

OTE announces special education session aimed at business owners - one more reason for bus operators to register for OTE, April 24-27

OTE is excited to offer a special 90-minute session on Monday's program at this year's OTE that business owners won't want to miss. John Hotson, a marketing strategist with over 35 years of experience working in large and small organizations and founding partner of the *Business Transition Alliance*, will lead a discussion to help bus operators maximize the value of their business.

As business owners begin the inevitable process of transitioning their business.... whether that means selling the business outright, handing it off to family members or perhaps just stepping back and providing a guiding hand....they ultimately have to come to terms with what truly drives the value of their business. Identifying the things that build value and making that transferable to the next generation of owners can be a challenging undertaking.

During this session, scheduled for **Monday April 25, 2:45 pm – 4:15 pm**, John will review what drives value and helps a company align its behaviours and activities inside the company with the expectations and value perceptions outside the company – thereby increasing the value of the business from a prospective buyer's point of view.

Attending this session will help business owners learn how value drivers are rooted in organizational routines that include the management and maintenance of key assets, building recurring revenue streams and effective resource deployment to maximize cash flow. As John puts it, *"It sounds simple, and it is. But simple does not always equal easy."*

To register for OTE, go to www.OTE.ca. Early bird registration fees are available until April 1.