locations, Milwaukee and Madison, Wis. Networking begins at 8:00 a.m., and the program begins at 8:30 a.m. Fee for the program is \$25.

Theresa Zeidler-Shonat, ASA, Business Valuation Manager of Honkamp, Krueger & Co., P.C. is presenter for the workshop. Shonat provides high-quality, well-supported valuation services to businesses, banks, private equity firms, and attorneys. Her experience includes valuations of business entities in a wide variety of industries from traditional retail, service, and manufacturing industries to rapidly-changing and high-tech and other intellectual property intensive industries.

Martha Sullivan, CPA, CEPA, president of EPI’s Wisconsin Chapter, said, “As advisors, we often hear owners claim to know what the value of their company is, even though they have never had an independent, professional valuation performed. More often than not, the owner’s number is not accurate, current, or even appropriate for the purpose at hand.

“Join us to learn the different types of valuations needed depending on the users purpose, why the results can vary tremendously depending on the purpose, and how your client can benefit from periodic appraisals throughout their ownership of their company,” continued Sullivan.

The Milwaukee workshop will be at Reinhart Boerner Van Deuren s.c., N16 W23250 Stone Ridge Drive, Suite One, Waukesha, Wis. 53186. To register, <https://ox242.infusionsoft.com/app/manageCart/showManageOrder>

The Madison workshop will be at Honkamp Krueger & Co., P.C., 251 Progress Way, Suite One, Waunakee, Wis. 53597. To register, go to <https://ox242.infusionsoft.com/app/manageCart/showManageOrder>

Wisconsin Chapter of the Exit Planning Institute is a group of local advisors dedicated to changing the outcome for middle market owners looking to grow, transition, or exit their



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business. The purpose of the Wisconsin Chapter is to create a forum where the local community of professional advisors can collaborate to address unique needs of the community.

We develop educational programs for business owners and professional advisors to build awareness and better prepare an owner for the successful growth and exit of their business. Our chapter develops, encourages and fosters the adoption of best practices for the exit planning profession.

For more information, visit [www.EPIWisconsin.org](http://www.EPIWisconsin.org).