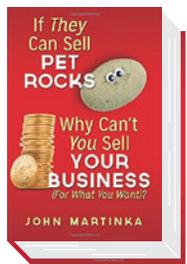


PET ROCKS, BABY BOOMERS, AND EXIT STRATEGIES

Eastside author John Martinka believes a tsunami is approaching — a tsunami of small businesses that soon will hit the market as the entrepreneurial baby-boomer generation enters retirement age.

Martinka — owner of Martinka Consulting in Kirkland — says numerous studies predict that 50-70 percent of small businesses will be unloaded in the next 10 years, including those owners who postponed sale of their businesses during the past few years due to the Great Recession.

In *If They Can Sell Pet Rocks Why Can't You Sell Your Business (For What You Want)?*,



Martinka uses a clear, concise, and jargon-free voice to walk owners through the process of exiting small business ownership by making their business more appealing to buyers. In the book's introduction, Martinka writes, "While

researching this book, I discovered that there are very few books that discuss making a company more attractive to a buyer. Most books in this genre have to do with the actual selling process, legal contracts, negotiations, and similar [topics]."

The author leaves no pet rock unturned in the selling process by including real-world anecdotes on nearly every page to guide readers and validate techniques explained in the text.

The book is a nice companion to Martinka's first book, *Buying a Business That Makes You Rich*, which covers the flip side of the coin — helping individuals buy those already-established small businesses.

Martinka has assisted on more than 100 business purchases in his career, and has owned three businesses in part or in whole. — JOANNA KRESGE

TOP EVENTS

Check out this month's highlights, in which we may or may not try to convince you to quit your day job.



STARTUP EDUCATIONAL SERIES — PITCH CLINIC

April 8, 5:30–7:30 p.m., Orange Studios

How are those pitching skills? Probably rusty, if you still have that day job. Head to Orange Studios in Redmond to learn how to craft a pitch from Alliance of Angels, and also to learn

activities to improve your pitching skills, practice your elevator pitch with others, and hear examples of those investor-winning pitches. And there's pizza. So why not give it a shot? For more information, visit orangestudios.us.

MARKETMIX

April 8, Meydenbauer Center

The Pacific Northwest's premier event for marketers, this all-day event features presentations from some of the area's buzziest companies, including Inrix, Tableau Software, GreenRubino, Copacino+Fuikado, T-Mobile, Weber Shandwick, Microsoft Dynamics, and many more. Learn the latest in marketing trends in email, social, data, B2B, content strategy, and mobile. We're pretty sure that if you work in marketing, you don't want to miss this. Visit marketmix.org to scope the agenda.



NEW TECH EASTSIDE

April 14, 5–7:30 p.m., Kirkland Performance Center

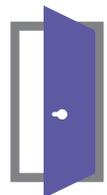
If you haven't been to New Tech Eastside yet, what in the world are you waiting for? Each event features a hefty networking component and four presentations from local tech giants and startups alike.

This month, see presentations from iMover, Azuqua, Mobisante, and GoDaddy. Join the Meetup group to stay current on New Tech's events. meetup.com/newtecheastside

OPENING DOORS: FEMALE FOUNDERS SERIES

April 29, 6:30 p.m., Bellevue Chamber of Commerce

Are you a woman looking to unleash your entrepreneurial self, but you're not quite ready to quit that day job? The Founders Institute might be for you. Head to the informational networking night to get more information on how to keep your day job and get inspired to start your own venture. Contact Maria Dykstra of the Founders' Institute for more information at mariad@tredigital.com.



Spring forward: Don't forget about Startup Weekend Health in Bothell on May 15-17 at the University of Washington Bothell. Bring your ideas, both brilliant and far-fetched, and join up with other like-minded folk who want to change health and health care for the better.

Visit 425business.com/events for more listings.



CHRISTINE SCHULTZ is the global chief marketing officer at Colliers International.



INDIA ROLF joined NW Professional Roofing Services, Inc. as the sales and service manager.



SUSAN TALBOT is a new member of the board of directors at Vision House.