



It's lonely out there...but it doesn't have to be.



Working with the owners of closely-held companies to enhance the value of their companies.

*Establishing True-North...together.*

## TRUE NORTH UPDATE

August, 2008



Compass Point continues to work closely with Originate Ventures and Wall Street West to encourage entrepreneurs to bring their game to the Court.

Open Court is held on a monthly basis, with our next session scheduled for Tuesday - September 16, 2008.

For your opportunity to receive free, professional advice from area executives on how to advance your game, visit us at [www.opencourt.biz](http://www.opencourt.biz) and fill out an application today!

Here are some testimonials from one of our most recent presenters, Wine Saver Pro.

*"Not only was our Open Court presentation very positive and enlightening, the preparation for our appearance was incredibly helpful. It made us take a step back from our everyday roles and focus on what it is that's truly important for the future growth of our business."*

Steve Didonato  
Vice President

*"Presenting to the Open Court Panel was one of the best strategic exercises in the history of our company. The Panel's frank appraisal of our business plan really helped us hone in on what will really make a difference for Wine Gadgets for the next 3 to 5 years."*

Tim Fallon  
President

### **ABOUT**

#### **Compass Point, Ltd**

##### **Strategy-Growth-Exit**

Compass Point provides business management consulting services to the owners of closely held, lower mid-market companies to develop plans to beat competitors and generate substantial, lasting financial impact. Our clients have historically outperformed their competitors by 3:1. We help companies find where to make their money, make more of it faster, and sustain its growth longer.

##### **Primary Services:**

**\*Business Planning / Strategic Planning** including Vision, Strategy, Customer Focus, and Beating / Avoiding the Competition

**\*Ownership Planning** including Preserving and Protecting Value, Exit Strategies, Contingency Planning, and Succession

**\*CFO Advisory Services** including Interim CFO, Month End Closing, Budgeting, Cash Flow Projections, M&A, Due Diligence, Post Integration, Valuation, Business

## Please Join Us!



### BREAKFAST DISCUSSIONS

#### Look at Ethical Issues in Lehigh Valley Workplace

The mission of the Forum for Ethics in the Workplace is to provide opportunities for people to come together for study, reflection, conversation, and action on ethical issues in the workplace with particular focus on working people in the Lehigh Valley. Our vision is to create an action-oriented membership that engages the Lehigh Valley business scene in a movement toward higher standards of ethical behavior.

One way to accomplish this is through quarterly breakfast meetings on topics of concern to employees and employers in the Lehigh Valley. They generally feature a speaker or panel of experts, followed by group discussions which allow attendees a unique opportunity to interact with the presenters and engage with others to promote ethics in the workplace.

Our next Ethics Breakfast:

**Thursday-September 18, 2008**

Topic:

***Ethical Issues and the Business of Owning a Home***

Co-Speakers:

***Alan Jennings, Executive Director, Community Action Committee of the Lehigh Valley;***  
***Doug Patt, President/Owner, Prudential Patt, White Realtors***

For more details, go to

<http://www4.desales.edu/SCFC/Workplace/events.htm>

Participants enjoy a buffet breakfast and table discussions based on the keynote address. Registration and breakfast is \$25 per person or \$175 for a table of 8.

You may register online at [www.desales.edu/salesian](http://www.desales.edu/salesian), or mail a check made payable to:

*Audits, Business Benchmarking, and Capital Raising*

**\*Sales and Marketing Organization Development**  
*including Sales Plans, Sales Process, Ideal Customer, Core Marketing Message, Value Proposition, Channels to Market, Pricing Strategy, Scalability, and Competitive Advantage*

**\*Business Management Consulting**  
*including Business Advisory, C-level and Key Management Development, Family Business Advisory, and Organizational Structure and Alignment*

## GET IN TOUCH



*Establishing True-North...together.*

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**Visit our Website:**  
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## ASSOCIATIONS & AFFILIATIONS

**Accredited Executive Associate IIB**  
[www.iib.org.ws](http://www.iib.org.ws)

**Forum for Ethics in the Workplace**

ATTENTION: Lore McFadden-Westwood  
The Forum for Ethics in the Workplace  
DeSales University, 2755 Station Avenue  
Center Valley, PA, 18034.

For more information, call 610-282-1100, ext. 1244 or  
email [ethics.workplace@desales.edu](mailto:ethics.workplace@desales.edu).

All breakfasts are held at 7:00am in the G. White Pavilion,  
University Center at DeSales University.

**Future Breakfast Event Dates:**

November 13, 2008

February 19, 2009

April 16, 2009

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