

To Family Business Owners

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WELCOME TO
**MCGRATH
NORTH**

Nick Niemann, JD
Family Business Continuity Attorney

“In this age of massive disruption, if you, your leadership team and your successors are not Business Pioneers, the odds that you and your Company will continue to be successful are remote.”

MIN

Nick Niemann

Dear Family Business Leaders and Trusted Advisors -

Hundreds of Family Business Leaders (and their Trusted Advisors) have trusted us to “look into the future” with them for a very specific reason.

Whether they are a startup or already well into many years with their business, they want to achieve remarkable success in all “four quarters” of their life as a business leader and owner.

And they want to avoid the “Fourth Quarter” Train Wrecks which derail even the best Business Leaders.

None of us want to let down those who depend on us. We all want to keep the promises we have made to ourselves, to our families, to our colleagues, to our stakeholders, to our customers and to our communities.

The Family Business Leaders we work with deploy a Pioneer Mindset. In this age of massive disruption, they know that if they and their team are not amongst today’s pioneers, the odds of continuing their family business success are remote.

These Leaders are today’s Pioneers. You are eager to explore and create new opportunities. You look for new ways to advance the lives of your colleagues, customers and families. You begin with a specific, thoughtful end in mind in everything you do. And you set a course for winning all of your “Four Quarters”.

You know your plan so far has worked well, may not be perfect and is subject to change. You are proceeding every day with your end objectives in mind. You have a very good idea of where you want to head, how to get there, and who you won’t let down.

Our Family Business Continuity Team has worked with over 1,200 Business Leaders/Pioneers on achieving real world “Fourth Quarter” results. We are working together with today’s Family Business Leaders/Pioneers to grow, develop and strengthen family companies throughout the U. S.

This all begins with understanding what you value most. And then moving ahead with speed, clarity and purpose to deploy what’s needed to stay successful throughout the whole game.

You were successful before we showed up and no doubt you want to stay successful for the whole game. We invite you to learn more about the 4 Powerful Playbooks which we are deploying with Family Business Leaders/Pioneers who want their hard work and efforts to continue to pay off by seeing and starting with their “Fourth Quarter First.”

The 24 Train Wrecks

You’ve built your Family Business on a solid Business Model, Leadership Team and Company Culture. The next step is to avoid the 24 “Fourth Quarter” Train Wrecks which are derailing the lifelong dreams of too many Family Business Owners as they approach the “Fourth Quarter” of their time in action.

Sincerely,

Nick Niemann

Partner, McGrath North Law Firm
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Omaha, Nebraska 68102
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“What are some of the organizations or firms who have trusted you to help address Game Plans that work for their members, colleagues or clients?”

- American Society of Woman Accountants
- Ameriprise Financial Services
- Arbor Bank
- Associated General Contractors
- Association of Corporate Growth
- Association of Language Travel Organisations
- American Association of Franchisees & Dealers
- BKD LLP
- Blackman & Associates
- Bland & Associates
- BMG CPAs
- Business Enterprise Institute
- Campbell Insurance Group
- Carson Allaria Wealth Management
- Centrec Consulting Group
- CEO Space International
- Clawson & Assoc.
- Collaborative Planning Group
- Community Banks of Colorado
- Corporate Finance Associates
- Creighton University
- Council on State Taxation
- Darst Brune & Associates
- Deloitte
- Domino’s Franchisee Forum
- Egermier Retirement & Financial Services
- Estate Planning Council of Portland
- Exit Planning Institute
- Family Firm Institute
- Farm Bureau Financial Services
- Financial Planning Association
- First National Bank
- Focal Point Coaching
- Foster Group, Inc.
- Great Plains Federal Tax Institute
- Greater Omaha Chamber of Commerce
- Greco & Associates Financial Services
- HBE LLP
- Hancock & Dana
- Heineman Financial Strategies
- Hemmer, Langholz & Finley
- Home Instead Senior Care
- Illuminate Financial Group
- Inc. Magazine
- Iowa State Bar Association
- Kennedy & Troshynski, P.C.
- Land Improvement Contractors Association
- M21 Consulting
- M Financial Group
- McMillen & Associates
- McDonalds (NBMOA)
- Masters Financial & Insurance Group
- Management Recruiters International
- Merrill Lynch
- MOKAN Trust & Financial Services
- Morgan Stanley Smith Barney
- Mutual of Omaha
- Nabity Financial Group
- National Advisors Trust
- National Association of Insurance & Financial Advisors
- National Business Institute
- Nebraska Association of Health Underwriters
- Nebraska Bankers Association
- Nebraska Chamber of Commerce
- Nebraska Farm Bureau
- Nebraska Society of CPAs
- Nebraska State Bar Association
- Nelson Van Denburg & Campbell
- New York Life Nautilus Group
- Northwestern Mutual
- O’Donnell, Ficenec, Wills & Ferdig, LLC
- Omaha Estate Planning Council
- Optimist International
- Principal Financial Group
- RETSO
- Richardson & Associates, P.C.
- Rockefeller Capital Management
- Rossitto & Associates
- RSM McGladrey, Inc.
- Schroeder and Schreiner, P.C.
- Secret Knock
- Securities America
- Sehi & Associates, P.C.
- Seim Johnson
- Sentio Capital
- Sharp Physician Services
- Shaw, Hull & Navarrette
- Silverstone Group/HUB
- Society of Financial Service Professionals
- Solve HR
- Spectrum Financial Services
- Strafford
- Tax Executive Institute
- Tax Help Inc.
- Ted Rogers School of Management
- The Executive Committee (TEC)
- The Food Partners, LLC
- United Way
- University of Nebraska
- US Bank
- Vistage International
- Wealth Strategies Group
- Wells Fargo
- Westchester Capital

Next Step

To learn more about how to avoid the 24 “Train Wrecks” that are destroying the success of family businesses or to check Nick’s availability to design and deploy a “Fourth Quarter” Game Plan with you, your spouse, your CEO, your President, your partners, your colleague, your mentor, your parents or your client, please contact him at (402) 633-1489 or nniemann@McGrathNorth.com.

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FACES
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OMAHA



FACE OF BUSINESS CONTINUITY AND SUCCESSION PLANNING

Nick Niemann • McGrath North Law Firm

“WHEN MY GRANDFATHER died unexpectedly in his sleep, I learned as a 13-year-old the value which he and his trusted advisors put into protecting his family, his loyal team and his growing supermarket business. His Business Continuity and Succession Plan has enabled our family’s business to profitably grow beyond his wildest dreams as the company approaches its 100th anniversary.”

For over 30 years, business owners across the country have trusted Nick Niemann to look into the future with them to decide on the actions needed to achieve what they value the most. All business

owners face much different personal, financial and business dynamics when they enter what Nick calls their personal “Fourth Quarter”.

“To continue to be successful, certain essential Fourth Quarter actions must be mastered.” The Business Continuity and Succession Planning program designed by Nick has been carefully crafted to accomplish these essential actions. OMAHA

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McGrath|North

OUR FAMILY BUSINESS STORY

When we work with Family Business Leaders, we ask about your story and the story of your family business. We get to see the heart and soul of America's family entrepreneurs, that is, America's new breed of Family Business Pioneers.

We get to see your passion and your excellence. We get to see the grit and determination which drive you. We get to see the love and respect you have for your colleagues and for those you serve.

In short, we get to see the pioneer spirit which drives you and your team. Just as it has driven me and our team.

The first two Family Business Pioneers I learned from were my father, Ferd, Jr. and my grandfather, Ferd, Sr. Starting at age 8, they began teaching me about the family business interests in restaurants, supermarkets, real estate, manufacturing, warehousing, ranching, farming, and retail merchandising.



"Are We A Family Business?"

Yes—If Any Of These Apply

- | | |
|--|---|
| <input type="checkbox"/> Presently family owned with a family CEO or President | <input type="checkbox"/> In our Company Culture, we see all of our colleagues as family |
| <input type="checkbox"/> Family owned with a non-family CEO or President | <input type="checkbox"/> Presently owned by more than one family |
| <input type="checkbox"/> Already multi-generation | <input type="checkbox"/> More than one family member involved in Company Leadership |
| <input type="checkbox"/> Developing a possible family successor | <input type="checkbox"/> Intend to become multi-generation |
| <input type="checkbox"/> Intend for my family to own in the future | <input type="checkbox"/> Family owned now, but could sell to ESOP, outside buyer or employees |

Family Businesses = 90% of All U.S. Businesses

(U.S. Bureau of the Census)

"Every business is a family business. To ignore this truth is to court disaster."

Michael E. Gerber,
Author of "The E-Myth Revisited"

throughout the U.S. to create incredible, lasting value.

For my part, I enjoy learning from the many Family Business Pioneers I am blessed to work with. I met my wife, Ann, then a nursing student, 42 years ago while attending Creighton University's College of Business. We enjoy passing on these family business values to our seven children and twenty-one grandchildren, as the next generation of pioneers take on tomorrow's many challenges and opportunities.

For more information about McGrath North's Practice Areas: visit www.mcgrathnorth.com

Growing up on a small farm in Quincy, Illinois, and being a part of the Niemann family businesses, was the perfect setting to begin to learn the ins and outs of family business culture, leadership, spunk, grit and drive.

Not all was rosy. Over the years a number of our family businesses faltered and failed, while others succeeded incredibly well. The family supermarket business which my grandfather started in 1917, and which my Dad and his brother carried forward, is now a 4th generation family business which continues to thrive today, serving thousands of families throughout the Midwest.

Throughout my life, I've seen firsthand the devastation that happens to a community and families when companies stall or fail and jobs are lost. The opportunity to do something about it is what attracted me to McGrath North Law Firm in the early 1980s.

When a business succeeds, so do its employees and their families. This served as the mission for Ray McGrath and Jack North, who founded our firm in 1959. This continues to inspire me and my colleagues at McGrath North as we work with community leaders and Family Business Pioneers to help create jobs and help build enduring industry-leading companies.

Now with over 60 attorneys deployed in over 80 practice areas, we are partnering with families, their businesses and their other Trusted Advisors



Business Leaders and their Trusted Advisors work with us because they get to know us, they like us and they trust us.

"What combination of business, legal and personal skills, experience, connections, knowledge and relationships uniquely positions you to help us achieve the outcomes we want?"

For Your Profitable Growth (Profit Playbook)

- Working with Family Business Leaders/Pioneers on their Profit Plans for 37+ years.
- Raised and worked in several Niemann family businesses starting at age 8.
- Served on the Board of Directors and as co-owner of Niemann Foods, Inc.
- Taught the Business Model Profit protocol to over 100 business leader groups in the U.S. and Canada.
- Worked with over 900+ CEOs on Business Model design and on how to set up their Profit Strategy Team.
- A graduate of CEO Space International.
- A graduate of the Business Model Strategizer Program.
- President of Family Business Pioneer Institute LLC.
- Certified as a Leadership Coach by the John C. Maxwell Executive Leadership Program.
- Co-creator of the internationally acclaimed Business Model Generation program (introduced the world to the Business Model Canvas now being used by 5,000,000+ entrepreneurs and strategic planners).
- Designed Nebraska's business development platform (which has created over 100,000 new jobs and \$30 billion capital investment in 850+ business expansions).
- Trained in the leadership and business decision making techniques of Vistage International (the world's leading CEO peer group private advisory board organization).
- Vistage National Business Resource Speaker.

For Your Wealth Protection (Protection Playbook)

- Working with Family Business Leaders/Pioneers on their Protection Plans for 37+ years.
- Selected to Best Lawyers in America® for Closely Held Companies and Business Organizations.
- Awarded the AV Preeminent national ranking for attorneys by Martindale Hubbell.
- Member of the American Bar Association.
- Member of the American Institute of CPAs.
- Selected to the Trusted Advisor Board for the Omaha CEO Boards of Vistage International.

For Your Lifestyle Continuity (Estate Playbook)

- Working with Family Business Leaders/Pioneers on their Estate Plans for 37+ years.
- Member of the Family Firm Institute.
- Wrote the book on Estate Planning: "The Next Move For Families - An Estate Planning Guide For Parents and Grandparents".
- Member of the Omaha Estate Planning Council.
- Have taught Estate Planning to attorneys, CPAs and financial advisors across the U.S.
- Served as Adjunct Faculty teaching Estate Planning at Creighton University Law School.
- Selected to Best Lawyers in America® for Family Business Law, Tax Law and Trusts and Estates.

For Your Personal Freedom (Succession Playbook)

- Working with Family Business Leaders/Pioneers on their Succession and Exit Plans for 37+ years.
- Member of the two leading Succession and Exit Planning Advisor Organizations in the U.S.: Business Enterprise Institute and Exit Planning Institute.
- BEI Exit Planning Masters Group.
- Vistage Family Business Network
- Have taught Succession and Exit Planning to other attorneys, CPAs and Financial Advisors across the U.S. and to CEOs from 40+ countries.
- "Lawyer of the Year" - Closely Held Companies and Family Businesses Law (Omaha), Best Lawyers in America®.
- "Lawyer of the Year" - Tax Law (Omaha), Best Lawyers in America®.
- Wrote the book on Succession and Exit Planning: "Fourth Quarter First - How Today's Family Business Pioneers Are Achieving Incredible Lasting Results".
- Selected as the Face of Business Continuity and Succession Planning by Omaha Magazine.

Q&A

“Why are Business Owners (and their Trusted Advisors) coming to you to work on their Fourth Quarter Game Plans?”

Business Owners (and their Trusted Advisors) want to avoid Train Wrecks. They realize that significant risks exist to Business Owners and to their families, loyal team and communities when their personal “Fourth Quarter” isn’t addressed in time. We don’t just talk about impact. This program enables Business Owners and their Trusted Advisors to make an impact on the many lives of those you care about.

“Why should this be effective for us?”

Because we invest the time to ask the right questions and to listen carefully to what you value the most. Our business and professional experience, insights, affiliations, trusted strategies, understanding of family business dynamics, visual style, collaborative approach and proprietary system combine in a unique way to prioritize what’s important to you. This enables us to remove complexity, to get the job done right for you and to overcome the frequent Fourth Quarter mistakes made by business owners. Together we discover what is really needed for your Family’s and your Company’s continued success.

“You are an attorney. We already have an attorney. Can our regular Corporate or Estate Planning Attorney handle this for us?”

As in other professions, more than a generalist is usually needed to best address Fourth Quarter Planning. A special combination of business strategic thinking, family business continuity, asset protection, succession, exit, company sale/M&A and estate planning skills, training, experience, knowledge and mindset is recommended. This can be achieved by a Family Business Continuity Attorney from many years of experience, as well as active involvement in such organizations as Vistage International, CEO Space International, Business Enterprise Institute, Family Firm Institute, Strategyzer, and Exit Planning Institute. Corporate and estate planning attorneys do not necessarily pursue all of this, but they do easily work with us when Family Business Leaders decide to add us to your Advisor Team. This is common practice amongst professionals.

“Do you have access to other professionals and funding resources which may be needed to help us achieve the results we want?”

We have built a network of local, national and international professionals and funding resources who collaborate with us and our loyal clients. This helps provide the depth of additional talent, access and resources when necessary for your Fourth Quarter success.

“How much time will this take?”

Respect for your time is one of the reasons we systematized this into a process that can easily be prioritized, quarterbacked and coordinated (working together with your other Trusted Advisors).

“Are there certain Main Plays almost every Business Owner should deploy first?”

Yes. From our [Profit Playbook](#) - The Profit Strategy Team. From our [Protection Playbook](#) - The Emergency Succession Plan. From our [Estate Playbook](#) - The Business Owner Estate Plan. From our [Succession Playbook](#) - The “House-In-Order” Checkup. This creates the necessary foundation to build on.

“Is my Company too small or too big for you?”

Our threshold isn’t size. It’s attitude. We work with a wide range of small, middle-market and large companies whose Leaders (and whose Trusted Advisors) share our attitude about taking the actions needed to keep the promises they’ve made to themselves, and their families, colleagues, stakeholders, customers and communities.

“You use the term Business Pioneers. Who is a Business Pioneer?”

Those of us in business meet Business Pioneers every day. Every Family Business Leader who lives to explore and create new opportunities and to find new ways to advance the lives of their colleagues, stakeholders, customers, families and communities is a Business Pioneer in our book. In this age of massive disruption, if you, your leadership team and your successors are not Business Pioneers today, the odds that you and your Company will continue to be successful are remote. The “Business Chemistry” project illustrates the trend. It found that all CEOs have all 4 leadership styles (Pioneer, Driver, Guardian and Integrator), and that 51% of CEOs today are primarily Pioneers. Fast Company Magazine’s Annual Edition on the most innovative companies also illustrates the incredible pioneer mindset at new and old, small and big companies throughout the world.

“What is the Pioneer Mindset Initiative?”

Through our work with over 1,200 highly successful Family Business Pioneers, we’ve captured the many specific ways in which Business Pioneers think and act. We share this with a Company’s Leadership and aspiring leaders in our “Pioneer Mindset” Initiative program.

“Do you agree to work with everyone who is referred to you?”

No. Although the Trusted Advisors who recommend us to Business Leaders are normally very good at knowing we’ll be a fit for each other, we will each know this for sure only after we have visited.

“I am ready to sell my business now. Can you work with me?”

We work with family businesses, private companies, entrepreneurs, private equity groups, public companies, investment bankers, transaction intermediaries, business brokers, and others in a wide range of transactions. These include business purchases, business sales, joint ventures, ESOP transactions, spin offs, mergers, tender offers, recapitalizations, and reorganizations. Our M&A team has worked on transactions, both domestically (with transactions in nearly all 50 states) and internationally (with transactions in 6 of the 7 continents). We have worked on transactions ranging in size from a couple hundred thousand dollars to over two billion dollars. (Ideally, please call before you sign an agreement with an M&A Advisor or a Letter of Intent).



“What Business and Professional Sectors have you worked in?”

Business

| | |
|---------------------|-----------------|
| Business Services | Manufacturing |
| Transportation | Energy |
| Franchise | Security |
| Food & Beverage | Construction |
| Consumer Services | Health Care |
| Personal Services | Agribusiness |
| Product Development | Farm & Ranch |
| Technology | Real Estate |
| Financial Services | Distribution |
| Management | Leasing |
| Human Resources | Retail |
| Warehousing | Education |
| Data Centers | Data Processing |
| Telecommunications | Insurance |

Professional

| | |
|---------------------|------------|
| Financial Planners | CPAs |
| IT Professionals | Architects |
| Insurance Advisors | Physicians |
| Investment Advisors | Engineers |



“Do you work together with our Attorney, CPA, Financial/Insurance Advisor and other Trusted Advisors?”

Yes. More than ever before, professionals from different firms are combining their unique talents to achieve incredible results. Collaboration is the key. Teamwork creates the best solutions. Our program has been carefully designed to work in sync with your other Trusted Advisors (and, importantly, with any specific approach they may deploy as well).



“How (and when) do I discuss this with my family and key personnel?”

A common question. We’ll work with you on this.



“Do you have time to work with us?”

By being careful in deciding who we agree to work with, my team and I have the time to work closely with the loyal Business Leaders who have placed their trust in us.



“What should I do next?”

Call (or have one of your Trusted Advisors call) to confirm we are clear to work with you. We can then set up a confidential, no-obligation meeting or conference call. Our first meeting or conference call is to get to know each other and to begin to discuss critical questions. It is not a commitment by either of us to work together.



“What will you want me to prepare or bring to the first meeting or conference call?”

Your most Trusted Advisor. Your spouse is always welcome - your call. No other preparation for our first meeting or conference call is needed.



“I’m a Trusted Advisor for a family business. How do we discuss the possibility of working together? And can you provide me extra copies of this Guide to share with others?”

Just call my direct line: 402-633-1489 (or email me).

McGrath | North

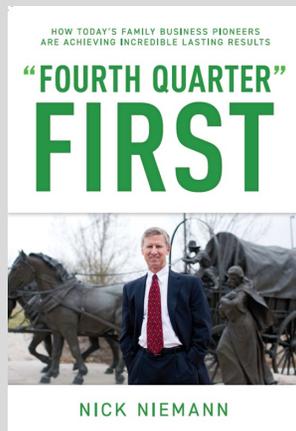
WHAT ARE YOUR CLIENTS SAYING?

- "You and your team got it done and I appreciate it a great deal."*
- "Your insights and attention to details are excellent."*
- "Nick, you always have sound advice. You always get it done."*
- "I wanted to take a moment and offer our sincere thank you and appreciation for what all of you accomplished with the coaching, counseling and guidance that you provided throughout this entire process. The manner in which you all handled every aspect was the definition of world class service and support."*
- "Nick, we want to thank you so much for all your help and hard work for us. You and your folks really watched out for us."*
- "Your tenacity always amazes me as you do get items finished."*
- "Nick, just a quick note to tell you and your staff what a fantastic and very professional job you guys did on the transfer of my company to my son. I'm blessed to have met you."*
- "Thank you so much for advocating so strongly on our behalf."*
- "Nick and Matt, just an absolute pleasure to work with you both. I really appreciate your superb guidance, responsiveness, and knowledge."*
- "Nick, thanks so much in helping [my husband] get his dream realized. That was quite an accomplishment! We appreciate your hard work and effort. Thank you, thank you!"*
- "The business team and myself are really pleased we have decided to work with you and your team and finally feel confident about the path forward."*
- "You're always cool, calm and collected. Your Midwest demeanor has been helpful to both of us."*
- "I'd like to thank you again for your help and expertise. Your generosity and kindness will always be remembered."*
- "I appreciate all you do for us. Especially want to thank you for taking care of Mom's affairs as Dad requested. It means a lot ... And we know at times it is very trying."*
- "I'm so glad we found you."*

Pioneer Mindset

Developing Others. The pioneer mindset can be developed and learned. Or not. Your call.

To learn more or to share a copy with others, contact us to request a copy of Nick's most recent book which further explores the 4 Playbooks and the Pioneer Mindset.



98%

"The recommendation rating from the hundreds of CEOs and key executives of Vistage International Nick has worked with."

WHAT ARE NATIONAL BUSINESS LEADERS SAYING?

"Nick, thank you for sharing your wisdom at our Secret Knock. Your energy, knowledge and insights were simply amazing."



Greg Reid.
Founder and CEO of Secret Knock. Ranked by Inc. Magazine as the #1 "Can't Miss" business program in the country.

"Nick Niemann has a riveting way of conveying fresh, powerful business concepts which are critical today for every business and profession: from the smallest firms to global giants."



G. Michael Beduze
Managing Partner of DaVinci Global Consulting, LLC

"Nick Niemann takes E-Myth into the super change markets which dominate every business venture owner's thinking."



Berny Dohrmann.
Founder and Chairman of CEO Space International, the world's largest network for CEOs, Entrepreneurs and visionary investors. Ranked by Forbes Magazine as the #1 "Can't Miss" Entrepreneurs program in the country.

"Nick, your profit strategies and creative approach for business growth and success is a tremendous benefit offered to business leaders."



Ron Klein.
Inventor of the Credit Card Magnetic Strip and the Bond Quotation System for the New York Stock Exchange. Known as "The Grandfather of Possibilities"

"Nick, you have done a great job in addressing one of the most important issues in business today. Keep up the good work!"



Brian Tracy.
Author of *The Way to Wealth*. Top selling author of over 65 books and legendary speaker who has addressed over 5,000,000 people in over 65 countries.

"If you're ready to build your business so it will stand the test of time, then use the strategies by my friend, Nick Niemann!"



James Malinchak.
Featured on ABC's Hit TV Show, "Secret Millionaire". Founder of James Malinchak International. Co-Author of *Chicken Soup for the College Soul*.

"Nick's approach is impactful, thought provoking, and critical to building a business platform that will stand the test of time."



Boyd Ober
President and CEO of Leadership Resources

"Nick Niemann does a masterful job of teaching us step by step how to build an organizational model that is able to survive and thrive in this competitive world today!"



John Formica.
Former Disney Leader, America's Customer Experience Coach, Author of *Making the Customer Experience Magical Now!*

"Nick Niemann's inspiring approach to addressing the transformative forces which are shaping our future is a



roadmap for game changers!"

Barbara Niven
Business Media Expert

"Nick Niemann is a great planner and thinker and a leader in this entire field."



John Brown
Founder, Business Enterprise Institute, one of the two leading Succession and Exit Planning Organizations in the U.S.

THE OMAHA CHAIR OF VISTAGE INTERNATIONAL DESCRIBES HOW OUR **PIONEER MINDSET APPROACH** HELPS YOU

"I first met Nick Niemann when I brought the Vistage International CEO Peer Group program to Nebraska several years ago. I interviewed Nick to decide if I wanted him to serve as the Legal Counsel on our Trusted Advisor Board. I **came expecting to hear typical lawyer talk. Instead, what I quickly saw was a new breed of attorney.** Nick was soon also interviewing me. He wanted to know how Vistage could enhance the business and personal lives of its CEO members, how it could vastly improve the companies which joined it and how big I planned to grow our Nebraska presence.

"I quickly learned Nick was working with business strategists from 45 countries to co-create what would become known as Business Model Generation. This international initiative would introduce the world to the Business Model Canvas -- a powerful new technique for creating, re-designing, improving and pivoting a company's Business Model to achieve greater success. Nick was soon being asked to personally teach this profit system to over 850 Vistage CEOs and Key Executives throughout the U.S. and Canada. This remarkably versatile system is now being used by over 5,000,000 entrepreneurs and strategic thinkers around the world.

"As a former CEO of an international company, I've worked with many attorneys. But never one like Nick Niemann. **He is a business profit strategist first, who happens to also have an incisive legal mind.**

"So, I wasn't surprised when organizations like Secret Knock, one of the country's top programs for entrepreneurs, asked him to speak to their business leaders. Nor was I surprised when Inc. Magazine asked him to become part of their Launch! program for startup entrepreneurs. And I wasn't surprised when the founder of CEO Space International personally asked Nick to join their program.

"**Nick has that pioneer mindset which tirelessly explores ways to bring greater success to the business leaders he works with every day.** As I have told him: I know the work that goes into mastering something --- and you are a master!"



Cathy Fitzhenry
Omaha Chair
Vistage International -
The world's leading CEO
peer group and private
advisory board
organization

"Are Family Business Leaders like me around North America working with you?"

Yes. Some of the places I've traveled to work with CEOs and other Business Leaders include:

United States

- | | | | |
|--|--|---|--|
| Alabama Birmingham | Illinois Chicago Edwardsville Naperville Quincy | Minnesota Burnsville Minneapolis New Ulm St. Louis Park St. Paul | Ohio Akron Canton Cincinnati Cleveland Columbus Dalton |
| Arizona Phoenix Scottsdale | Indiana Indianapolis | Missouri Kansas City St. Charles St. Louis | Oklahoma Oklahoma City |
| California Berkeley Carlsbad Cathedral City Commerce Downey Glendora Los Angeles Menlo Park Monterey Oakland Ontario Palm Desert Pomona Salinas San Diego San Francisco Santa Monica | Iowa Ames Cedar Falls Cedar Rapids Council Bluffs Davenport Des Moines Iowa City Glenwood Sioux City Waterloo | Nebraska Ashland Bellevue Columbus Elkhorn Grand Island Gretna Keamey La Vista Lincoln Norfolk Omaha South Sioux City York | Oregon Portland |
| Colorado Colorado Springs Denver Greeley Florida Boca Raton Fort Lauderdale Jacksonville Orlando Tampa | Kansas Kansas City Manhattan Topeka Winfield | North Carolina Charlotte Greensboro High Point | Pennsylvania Harrisburg Lancaster Philadelphia Pittsburgh York |
| Georgia Atlanta | Kentucky Louisville | North Dakota Pierre Sioux Falls | Texas Dallas Houston College Station San Antonio |
| | Louisiana Mandeville Monroe New Orleans | Utah Alpine Bountiful Park City Salt Lake City Sandy | Wisconsin Eau Claire Madison Milwaukee |
| | Maryland Easton | Virginia Richmond | |
| | Massachusetts Boston | Washington Seattle | |
| | Michigan Detroit Lansing Potoskey Traverse City | West Virginia Martinsburg | |

Canada

- | | | | |
|---------------|----------------|-------------------|-------------|
| Calgary, BC | Winnipeg, MB | Markham, ON | Ottawa, ON |
| Vancouver, BC | Burlington, ON | Niagara Falls, ON | Toronto, ON |

North America is incredibly easy to get around in. Where you reside is simply not a factor in us working together.



"WHY ARE FAMILY BUSINESS LEADERS LIKE ME PARTNERING WITH A FAMILY BUSINESS CONTINUITY ATTORNEY?"

Common Pitfall

Believing most regular Corporate and Estate Planning Attorneys have the experience or training to do all that's needed

| Your Family Business Continuity Attorney should have the Training, Experience and Affiliations to handle | Corporate Attorney | Estate Planning Attorney | Asset Protection Attorney | Tax Attorney | Executive Benefits Attorney | ESOP Attorney | Succession Planning Attorney | Exit Planning Attorney | M & A Attorney | Mediation Attorney | Family Business Continuity Attorney |
|--|--------------------|--------------------------|---------------------------|--------------|-----------------------------|---------------|------------------------------|------------------------|----------------|--------------------|-------------------------------------|
| Corporate Planning | ✓ | | | | | | | | | | ✓ |
| Estate Planning | | ✓ | | | | | | | | | ✓ |
| Asset Protection Planning | | | ✓ | | | | | | | | ✓ |
| Tax Reduction Planning | | | | ✓ | | | | | | | ✓ |
| Key Employee Retention | | | | | ✓ | | | | | | ✓ |
| Group Employee Ownership | | | | | | ✓ | | | | | ✓ |
| Succession Planning | | | | | | | ✓ | | | | ✓ |
| Exit Planning | | | | | | | | ✓ | | | ✓ |
| Company Sale | | | | | | | | | ✓ | | ✓ |
| Dispute Resolution | | | | | | | | | | ✓ | ✓ |
| Dispute Avoidance | | | | | | | | | | | ✓ |
| Leadership Development | | | | | | | | | | | ✓ |
| Key Employee Ownership | | | | | | | | | | | ✓ |
| Life Insurance Positioning | | | | | | | | | | | ✓ |
| Business Profit Strategy | | | | | | | | | | | ✓ |
| Business Valuation Protocol | | | | | | | | | | | ✓ |
| Family Business Dynamics | | | | | | | | | | | ✓ |

The 4 Playbooks

The Fourth Quarter Game Plan Program is built around 4 Powerful Playbooks. Business owners have to make many decisions to stay successful. This program has 24 "Main Plays" that you can deploy to stay successful for the whole game. Ask for a copy of our Decision Guide for more information on these 4 Playbooks.

FAMILY BUSINESS LEADERS

**Results Not
Wanted**



**Results
Wanted**



**Results
Achieved By**



**What Is The Financial + Personal Cost
of Being Too Late or Out of Time?**

**What Is The Financial + Personal Value
of Each Great Play Deployed In Time?**

Inspired By Excellence. Committed To Your Success.

When we work with Family Business Leaders, we ask about your story and the story of your family business. We get to see the heart and soul of America's family entrepreneurs, that is, America's new breed of Family Business Pioneers.

We get to see your passion and your excellence. We get to see the grit and determination which drive you. We get to see the love and respect you have for your colleagues and for those you serve. In short, we get to see the pioneer spirit which drives you and your team. Just as it has driven me and our team.

For over 60 years we have been working with our nation's food companies, restaurants, farmers and ranchers to feed people better. We have been working with contractors and companies to build better and more affordable homes and new business facilities.

We have been working with technology companies to develop new ideas that improve lives. We have been working with inventors, startup companies and health care providers to develop patented medical devices, leadership teams and joint ventures that save lives. We have been working with energy companies to help fuel our homes and the businesses we all rely on.

We have been working with bankers, key partners, manufacturers,

distributors, retailers and transportation companies to finance, produce and deliver better products and services to communities around the world. We have been working with family business pioneers and their other trusted advisors to transform, grow, carry on and transition the family business dream, the backbone of our great country.

We have been working with our community leaders to improve our cities and our schools. We have been working with our elected leaders to improve the business climate to create and attract new and better jobs for families.

For over 60 years, this has been the McGrath North Law Firm.

Working quietly behind the scenes closely with the talented leaders of great organizations around the world to make lives better.

Working together. Working stronger. Working faster. Working better. Overcoming Roadblocks. Avoiding Train Wrecks.

Inspired by excellence. Committed to your success.

Our diverse team isn't waiting for the future. We are helping to produce new, incredible, sustainable results right now.

We invite you to join us as we move quickly ahead towards the next 60 years.



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Member: Vistage International Family Business Network
CEO Space International
Business Enterprise Institute
Exit Planning Institute

What We Do

We "look into the future" with Family Business Leaders to design and deploy what's really needed for you, your family and your colleagues to win the whole game.

Why We Do It

Because we believe in the greatness of the family business dream.

"Every business is a family business. To ignore this truth is to court disaster."

Michael E. Gerber,
Author of "The E-Myth Revisited"