



**FOR IMMEDIATE RELEASE**

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## **SOREDI Hosts LAUNCH | Talk: How to Craft an Exit Strategy**

**Medford OR** – On Thursday, August 10, Nancy Morgan of Yala Designs and Linda Ganim of CFO Solutions NW will share the process of company valuation and selling a mature business venture in the Galaxy Room at Ashland Hills Inn & Suites. Tickets are \$15. Attendance is free for SOREDI members. Register at [www.soredi.org/events](http://www.soredi.org/events). Attendance includes food and beverage. Beer and wine is available for purchase.

Executive Director of SOREDI, Colleen Padilla says, “We’ve been offering LAUNCH|Talks for almost a year now and the start up community has responded enthusiastically.” Padilla continues, “Entrepreneurs benefit from hearing the stories of companies who have gone before them. This story, in particular, is important because so many entrepreneurs are so busy starting up, that they don’t think ahead about an exit strategy. Blending your future vision with your planning process early on, helps you set up your financials and company structure to prepare for your transition, whether you sell your company or go public.”



*Nancy Morgan*

Nancy Morgan began her company as Dreamsacks, a product she sewed in her own home. Over the years, she built the company, moved it out of her home, added product lines and employees. After dedicating her time, resources and passion, Nancy had built an international company. When she recognized that it was time to exit her company, she sought out the expert advice of Linda Ganim. Nancy and Linda will share the process that led to a successful valuation and sale of Yala Designs. This informative networking opportunity won’t just be helpful for start-up companies. Any local small

business will benefit from Nancy’s experience and the chance to ask both women questions about the process, in addition to meeting other business owners, founders, startups and potential investors.



*Linda Ganim*

LAUNCH Southern Oregon is an initiative of SOREDI created to support startup companies in Jackson and Josephine Counties. The City of Ashland, Southern

Oregon University (SOU), the Small Business Development Center (SBDC) and Bank of the Cascades provide funding and direction for the LAUNCH|Talks, an ongoing series of inspirational and informative talks offered for entrepreneurs monthly. For more information on upcoming LAUNCH|Talks, visit [www.soredi.org/events](http://www.soredi.org/events).

**About SOREDI:** SOREDI is a private, membership-based, non-profit organization, governed by a board of directors. Its seven-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <http://www.soredi.org>.