



**February 2016**  
**Joe Lindsey**  
**M&A Source Chair Elect**

### **Are You Crazy?**

Back in 1997 Apple Inc. ran a television advertising campaign entitled “Think Different.” Pictured during that TV commercial were the images of:

Albert Einstein  
Henry Ford  
John Lennon  
Amelia Earhart  
Ghandi

Dr. Martin Luther King  
Ted Turner  
Alfred Hitchcock  
Mohammed Ali

Thomas Edison  
Jim Henson  
Bob Dylan  
Richard Branson  
Picasso

As the images of those fourteen people were shown, the off-screen voice delivered a message that said, in part:

Here’s to the crazy ones;  
The misfits, the rebels, the troublemakers,  
The round pegs in square holes,  
The ones who see things differently.

And while some may see them as the crazy ones,  
We see genius.

Because the people who are crazy enough  
To think they can change the world  
Are the ones who do.

The question I ask of you is “Are you one of the crazy ones?” If your answer is “yes,” then you may be a candidate to join the M&A Source leadership. The best way to test the water is by dipping your toe into the committee pool. As I mentioned last month, the M&A Source has many committees and the ones listed below may be a good fit for you.

One of the reasons for this call for volunteers is to address the notion that some people have that the M&A Source leadership is a good old boys network, and that if you’re not a member of a particular clique, then your leadership candidacy will be rejected.

While I reject that notion, perhaps there is one area where people interpret our actions that run contrary to our intentions. That area is meal-time at our conferences.

As a point of reference, let’s recognize that many of our members have been coming to our conferences for years and years. Because these people have attended so many conferences, it follows that they have developed relationships with other members; people they get to see face-to-face only once or twice

each year. Because our conferences are so jam-packed full of activities, the meals are the only times during the week that they have time to catch up with those old friends...whether they are involved in leadership or not.

Although no exclusionary tactics were being practiced, someone who is attending one of our conferences for the first time may feel left out of those meal-time conversations. We are a volunteer-driven association, dependent on approximately 70 volunteers to guide our association. As such, it might be difficult to find a table that does not have a conversation revolving around a committee's activities; thereby furthering the notion that we do not want or need the input of those who are not a member of leadership.

Again, I reject that notion. As M&A Source Chairman, it has been my goal to assemble a team of strong, independent-minded individuals who are not afraid to share their thoughts and opinions. While we respect the practices, policies and procedures of those who came before us, we are not afraid to challenge conventional wisdom.

One of the best ways to challenge conventional wisdom is to continually seek input from people who have fresh new ideas; people who aren't afraid to speak up.

Your 2016 Board of Directors is an example of new leadership faces. Only two of this year's Board members have been on the Board for more than three years. The other Board members, after having served first as a committee member, then as chair of a committee, were elected by a ballot provided to all M&A Source members.

If you're still not convinced, let's take a new look at some thoughts offered by Taylor Devine (2011 M&A Source Chairman) in the July 2012 edition of our newsletter, The Bridge. That article was entitled "The ROI from volunteering!" The following thoughts were excerpted from that article.

The more we give the more we get. We know this to be true as we build our individual M&A practice and our firms' M&A practices. Many of us join local and national organizations to gain clients. Those people who contribute to the success and earn leadership positions in those organizations have a much higher ROI on their membership than those who do not.

How do you get the greatest ROI from your M&A Source membership? The same way you get the highest ROI from any organization. Give and you will receive. Don't just join. Do good for others and your ROI will increase significantly. The M&A Source is a member driven organization. Help influence the direction of our M&A Source. Every M&A Source Chair, Board Member and Committee Chair is a member who first got active by serving and building relationships as a committee member.

Through the efforts of your leaders, we will continue to search for ways to increase our brand awareness, deepen and enhance our commitment to our member benefit providers, develop relationships with new member benefit providers, and determine effective practices that you can apply to your personal intermediary practice. The ultimate goal is the success of our members.

We encourage you to be an active part of achieving goals that benefit our members. You can get a jumpstart on that decision by joining a committee and increasing the ROI you're getting from your M&A

Source membership. So non-committee members why not make a point of taking a seat at the table? And committee members, take a moment to bring someone new to the table.

[Our committees include:](#)

Communications/Newsletter  
Dealmakers Expo  
Governance  
Online Education

Conference Planning  
Education  
Marketing  
Sponsorship

Credentialing  
Finance  
Membership  
Webinars

Visit our website by clicking on this link (<http://masource.org/about/committees>) to see the names and contact information of the chairs of our committees. We're ready to hear from you.

Be one of the crazy ones. Use your genius to help us change our deal-making corner of the world.

Joe D. Lindsey, M&AMI, CBI  
Chairman: The M&A Source Board of Directors

