

Event Overview & Timeline

Event Schedule:

- Session times: 9:00am – 2:30pm (including a 60-minute lunch)
 - Happy Hour: 2:45 – 4:00pm
-

8:45 – 9:00am

Check-in

9:00 – 9:20am

Introduction & Aesthetic Market Overview

Topics covered: market overview & introduction to M&A day

- **SPEAKERS:**
 - Ben Hernandez – CEO & Managing Director at Skytale
 - Brad Adatto – Partner & President at ByrdAdatto
 - Jon Eskow – Founder at Eskow Law Group

9:20 – 10:00am

View From the Top: A CEO Perspective

Topics covered: Macro view of the industry from a platform CEO lens and how they are scaling their platforms

- **MODERATOR:** Annie Robertson Hockey – President at Skytale
- PANELISTS:**
 - Alyssa Shaw – CEO at The Aesthetic Syndicate
 - John Wheeler – CEO at Alpha Aesthetics
 - Alyssa Rapp – CEO at Empower Aesthetics

10:00 – 10:45am

Deal or No Deal: A Buyer's Perspective

Topics covered: Buyers offer their perspective on practice data presented and how they would interpret partnering or not

- **MODERATOR:** Tedd Van Gorden – Director at Skytale
- PANELISTS:**
 - Dan Schacter – CEO at Cosmetic Physician Partners
 - Mark Fruce – Co-Founder & Principal at Annie Aesthetic
 - Reetu Gupta - CEO & Founder at Well Labs+

10:45 – 11:30am

Lessons Learned From an M&A Deal Team

Topics covered: Advisors offer their perspective on what is involved in a deal, the pitfalls that have been seen in deals on the financial side, and where deals die or succeed

- **MODERATOR:** Brad Adatto – Partner & President at ByrdAdatto
- PANELISTS:**
 - Jon Eskow – Founder at Eskow Law Group
 - Michael Byrd – Partner & CEO at ByrdAdatto
 - Ben Hernandez – CEO & Managing Director at Skytale

11:30 – 12:40pm

Lunch & Learn with Experts

12:40 – 1:15pm

The Emotional Rollercoaster of a Deal

Topics covered: Discussion on how to continue to power forward and areas where a deal goes sideways & how to get it back on track

- **MODERATOR:** Brad Adatto – President at ByrdAdatto

PANELISTS:

- Greg Rutstein – Partner & Head of Corporate Healthcare at Eskow Law Group
- Julie Davis – Founder & CEO Pura Vida Body & Mind Spa
- Kattie Kaffai – Founder at LivingYoung
- Tedd Van Gorden – Director at Skytale

1:15 – 2:00pm

Life After Close

Topics covered: Discussion with a PEG & Platform on the post close relationship and the support provided to scale the business

- **MODERATOR:** Jonathan Eskow – Founder at Eskow Law

PANELISTS:

- Mike Pedro – CEO at MD Esthetics
- Michael Byrd – CEO at ByrdAdatto
- Darcie Surinak – President & COO at AYA Medical Spa
- Maegen Kennedy – Head of Clinical Development, AYA and CEO & Founder of Windermere Med Spa & Laser Institute & Windermere Longevity

2:00 – 2:30pm

Future Looking: How Future Innovation Could Impact Your Practice

Topics covered: Leveraging technology and AI to leapfrog your business, from operations to your compliance program and more

- **MODERATOR:** Annie Robertson Hockey – President at Skytale

PANELISTS:

- Jay Reyero – Partner & CFO at ByrdAdatto
- Keri Gohman – CEO at Patient Now
- Kay Durairaj, MD – CEO at Beauty by Dr. Kay

2:45 – 4:00pm

Networking HH & Raffle

*Raffle off AmSpa basic membership
\$100 credit to Wynn*