

## How a Small Gift Makes a Huge Impact

*At times during the holiday season we can all find ourselves getting caught in the hustle and bustle and forgetting the real meaning behind the holidays. But what if this holiday season you could give the gift of helping leaders transform their businesses? This past summer, Vistage member Randy Hinden did just that. He gave his friend a lasting gift for his business.*

For the last seven years, Randy Hinden, a Vistage member since 2005, has made an annual boating trip to Martha's Vineyard with this family. During their trip three years ago, they met a gentleman by the name of John Ferro, and John and Randy became fast friends. Both owned family businesses, both struggled with some of the day-to-day demands of their jobs and both worried about succession planning.

"We started talking about frustrations and the things we were up against. He has two sons in his business and I have a nephew in mine, so [succession planning] is a concern," said Randy, who is a Vistage member of a CEO group in Long Island.

One summer the couples were at dinner and the conversation turned to Vistage.

"We started talking about business... I told him it's refreshing to sit down at a Vistage table because you hear other people talk about their problems and you realize they're similar to yours and you can talk through them," Randy said.

As they talked, Randy immediately thought of giving the Gift of Vistage.

"We talked about how, when you're running your own business, you don't have anyone from the outside world looking in, telling you what other ways there are to do things... I told him, 'You get great ideas and suggestions,' and he was intrigued. Handing over the invitation card seemed natural," said Randy.

John contacted Vistage immediately. After a conversation with a Vistage team member, John was convinced his son Matthew and son-in-law Brian would be a fit.

Matthew and Brian attended a Vistage CEO Event in Boston as guests. At the event, they participated in a round table discussion facilitated by Vistage Best Practice Chair Phil Fine and left the event excited by the caliber of people involved with Vistage. They joined two different CEO groups. This is a great reminder of the impact of sharing the Gift of Vistage with someone you care about.

"When I had the conversation with John, he seemed interested so I think the [Gift of Vistage] was that last little thing that pushed him over the edge," said Randy.



This holiday season, give the gift of helping leaders transform their businesses.

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