



## **PDA MISSION**

The Private Directors Association® is a national, non-profit organization whose mission is creating, sustaining, and enhancing Private Company value through the active use of Boards of Directors and Advisory Boards.

We advocate for excellent practices in board formation and governance. We provide a national network where executives and professionals interested in board service can find and meet with those interested in securing exceptional board members.

## **PDA MEMBER BENEFITS**

### **Governance Education:**

Governance best practices and other relevant topics are presented by subject matter experts at evening panel presentations and breakfast meetings.

Members can also stay informed through our Monthly eNewsletter, complimentary subscriptions to industry publications, and webinars.

### **Access to Body of Knowledge Which Contains Information On:**

- Governance and Board Operations
- Legal Issues
- Finance and Accounting
- Strategy and Planning

### **Model Board Meeting<sup>SM</sup>:**

The PDA Model Board Meeting<sup>SM</sup> (MBM) offers the Owner, Chairman and/or CEO of a private company the opportunity to experience the value that an independent Board of Directors can deliver for shareholders and leadership.

### **Chapter Meetings & Events:**

**Reduced Registration Fee** at Meetings and Events allows Members to pay lower event fee than guests.

**Access to Chapter Events** in all Chapter Cities.

Checking the PDA events calendar provides details on dates and times for events in all Chapters around the country.

**Join Local Chapter Committees** The PDA website details all of the Chapter Committees.

**BoardProspects Premier Member 30% Discount** (BoardProspects.com) Ability to list your Profile on Board Prospects at a lower cost and have access to their listing of Board Positions.

### **Board Candidate Coaching & Referral:**

**Director Referral program** with introduction to multiple Executive Search firms employed by private companies to find qualified directors.

**Director Placement** program with access to multiple Director Listings throughout the year.

**Profile Listed** in Member Directory on the Private Directors Association® website.

**Director Preparation Education** program with one on one coaching, mentoring, and education of Board roles and responsibilities as well as coaching on resume preparation and interview preparation.

# TESTIMONIALS

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## PDA MEMBERS

“PDA membership has enhanced the professionalism of our board. With access to governance best practices, we significantly improved our decision making and board effectiveness. Membership also helped me prepare for board interviews, and as a result, I was recently invited to join the board of a large family business on the east coast.”

- **Cathy Carroll, Founder & President, Legacy Onward**

“I finished my Board Director Development and Referral coaching with Claudia Wyatt-Johnson, and wow is she fabulous. Her advice as my coach through this process was practical, candid and done so gracefully too! I was so impressed by her support and willingness to work with me on top of her demanding work schedule. This service is such an excellent benefit for the Private Directors Association® members.”

- **Julie, Bristown Briggs, Principal, Smart to the Top**

## BUSINESS OWNERS

“Independent directors help us deal with the issues that the management team and internal directors are reluctant to bring up. Since they are not involved in day to day operations, they take a long view and help us stay focused on the strategic issues.”

- **Rajan Sheth, Chairman, Mead & Hunt**

“It is critical for every startup to have independent directors on their board to help fill in knowledge gaps that exist on the team. No one knows everything, so having an outside perspective from a field that is not represented in the backgrounds of the founding team is necessary.”

- **Donovan Morrison, CEO, Luna Lights, Inc.**

## Value of Independent Board Members For Business Owners and CEOs

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- Deal with issues internal management and directors are reluctant to bring up
- Bring outside perspective that is critical
- Effective Risk Management insight
- Environment, Social & Governance (ESG) expertise
- Create a team of people familiar with your Company, your issues, your challenges, your concerns, your opportunities
- Broader and deeper knowledge and experience needed to achieve breakthrough results
- Focus on planning and accountability keeps your company on task
- More formal method of getting objective advise and council
- “Out of the box” thinking for your company and industry



### Private Directors Association® Chapters...and Growing

Atlanta | Boston | Charlotte | Chicago | Dallas | Detroit  
Houston | Los Angeles | Milwaukee | Nashville  
New York City | San Francisco | Tampa

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[PrivateDirectorsAssociation.org](http://PrivateDirectorsAssociation.org)

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To learn more or to request an application, please contact:

**admin@PrivateDirectorsAssociation.org** or call **847.986.9350**

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