



Chairman's Thoughts

One of the most rewarding things in one's professional life is knowing someone for decades who continues to set the bar higher. I've had the privilege of knowing Marc Morgenstern since the mid-seventies. We first met in Cleveland when I was a newly minted Managing Partner of a National CPA firm, and he was early in his very distinguished career. Over the decades Marc has been involved as a legal advisor in transactions worth many billions of dollars in transaction value.

His most recent, possibly greatest contribution to the world of deal making, is his book "The Soul of the Deal". Marc asked me to preview the book prior to it being available to the mass market. What an honor and what an education I got. He touches on so many important aspects of the deal business that I found I had put yellow sticky notes on almost every page. One of my favorite quotes in the book is where he poses the question, "Do Dealjammers have to be so smart they can foresee and plan for everything? Spoiler alert, no one is that smart. Life isn't perfect". Such a great observation, humility is a great weapon in the deal arena. You need to go into any deal assuming you will learn something valuable. Marc states that this book is the quintessential framework for buying, selling, and investing in any business. The genius of this book is Marc's ability to take the reader on a journey of discovery to the "soul" of any deal which is ultimately about people, and it is a very individual journey. Well done my friend! Thanks for sharing this invaluable information. (P.S. The book is available, November 1, pre-orders via Amazon.)