



Betsy Atkins

invites you to a cocktail reception & presentation for the release of her new book

BE BOARD READY

THE SECRETS TO
LANDING A BOARD
SEAT AND BEING
A GREAT DIRECTOR

BOOK LAUNCH EVENT



Tuesday, April 9, 2019 at 5 p.m.

Nasdaq MarketSite
4 Times Square

New York, New York 10036

(Entrance at Broadway and 43rd St.)

Thursday, April 11 at 5:30 p.m.

Nasdaq Entrepreneurial Center
505 Howard Street

San Francisco, California 94105

Email or call us to RSVP

rsvp@bajacorp.com

305-663-1284

Betsy Atkins is a three-time CEO, serial entrepreneur and corporate governance expert, having served on over 30 boards. In her book "Be Board Ready" she finally shares her secret to getting on public company boards. She'll tell you how to build your brand, grow your network, and maximize your board interview for a board seat to get the offer. She'll help you prepare for board service and guide you on how to be a better board member. For CEOs and entrepreneurs, she shares how to make your board a strategic differentiator, truly accelerating your career and building your company. She wraps it up with a series of articles on board learnings and experiences. "Be Board Ready" is an insider's guide to getting a board seat and making the most of it.

"Nasdaq has always valued best-in-class corporate governance and has partnered with Betsy for years as part of our Governance Clearinghouse, conferences, and in her role as a Nasdaq director. This book captures her insights not only on how to join a board but also on how to be a valued member."

ADENA FRIEDMAN

President and CEO, NASDAQ

"Betsy Atkins had the courage to join our board as an Independent Director during a time of company crisis. Betsy provided not only a steady hand, but also the focused, strategic thinking and experience in corporate governance necessary to navigate a clear path forward."

MATT MADDOX

CEO, WYNN RESORTS

