



UPSTATE CAPITAL
ASSOCIATION OF NEW YORK

Executive Peer Group

Overview

The Executive Peer Group supports executives of established and high-growth potential companies and organizations to address both day-to-day and strategic challenges. The professionally facilitated group serves as a strategic advisory resource to provide and receive insights, knowledge, and experience that assist fellow members in identifying and resolving key business questions.

The goal is to bring together a diverse group of high-performing leaders of organizations to build a trusted group of advisors who will act as invaluable resources for one another. The initial guidelines for members are CEOs or other C-level leaders of companies with at least \$1MM in revenue. Non-profit executives will also be considered. What's most important is the mindset of the leader - s/he should be:

- Focused on strategy and evolution for the organization s/he runs
- Willing and able to maintain confidentiality
- Willing and able to share confidential information
- Open to feedback from fellow members
- Willing to provide feedback to other members and engage with content before and during meetings

Logistics

The group is led by an experienced facilitator and has a minimum of 8 and maximum of 15 members. It meets every 6-8 weeks at a member's location for up to $\frac{3}{4}$ of a day (start 8:30 AM, end 3:00 PM). The format of each day includes pre-meeting preparation (sharing of KPIs a week in advance, reviewing same for all members a few days in advance), and detailed discussions in a closed-room environment about specific challenges or questions that individual members face. Action items are agreed on by the end of the meeting. The facilitator holds individual check-ins by phone between meetings. Occasionally, outside speakers may be invited at the request of the group or recommendation of the facilitator. The peer group is priced at \$3,600 per year. The fee includes membership in Upstate Capital. A one year commitment is required. The initial cohort launched in June 2018 in the Hudson Valley.

About the Facilitator

Steven Wasser (MBA, Harvard Business School) has 20 years of experience participating in CEO groups and 30 years as the CEO of Verne Q. Powell Flutes – the Stradivarius of flutes, a company which he recently sold. He is an active member in the Hudson Valley Startup Fund, a member-managed seed capital fund located in the Mid-Hudson region, and had



prior angel investment experience in Boston. Steven has taught entrepreneurship, strategy, and leadership at both the undergraduate and graduate levels.

Hudson Valley Group Members

Tim Dean, CEO, Marshall & Sterling - 400+ employee ESOP company in insurance industry

Dan Stone, Founder, Moonfarmer and Evolving Media Network - 15 employee software and website development company

Howard Goldberg, CEO, Mastercraft USA, cleaning equipment and supplies

Heather Howley, CEO, Independent Helicopters, helicopter school and services at Stewart Airport, Newburgh NY and Saratoga Airport

Kevin Pitcock, CEO, Peak Trading, rigging supplies

William Schaefer, Rhinebeck Kitchen and Bath, retail and service business

Abe Uchitelle, Dragon 360, digital marketing optimization

Brett Fliegler, CEO, BrookBeam Dental, family dentistry

Katy Dwyer, President, Katy Dwyer Design, business branding and graphic design

Nels Leader, CEO, Bread Alone Bakery, bread and bakery operation

Kathryn Whitman, CEO, Quatrefoil, Inc, a Hudson Valley-based builder

About the Organization

The Upstate Capital Association of New York is a non-profit formed in 2003 to support the investment community, high growth potential startups and established companies across New York. The organization connects the business and investment community to help start, grow and sustain companies in New York - check out www.upstatecapital.org.

For more information, please contact:

Steven Wasser, Facilitator
steven28alex@gmail.com



(781) 454-6896

Noa Simons, Executive Director, Upstate Capital Association of New York
noa@upstatecapital.org

(781) 710-9929 - mobile

(518) 320-2746 - office