Morgan Stanley

Women & Wealth Series

Planning the Excellent Exit

An Essential Guide for Women Business Owners

Join us for an in-person Women & Wealth Wine & Cheese Event

on Wednesday, November 15th 4:30-6:30pm PST
The Morgan Stanley Offices in Santa Monica

Morgan Stanley, 100 Wilshire Boulevard, Suite 1900,
Santa Monica, CA 90401

Hosted by Community Capital

Planning the excellent exit from your business takes a team of experts, all dedicated to make the sale of your business an unqualified success. Hosted by Morgan Stanley Certified Exit Planning Advisors, Darya Allen-Attar and Laura-Russell Jones, this casual and informative event will set the stage for women businessowners who are considering selling their business.

Why You Should Attend.

Even if you're several years away from exiting your business, this event is the perfect opportunity to set the groundwork and learn exactly what it takes to navigate through every aspect of the sale from positioning your company for buyers, how to negotiate the best deal, and how invest your wealth wisely once the sale's completed.

You'll get to hear from and meet experts in the business, from investment bankers to brokers, tax specialists to estate planners and wealth management advisors, all with decades of experience in exit preparation and succession planning.

Why Work with Darya and Laura?

As Certified Exit Planning Advisors, we're the quarterback of your advisory team, coordinating tax-efficient strategies to help you build and protect your wealth and develop a lasting legacy.

Meet A Professional Team of Exit Planning Advisors

Darya Allen-Attar

Financial Advisor, Lending Specialist,
Investing with Impact Director,
Certified Exit Planning Advisor (CEPA)

Laura Russell-Jones

Senior Vice President, Financial Advisor,
Investing with Impact Director,
Certified Exit Planning Advisor (CEPA)

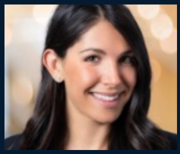
Transaction Advisor: Can you spruce up the value of your company to increase the value of your Exit?

Anna Jacob
Managing Director
Investment Banking
Diamond Capital Advisors

Tax Planner: Can you structure the transaction for optimal after-tax wealth?

Amy Chen
Senior Manager
CBIZ MHM, LLC

Transaction Counsel: Can your legal counsel structure a transaction that is good for the seller and buyer?



Alexa Steinberg
Attorney
Greenberg Glusker LLP

Success Consultant: Can you improve your valuation on exit, through accelerating your path for increased revenue & growth?

Marianne Ellis
CEO/Co-Founder
CEO Success Community

Portfolio Manager: Can you replace your business income with portfolio income?

Martha Schuman
Senior Client Portfolio Manager, Community Capital Management, LLC

RSVP | RSVP VIA EMAIL TO RECEIVE FULL DETAILS AND REGISTER FOR THE EVENT
Darya.Allen-Attar@MorganStanley.com or **Laura.Russell-Jones@MorganStanley.com**

Panelists

Transaction Advisor: Anna Halloran Jacob

Managing Director, Investment Banking, Diamond Capital Advisors

Anna Halloran Jacob, is a Managing Director, Investment Banking, at Diamond Capital Advisors. She specializes in assisting privately held companies in selling their business, raising capital and valuations. She is a seasoned executive with over 25 years of experience in investment banking, private equity, corporate operations, and investor relations. This combination of knowledge and experience allows her to offer clients unique insights into increasing shareholder value.

As an investment banker for both middle market and Fortune 500 companies, including while at RBC/Sutro & Co. and Lehman Brothers (NY), Ms. Jacob advised CEO's and boards on strategic financial and operational solutions to maximize shareholder value. Anna has provided advisory on strategic growth plans, public and private equity and debt offerings, IPOs, mergers and acquisitions, and fairness opinions, representing over $5 billion in transactions. She has advised companies in the consumer, advertising/digital, food, software and business services sector.

As a principal in a $500 million private equity firm, Ms. Jacob participated in investments in public and privately held companies in the consumer, food, healthcare and technology sectors. In addition, Anna was Chief Operating Officer for a full-service advertising company with over 150 employees.

She received an MBA from USC Marshall School of Business and a BA in Economics from University of California Irvine. She holds Series 7, 79, 24, and 63 licenses with FINRA. Anna is and Adjunct Professor in Finance at Loyola Marymount University.

Tax Planner: Amy Chen

Senior Manager, CBIZ MHM, LLC

Amy Chen is a senior manager at CBIZ in the Los Angeles, California office, and has more than 20 years of experience in public accounting and tax consulting. She provides tax planning and business consulting services to companies in the entertainment and real estate industries. Her main client focus is in the area of closelyheld businesses, family office and high networth individuals, and estate and gift taxes. Her expertise emphasizes business and personal income tax minimization as well as comprehensive planning for owners and their families. She also has extensive experience representing client tax controversy matters before the Internal Revenue Service and the California Franchise Tax Board.

Amy obtained her Master of Business Taxation degree from the University of Southern California, and her Bachelor of Arts degree in Business Economics from the University of California, Los Angeles. She is a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants.

Amy is fluent in Mandarin Chinese and Taiwanese. She supports the CBIZ Women's Advantage – a national program that celebrates women in business and provides practical tools for professional development with focused leadership, mentoring, and networking programs.

Transaction Counsel: Alexa Steinberg

Attorney, Greenberg Glusker LLP

Alexa is corporate and transactional counsel for middle-market companies and entrepreneurs at Greenberg Glusker LLP in Los Angeles. Acting as outside general counsel, Alexa represents privately held companies in a wide range of general corporate and transactional matters, including entity formation, structuring, and commercial transactions. With a focus on mergers and acquisitions, she offers clients guidance on structuring deals and ensuring compliance with relevant laws and regulations.

With her deep industry experience across various sectors, including branded consumer products, Alexa possesses the knowledge and skills to structure and execute successful transactions. Alexa takes a personalized approach to client representation, priding herself on being attentive and becoming an integral part of her clients' team. She understands the importance of truly getting to know her clients, their businesses, and their goals. By taking the time to build strong relationships, Alexa gains a deep understanding of her clients' unique needs and aspirations, and works to offer valuable insights and guidance that goes beyond mere legal considerations.

Success Consultant: Marianne Ellis

CEO/Co-Founder, CEO Success Community

Marianne is the CEO/Co-Founder of CEO Success Community--the source for Women & Diversity Owned Businesses seeking Corporate Contracts with Fortune 500 companies.

We are proud to have coached thousands of Diversity CEOs. Major Corporations hire us to coach their Rising Suppliers like SCE, CDW and Martin Harris. Diversity Associations WBENC, WBEC-West, WBEC-Pacific, NAWBO, NCA, NMSDC count on us to run their signature workshops sponsored by IBM, Bank of America, UPS, T-Mobile, Walmart, Accenture and more.

Our mission is to show CEOs the fastest path to increased revenue and growth. We are a CEO Community membership offering the following business tracks: Get To The Buyer, RFP/Proposal To The Win, Business Innovation, Sales Accelerator, Pivot Your Business, Virtual Conference Maximizer, Business Succession Planning and more.

CEO Success Community was built on a successful sales practice that averaged more than $100 million in new billing growth in less than 18 months. We have both sell side and buy-side experience running Fortune 500 RFPs.

Marianne is an Amazon #1 Best Selling Co-Author-Women In Business Leading The Way, Member of the Television Academy—annually attending The Emmy's, Winner WBE Advocate of the Year, Community Impact Award and sought- after speaker.

Portfolio Manager: Martha Schuman

Senior Client Portfolio Manager, Community Capital Management, LLC

Martha is a seasoned investment professional, bringing more than two decades of experience in the investment management industry. CCM has a 24-year history of client customization and consistent management of its impact and ESG investment strategies. They serve a wide variety of clients including faith-based investors, endowments, foundations, healthcare organizations, insurance companies, non-profits, public funds, and high net worth individuals

Advisory Team

Darya Allen-Attar

Darya Allen-Attar is a highly accomplished Financial Advisor in the Santa Monica, California, office of Morgan Stanley Wealth Management. She has been with the firm for more than 30 years, placing her among the longest serving women at one of the world's most respected financial institutions. Darya is among an exclusive group of advisors who have earned Morgan Stanley's highly coveted designation of Impact Director. In this role, she advises like-minded clients who want to align their portfolios with their core values and principles. Darya has made numerous contributions to the industry and her community. She has led several nonprofit organizations, including the Women Founders Network, The Women Founders Education Foundation and Advisors in Philanthropy Los Angeles. She has received numerous honors for her leadership. Most recently, in 2021, she received the Visionary Award from the Southern California Leadership Network for her work with Impact Investing as well as for her contributions to the Women Founders Network.

Darya Allen-Attar, Financial Advisor
Investing with Impact Director, Lending Specialist, Certified Business Exit Planning Advisor "CEPA"
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Laura Russell-Jones

Laura has been a Financial Advisor for over 15 years, focusing on helping women investors, business owners and high-net-worth individuals and their families to stay on course with their financial planning and investment strategy. As an "Investing with Impact Director," she is focused on aligning client's goals with their investments that have a positive environmental and social impact. As a Certified Exit Planning Advisor (CEPA), she also works with business owners contemplating the sale of the business to understand their exit options and how to enhance the value of their businesses and wealth. She is also a Qualified Plan Financial Consultant.

Prior to joining the firm, she worked with a Mergers & Acquisition investment banking firm. She is a former business owner of an online boutique. She currently serves on the Board of the National Association of Women Business Owners (NAWBO-California) and was President of the San Francisco Bay Area Chapter. She is also on the Leadership Committee of How Women Lead and 50/50 Women on Boards – promoting women in leadership. She is a member of Women Presidents Organization (WPO).

Laura Russell-Jones, Senior Financial Advisor
Investing with Impact Director, Certified Business Exit Planning Advisor "CEPA"
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