* Formalizing the company; forming board, couple people
* 10-15 total, a \_\_\_ that would be the most beneficial

Company Background:

* 25 years
* Never grown beyond 12 people
* Company never “taken to the next level”
* Potential to generate more sales
* Same sales over past two years: goal to reach 30%
* Change location 1-2 years
* Going after higher/opportunities
* Total clients in 2014: 18
  + 6 new ; clients \_\_\_\_
* Proactive with sales: create/implement marketing

Forming Board:

* Experts from different areas to give insight and ideas as to how to grow our company
* Holds us accountable
* Why you? – Aware of business, operations, streamline a team
  + Built your own company: understands Seattle commitment
* 4 meetings per year: 3 hours in length. Early February
* Weekday at 4 p.m. or Saturday morning (during week preferred)
* Compensation at each meeting
* Board meeting would consist of:
  + Reviewing financials/forecasting
  + Sales and marketing – plans
  + Sales backlog
  + Survey results
  + Team
  + Competitive landscape
  + 1st one we will have background \_\_\_\_ prior

BH:

* Send John overview/board meeting – what to include and lmco (PEMCO?) how they do it.
* Potential services: SEO, maintenance on sites.