

## ABOUT THE PRESIDENT



### **Dyanne Ross-Hanson** ChFC, CLU, CFP® CEPA

**President, Exit Planning Strategies, LLC**

p. 651 426-0848

e. [drh@exitplanstrategies.com](mailto:drh@exitplanstrategies.com)

w. [exitplanstrategies.com](http://exitplanstrategies.com)

#### **Specialty**

Helping Business Owners Develop Comprehensive—Written Exit Plans

#### **Experience**

University of Minnesota—Carlson School of Mgmt. - B. S. Finance  
Chartered Financial Consultant (ChFC), The American College, Bryn Mawr,  
Chartered Life Underwriter (CLU), The American College, Bryn Mawr, PA  
Certified Financial Planner (CFP®), The College for FP, Denver, CO  
Certified Exit Planning Advisor (CEPA) - Exit Planning Institute, OH  
Past President—Society of Financial Service Providers –Twin Cities (SFSP)  
Co Chair—MN Business Ethics Award  
Board Member—St. Andrews Church Foundation  
St. Jude's Tournament of Hope—Volunteer  
Speaking Advisory Panel—Vistage International Inc.

#### **Speaking Engagements**

**Vistage—Nat'l Business Owner Peer Advisory Group**—MN, IL, MI, HI, AL, ID, SD, OR, LA, NY, GA  
Financial Planning Association—MN  
WCCO News Radio 830—Business Breakfast Series  
Women's President Organization (WPO)  
Club Entrepreneur—Hudson, WI  
University of St. Thomas *Entre Today* Program  
Twin Cities Builders Association  
MN Mechanical Contractors (MMCA)  
National Electrical Contractors Association (NECA)  
Minnesota Concrete & Masonry Contractor Association  
American Consulting Engineers Council – Minnesota  
American Molding Association – Minnesota Chapter  
Fidelity Bank—Lunch & Learn  
Allerus Bank—Lunch & Learn  
Young Entrepreneur Organization (YEO)  
International Institute for Women Entrepreneurs IIWE  
Minnesota Society of Certified Public Accountants (MNCPA)

#### **Published**

**Upsize Minnesota:** *Selling to Key Employees: Pipe Dream or Do-Able*—March 2017  
**Upsize Minnesota:** *Fair vs. Equal When Planning for Next Gen*—July 2016  
**CFMA—Building Profits:** *Key Employee Incentive Plans—What Are You Waiting for*—April 2016  
**Upsize Minnesota:** *Seller Financing: Not to be Feared in Internal Transitions*—July 2015  
**Upsize Minnesota:** *Lifestyle or Transferable Business: Which Are You Building*—Dec 2014  
**Construction Business Owner:** *Family Business Transitions*—March 2014  
**Upsize Minnesota:** *Beware When Passing Firm to Offspring* – Sept. 2010  
**Mpls Star Tribune:** *Ask the Expert; Family Transitions* – Aug. 2010  
**Mpls/StP Bus Journal:** *Recession Blocking Your Exit Strategy? There is a way out.*—5/2009  
**Upsize Minnesota:** *Internal Moves May Work When Exiting Firm* – Sept. 2008  
**Upsize Minnesota:** *Smart Incentive Plans are Key to Successful Exit* – November 2006  
**National Underwriters:** *Help Clients Dreams Come True with Succession Planning-*  
**Upsize Minnesota:** *Eight Ways to Exit Your Business* – June 2005  
**Women's Business Minnesota:** *Considerations for Transitional Ownership* – April 2005  
**Frameworks/ACEC/MN:** *You're Key Employees, What Are You Doing to Retain Them*—June 2004  
**Metro Doctors:** *Exit Planning, What is it?* –March 2005

#### **Personal**

Reside with Husband, Lynn, in Birchwood, Minnesota— Three grown children Kevan, Lauren & Dayna