



About SAGE

SAGE Executive Group is a community of high-performing CEOs, presidents, partners, and founders who meet to share ideas, solve problems, and exchange invaluable peer feedback with other leaders.

Among CEO peer advisory groups, SAGE is unique. Our interactive and dynamic half-day meetings deliver more in five hours than other peer groups offer in a full day. Our seasoned group chairmen are hand-selected to complement our member businesses. Our events offer unparalleled education and networking opportunities.

SAGE members have many things in common. They know first-hand the challenges of being at the top. They know that peer feedback is invaluable and that success doesn't happen in a vacuum. They value relationships, both professional and personal. They are passionate about their work and knowledgeable about industry trends.

Above all else, they are driven to achieve better results and to become better leaders – for their businesses, for their families, and for their communities. And they do.

Experience **The SAGE Difference.**



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Meet The SAGE Team

SAGE was founded by individuals who have more than forty-five years of collective experience with CEO peer advisory groups. Our founders have served in executive and leadership positions with some of the best known organizations in this space. As a result, they know what it takes to create an effective and value-driven member experience.



Jerry Rollins | Co-Founder

Jerry Rollins is an Operating Partner at Solis Capital Partners, a private equity firm. Over the past two decades, Rollins has served as CEO, president, and owner of four organizations. His previous roles include CEO and President of ConfirmNet, CEO of MWB Business Systems, and Partner at Imaging Plus. Rollins is a board member of Bird Rock Systems and Samuel Scott Financial Group, and a mentor for the Chairmen's Round Table, a nonprofit volunteer organization aimed at growing local businesses. He has belonged to the Young Presidents' Organization and the World Presidents' Organization since 1995.



Brian Yui | Co-Founder

Brian Yui is the founder of HouseRebate.com, a revolutionary, full-service discount real estate brokerage firm, and MBA Commercial, a full-service commercial real estate brokerage firm. Prior to obtaining his real estate broker's license, Yui spent five years at Price Waterhouse Coopers (formerly Coopers Lybrand) as a Certified Public Accountant. He holds an MBT degree from the University of Southern California and a BS degree from the University of California, Berkeley. Yui is the best-selling author of *Home Buying by the Experts*. He is a member of Entrepreneurs' Organization.



Greg Wells | Co-Founder

Greg Wells is the founder of CrowdConverge, a holding company for several entrepreneurial enterprises including TailgatePal. For seven years, Wells was the Chief of Sales and Field Operations at Vistage International. He has served as President and CEO of Five Point Capitol and as a Senior Vice President and Division Manager at Wells Fargo. He holds a BA degree in Communications from the University of Oregon and graduate certificates from programs held at Dartmouth College and the University of Washington. Wells is a board member of Monrovia Growers, Bigg Fogg, and Special Olympics of Southern California.



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SAGE Member Profile: Steve Wagner

Co-Founder & Brewmaster | Stone Brewing Co.



In 1996, Steve Wagner and Greg Koch founded Stone Brewing Co. in San Marcos, California. Since then, Stone Brewing has become one of the fastest growing breweries in America. In 2011, they announced massive local expansion plans. This year, Stone Brewing projects they will produce more than 6.5 million gallons of beer. Wagner, who was born in Chicago and raised in Los Angeles, has been with Stone since the start of it all.

Q: Why did you join SAGE Executive Group?

A: “I was intrigued by the idea of belonging to a peer group like [SAGE].... **It's great to get out of the office and out of the trenches.** I really appreciate that time out of the office to think about the business and think about

what it means to me.”

Q: What do you feel you have gained from SAGE?

A: “SAGE forces me to look back at my business and think about what I’m doing in my life, and the people that I work with, and what kind of satisfaction I get out of that.”

Q: How has SAGE changed your business and your life?

A: “**Part of it is the camaraderie and support of people who are going through some of the same things that you are – trying to balance your life between your work, your business, your personal life, and your health.** It’s great for me to be able to talk about those things with people who are going through the same things. [We] share and give each other ideas for how to better balance your life and take good care of your business and your family.”



The Importance of Peer Advisory Groups

“People used to talk about competition, about protecting industry secrets and shutting out competitors. Now we talk about cooperation and coordination. **‘Coopetition’ is the new competition.** CEOs who learn from other companies gain more knowledge than they ever could if they limited their interaction to their own firm alone.”

—Jerry Rollins, SAGE Co-Founder

“**The trend toward greater collaboration extends beyond the corporation to external partnering relationships...** CEOs and the companies they manage must constantly evolve to stay competitive.”

—*Forbes*

“A new generation of social media users is changing the landscape of business. **There has never been a more important time to speak with other CEOs about the best practices that are working for them.**”

—Brian Yui, SAGE Co-Founder

“**Behind every successful company is a CEO who depends on a network of professional and personal support.** Successful CEOs never stop working to grow their networks.”

—Greg Wells, SAGE Co-Founder

“The CEOs [studied by Harvard] spent their time in much the same way: in face-to-face interaction. Meetings remain the focus of the CEO's day because such personal interactions are critical. **A truly great CEO... must remain a great intelligence gatherer, a great communicator and ultimately a great decider, and meetings are one of [his or her] most important tools.**”

—*The Wall Street Journal*



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SAGE Member Experts

Finance

Jerry Rollins • Partner, Solis Capital Partners | *Private Equity*

Manufacturing & Technology

Bob Westfall • President, Solatube International | *Solar Technology*

Chuck Miyahira • CEO, HM Electronics | *Wireless Communication, Surveillance*

Punit Gyanendra • CEO, Global Product Resources | *Manufacturing, Distribution, Giftware*

Tim McConnell • President, Holdrite | *Manufacturing, Construction*

Marketing & Digital Media

Ben Norton • President/COO, Internet Marketing | *Digital Marketing, Social Media*

Ivan Farber • Founder/CEO, DynamiCard | *Direct Marketing, Digital Marketing*

Pete Pacas • Co-Founder, Telic Interactive | *Digital Marketing, Data Mining*

Ryan Green • Founder/Publisher, Get1Free | *Direct Marketing, Discount Marketing*

Healthcare

Brad Lee • President, Breg | *Athletic Braces, Sports Medicine*

Todd Clyde • President/CEO, Digidrad | *Medical Imaging, Medical Technology*

Non-Profit

Robert Chavez • CEO, Urban Corps of San Diego County | *Conservation, Recycling*

Sue Reynolds • CEO, Community Housing Works | *Low Income Housing*

Real Estate

Brian Yui • Founder/CEO, HouseRebate.com | *Discount Real Estate Broker*

Damian McKinney • Founder/Principal, McKinney Advisory Group | *Real Estate Advisory*

Restaurant & Hospitality

Eric Leitstein • Owner, Union Kitchen and PB Ale House | *Restaurants*

Jennifer Miller • Partner, ACCESS Destination Services | *Corporate Travel and Events*

Steve Wagner • Co-Founder, Stone Brewing Company | *Craft Brewery, Restaurants*

Services

Dale Wedge • President, Sharp Business Systems | *Electronic Business Services*

Mike Tweeten • President, ACE Parking | *Parking and Valet Services*

Ross Afsahi • President, GS Levine Insurance | *Commercial and Personal Risk Management*

If you have any questions about our experts, please contact:

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F.A.Q.

Who is a typical SAGE member?

SAGE members hail from a variety of industries and bring a wide range of experience and expertise to the table. The median annual revenue of a member's company is \$23,000,000.

What are the minimum qualifications for membership?

To be eligible for SAGE membership, potential members must be...

- CEO, president, partner, or founder of his or her company
- Currently active in leading the business
- Leading a company that is generating \$3,000,000 or more in annual revenue

Can SAGE help non-profit and not-for-profit organizations?

SAGE awards a scholarship to one member in each peer advisory group who leads a local non-profit or not-for-profit organization. This arrangement is mutually beneficial for all members. Non-profit leaders have the opportunity to learn from successful CEOs, and CEOs gain the unique perspective of leaders in the not-for-profit sector.

What makes SAGE unique among peer advisory groups?

Our goal is not to be the biggest CEO peer advisory group; it's to be the best. At SAGE, we believe in quality over quantity. Groups are limited to 13 members to ensure ample knowledge and experience among the group while providing opportunities for each member to have his or her issues addressed.

Are members available for interviews with the press?

We are happy to arrange interviews with SAGE members. Our members are able to provide expertise and commentary on a variety of topics, from real estate to finance to technology.



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