



## Successful Exit Is a Grand New Beginning

My hands shake, my skin tingles, and the acid in my stomach could remove the rust from the bumper of my truck. No, I haven't taken up crack. I'm just a little nervous; my wife is hours away from delivering our first baby.

It's an amazing time for us, a time when little things seem greatly significant, when major allegorical MEANING seems to lurk in even the most mundane of moments. Yet even as I acknowledge my hypersensitivity, I can't help but wonder at the strange forces that have me putting together an issue entitled "The Successful Exit" as I wait for our child to make hers.

Also making an entrance into the world this month is Wasatch Digital iQ's new website ([www.wasatchdigitaliq.com](http://www.wasatchdigitaliq.com)). As I write this, we are in the final throes of designing and uploading a comprehensive and vital resource that will help you stay in touch with what's going on across Utah's digital landscape. The new site features news stories from Utah and around the world that impact you and your company. It also features blogs from Utah's opinion leaders and, of course, the on-line version of this magazine.

When I interviewed Overstock.com CEO Patrick Byrne for this issue (page 59) he shared an analogy that legendary investor Warren Buffett had shared with him. On the day you graduate from college or complete whatever ritual moves you into the adult world, you get a card with 20 punches on it. Each major move you make in your life — your first job, your marriage, a move to another state — eats up one punch. When those 20 punches are used up, your life will be over. The idea is to choose your punches with care and then put everything into making them count.

It was with the Buffett/Byrne words in mind that we put this resource guide and our website together. We've endeavored to outline the processes and procedures — the machinations and ramifications — of moving your company toward "successful exit." We hope that it might, in some small way, arm you with nuggets of knowledge you can hurl at the vast unknown. Whether you look at the next punch on your card as an exit or an entrance, here's hoping it will be a grand new beginning.

Bill Kerig  
Editor in Chief