

**LARGE COMPANY CFO ROUNDTABLE**  
**Agenda at a Glance**  
Tuesday, June 7 – Wednesday, June 8, 2022

**DAY 1 – TUESDAY, JUNE 7, 2022**

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- 3:00 PM Registration Opens, Welcome Coffee Reception  
*International Ballroom*
- 4:00 PM Session One | **ASC 842 Accounting Changes - What You Need to Know for 2022**  
*Room 2027*
- Featured Speakers:
- Thomas Duncan, *Professional Practice Director, Grant Thornton*
  - Anthony Bonaguro, *Partner, Grant Thornton*
- 5:15 PM Break
- 6:00 PM Reception  
*International Ballroom*
- 7:00 PM Dinner  
*International Ballroom*
- Featured Speaker:
- Michael Rogers, *Futurist-in-Residence, The New York Times; Columnist, MSNBC*
- 9:00 PM Evening Concludes

**DAY 2 – WEDNESDAY, JUNE 8, 2022**

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- 7:00 AM Registration Opens & Breakfast  
*International Ballroom*
- Featured Speaker:
- Seth Waugh, *Vice President of Government Relations, NAW*
- 8:00 AM Session Two | **Cost to Serve Modeling to Maximize Revenue Capture**  
*Room 2027*
- Featured Speakers:
- David Bauders, *CEO, SPARXiQ*
  - Gustavo Gilchrist, *President, Kennicott Brothers*
  - Charley Hale, *Chairman and CEO, MCE Automation*
- 9:15 AM Break

9:30 AM Session Three | **Site Selection for Growing Distributors**  
*Room 2027*

Featured Speakers:

- Matt Jones, *Executive Vice President, JLL*
- Trevor Ragsdale, *Executive Managing Director, JLL*

10:45 AM Break

11:00 AM Roundtable Discussion  
*Room 2027*

12:00 PM Lunch  
*International Ballroom*

1:00 PM Session Four | **Distribution Mergers & Acquisitions**  
*Room 2027*

Featured Speaker:

- Brent Grover, *Brent Grover & Co.*

2:15 PM Adjournment

**LARGE COMPANY CFO ROUNDTABLE**  
**Speaker and Session Details**  
Tuesday, June 7 – Wednesday, June 8, 2022

**Session One | ASC 842 Accounting Changes - What You Need to Know for 2022**

*This session provides a refresher on the 2020 ASC 84 accounting changes for all leases on balance sheets and highlights recent changes to the regulation to help distributors remain compliant.*



**Thomas Duncan**, *Professional Practice Director, Grant Thornton*

Tee is one of the Professional Practice Directors (PPD) for the Midwest market of Grant Thornton. He works with the other PPDs in his market to oversee overall audit quality for the engagements which includes deploying new learning initiatives, performing engagement reviews and ongoing monitoring activities, consulting on technical accounting and auditing issues, disseminating new firm policies and assisting with implementation of any new audit methodology changes. Tee has also worked with other member firms within the Grant Thornton

International network to develop and deploy its new global audit methodology and is currently working with Grant Thornton International in the development of its new cloud-based audit software solution.

While serving as a PPD, Tee also co-lead GT's audit initiative for the adoption of ASC 842. The initiative included, among other things, the development of relevant internal training, auditing practice aids / templates, an internal coaching network for engagement teams and auditing / accounting guidance and FAQs.



**Anthony Bonaguro**, *Partner, Grant Thornton*

Anthony Bonaguro is a partner in Grant Thornton LLP's Audit Services practice, and has more than 10 years of experience in all aspects of financial audits. He has provided a variety of specialty assurance services, including financial due diligence, process reviews and forensic accounting services, to various industries.

Bonaguro specializes in performing financial statement audits of multinational public and private clients within the manufacturing, services and technology industries. He is currently on secondment in Singapore and works with Grant Thornton International Ltd in the strategic development of its Asia-Pacific practices, representing more than 9,000 partners and staff across 20 countries. There, Bonaguro focuses on network development and growth, client service support, brand, and reputation in the region, as well as Grant Thornton's Asia-Pacific strategy execution. Prior to being admitted as partner, he served as associate director of member firm development of the Asia-Pacific region.

**Session Two | Cost to Serve Modeling to Maximize Revenue Capture**

*This session examines the practice of cost to serve analysis, the segmentation of customers and products by profitability, and how this analysis is used to grow revenue through added efficiencies.*



**David Bauders, CEO, SPARXiQ**

As CEO of SPARXiQ, David Bauders has been committed to helping manufacturers and distributors accelerate sales, pricing and profitability with cutting-edge analytics, technology solutions and virtual sales training since he founded the company in 1993. Over this period, SPARXiQ has supported over 200 manufacturing businesses and 800 distributors, driving over \$100 billion in business impact. In 2015, years ahead of the COVID pandemic, David recognized a growing skills gap in sales forces' ability to navigate evolving buyer practices in today's disruptive digital economy. SPARXiQ invested heavily to adapt to this now apparent and permanent buyer shift, launching SPARXiQ Studios to produce core virtual sales training to add seller value for in every buyer interaction, meeting them where, when and how they buy. SPARXiQ's award-winning sales training has pioneered a new, cutting-edge format, filmed in Hollywood-quality, short-form, on-demand video that helps sales teams upskill in the digital economy – delivered at the pace of sellers' time-pressured lives. SPARXiQ provides the full suite of skills training to modernize today's industrial B2B sales forces.



**Gustavo Gilchrist, President, Kennicott Brothers**

Gustavo has spent a third of his life in Colombia, his native country, a third in Mexico and a third in the US. A Chemical Engineer and MBA by training, he spent the first eight year of his professional career with Monsanto. Not satisfied with life in a big corporation, he decided to start his own business growing flowers in Mexico in the early 2000's. Thanks to this experience, he ended up working for Kennicott Brothers, a floral distributor headquartered in Chicago. Since Gustavo took over as President in 2013, the company has grown 4x in sales a combination of acquisitions and organic growth, and now has 16 distribution centers in nine states. Kennicott Brothers is 100% employee-owned, with over 400 proud owners.



**Charley Hale, Chairman and CEO, MCE Automation**

Charley Hale is Chairman and CEO of Motion and Control Enterprises, a private equity-backed distributor of highly-engineered products based in Pittsburgh. Under Charley's leadership, MCE has recently completed 4 acquisitions and implemented an aggressive organic strategy. The company has added complementary product and service offerings and expanded its served geography.



Prior to joining MCE, Charley served as CEO and CFO of FCX Performance, an industrial products distributor, which he helped grow from \$15mm to \$350mm in annual sales under several ownership groups.

During his FCX tenure, Mr. Hale was the architect of an aggressive M&A strategy. He was actively involved in the identification, negotiation, closing and integration of 20 acquisitions that supported the company's growth from a small, local distributor to one with near national market coverage. Mr. Hale negotiated numerous debt and equity agreements, including leading 6 change of control transactions, to fund the company's aggressive acquisition and internal growth initiatives.

While at FCX, he implemented transformational operating changes focused on supplier development, organic sales growth and profit improvement initiatives. Charley has a track record of creating value through strategic and financial planning, organic growth, acquisitions / integrations, operational improvements and organization development.

Mr. Hale serves on the Board of Directors EFC International. In the past, he has served as Chairman of Liquid Technologies, Inc. and on the Boards of Lawson Products, Test Equity, Inc. and Applied System Technologies.

### **Session Three | Site Selection for Growing Distributors**

*This session provides a framework for approaching site selection decisions as distributors expand their networks, with emphasis on financing, labor, and supply chain variables.*



**Matt Jones**, *Executive Vice President, JLL*

Matt is proud to serve as partner, advisor, and advocate for corporate occupiers of industrial and supply chain real estate assets throughout North America. These include public companies within the Fortune 100, large privately held corporations, and emerging mid-market companies. Matt's goal is to deliver the lowest total cost of occupancy within a customer's real estate portfolio while maximizing economic value and operational efficiencies across their supply chain. Matt is a consistent top industrial services professional, a testament to career long service relationships with his customers founded on honesty, integrity, a tireless work ethic, and mutual enjoyment for working together.

Despite strong knowledge and experience within all facets of industrial & logistics real estate, Matt actively sources colleagues within JLL's Integrated Portfolio Services who have complimentary skill sets to his practice. This customer-centric approach creates a holistic solution solving the immediate requirement or challenge while offering additional financial and operational value often exceeding executive level expectations. Matt's team members at JLL are market leading practitioners within National Capital Markets & Debt/ Equity, Business & Economic Incentives, "Inside The Box" Industrial Engineering, Supply Chain Consulting, Facilities Management, Labor Analytics, Integrated Portfolio Services (IPS), as well as Design & Construction Project Management.

When Matt is not walking through buildings with customers, he enjoys spending time with his wife, Katie and their two children, Noah and Ella.



**Trevor Ragsdale**, *Executive Managing Director, JLL*

In his role at JLL, Trevor is responsible for leading, managing and growing relationships with corporate occupiers across diverse geographic footprints and portfolio types. Trevor serves as the US Head of JLL's Industrial Occupier Services business, a member of the Global Industrial Board, the Midwest Region Executive Committee, and is the co-founder of JLL's Supply Chain & Logistics Solutions practice.

Trevor co-leads JLL's National Site Selection team along with his partner Meredith O'Connor. Their team of professionals integrate subject matter expertise in supply chain optimization, site selection, labor analytics, business and economic incentives, capital markets, as well as and design and construction project management. Their integrated solutions consistently deliver enterprise-wide value to occupiers of global real estate.



Prior to merging with JLL in June of 2008, Trevor was a Principal of The Staubach Company since 2001. Over his career, Trevor has led over 2,100 client transactions, encompassing more than 300M sq. ft. and valued in excess of US \$10BN.

A lifelong resident of the Chicago area, Trevor resides in Lake Forest, Illinois with his wife Lindsey and son's Christian and Carter.

## **Session Four | Distribution Mergers & Acquisitions**

*This session focuses on the recent acceleration of M&A activity within the distribution industry and provides strategies for identifying opportunities and valuing deals in an area of soaring multiples.*



**Brent Grover**, *Brent Grover & Co.*

Brent Grover advises distributors on maximizing company value, mergers & acquisitions and exit strategy.

Brent has written nine books and numerous articles on distribution management for industry publications. He is an NAW Institute Research Fellow. Brent's books are available at [www.nawpubs.com](http://www.nawpubs.com).

Brent's most recent book is *Mergers & Acquisitions for Distributors: Expert Advice for Buyers and Sellers*, published by NAW. He also wrote *The Little Black Book of Strategic Planning for Distributors*, published by Gale Media ([www.mdm.com](http://www.mdm.com)).

Brent was an Adjunct Professor at the at Case Western Reserve School of Management and a faculty member at the University of Innovative Distribution. Brent has served as a director of many distributors and has been a board member of HIDA, NPTA and other industry groups.

Brent advised sellers on the following recent transactions:

- Johnston Paper sale to Envoy (FEMSA)
- Nichols Paper & Supply sale to Imperial-Dade (Bain Capital)
- Shareholder minority interest sale to Garlock Printing & Converting (Astara Capital)
- Strauss Paper Company sale to Imperial-Dade (Audax, now Bain Capital)
- L&M Food Service sale to Brady Industries (Kelso & Co.)
- GTI Industries sale to SupplyOne (Wellspring Capital)
- Philip Rosenau Company sale to Imperial-Dade (Audax, now Bain Capital)
- Next Generation Films merger with CharterNEX (Leonard Green Partners; now a portfolio company of KKR)