

Beyond the Deal Newsletter

*Mergers and Acquisitions that
Achieve Breakthrough Gains*

www.beyondthedeal.net

May 2013

Quote of the Month

"Whales evolve slower than fruit flies"

The Economist

Special Event: May 21st Webinar

"M&A Integration: The Opportunity for Quantum Leap Value Creation"

The pressure is on, now more than ever, to derive as much value as possible from your M&A activity. Top management, the board, and stakeholders have high expectations on the overall ROI. How ready are you?

On May 21st, I am pleased to join a panel of world-class M&A professionals, all of whom are widely published authors, to focus on how to better prepare for and execute the critical integration phase of the M&A life cycle.

Please join us at 1:00 PM, on May 21 for this event.

REGISTER NOW >

<https://www3.gotomeeting.com/register/513137086>

This is not a conversation on checking the boxes on the integration scorecard. Rather it will draw on extensive sets of panelist's experience to see how integrations can be unique windows of opportunity to carrying out integrations keyed to create value and unprecedented

performance.

The panelists are:

- **Jay Chatzkel, Principal, Progressive Practices;** Co-author, *Beyond the Deal: Mergers and Acquisitions that Achieve Breakthrough Performance Gains*
- **Dennis Roberts - Chairman, The McLean Group;** Author, *Mergers and Acquisitions, An Insider's Guide to the Purchase and Sale of Middle Market Business Interests*
- **Andrew Sherman - Partner, M&A practice, Jones Day;** Author, *Mergers and Acquisitions from A to Z*, 3rd edition
- **Scott Whitaker - President, Whitaker & Company;** Author, *Mergers & Acquisitions Integration Handbook: Helping Companies Realize The Full Value of Acquisitions*

We will be discussing how our approaches, methodologies, and tools can help make huge improvements in the value attained through your M&A transactions. Topics will include:

- How early should integration assessment and planning begin?
- How do you integrate and innovate at the same time?
- How can you leverage bankers, lawyers and other external M&A professionals?
- What are the key success factors when planning an integration?
- How can tools best be applied to ensure effective execution?
- Keeping the integration moving at the right speed and on track.
- Real-life examples of the successful handling of critical integration issues.

Whether your organization is contemplating a deal or already in the middle of an integration, we hope you will join us. Please also forward this invitation to others who have responsibility for leading your company's integration programs.

The session is presented by  www.eknow.com as part of its The Art of M&A Webinar Series

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 Forward to a Friend

Panelist Bio's



Jay Chatzkel - Principal, Progressive Practices

Mr. Chatzkel is Principal of Progressive Practices, where he assists organizations in transforming themselves in enterprises. This includes working with organizations to develop skills and practices in the areas of merger and intellectual capital, knowledge management, social media, leadership and collaboration, business process management measurement.

He is the author of three books: *Beyond the Deal: Mergers and Acquisitions that Achieve Breakthrough Performance* (with Hubert Saint-Onge, McGraw-Hill, 2009) *Knowledge Capital: How Knowledge-Based Enterprises Really Get It Done* (2003) and *Intellectual Capital* (John Wiley & Sons, 2002). Mr. Chatzkel is North American Editor, *Journal of Knowledge Management* for Conferences and Events, *Journal of Knowledge Management*. He has written numerous articles and conference papers. He has a Bachelor's degree from Bucknell University and has Masters degrees from the University of Wisconsin at Madison.



Dennis Roberts - Chairman, The McLean Group

Dennis Roberts is Chairman of The McLean Group, LLC, a middle market investment bank with offices in numerous cities. He has more than 35 years of financial advisory and investment banking experience involving a multitude of transactional services across various industries and markets.

Mr. Roberts is the author of the widely acclaimed and internationally selling *Mergers and Acquisitions, An Inside Look at the Deal* and *and Sale of Middle Market Business Interests*, published by John Wiley & Sons in 2009 and the soon to be released *Private Equity Banks*, published by McGraw Hill, LaJoux and Roberts. He teaches, lectures and writes on M&A, business valuation and corporate governance to national audiences and has been designated "Instructor of Great or Exceptional Distinction" on numerous occasions. He has authored numerous media articles published in the New York Times, The Washington Post and many others. He has testified in numerous cases over the years. Among these, he served as the lead expert in valuing the Nixon Watergate Tapes. Mr. Roberts is the Chairman of The DC Institute of CPA's Ethics Committee for several years and was a member of the AICPA regional council. Mr. Roberts was the Founder, Chairman and CEO of a publicly-held national bank holding company from 1984 to 1994. He was also the Chairman of a large Washington, DC area accounting firm. While a practicing CPA, Mr. Roberts focused on mergers & acquisition services.

A graduate of Benjamin Franklin University (which subsequently merged with The George Washington University), Mr. Roberts is a Certified Valuation Analyst (CVA) and Accredited in Business Valuation (ABV) by the AICPA. He also is an enrolled Federal Financial Industry Regulatory Authority (FINRA) registered representative and firm principal (Series 7, 24, 28, 79).



Andrew Sherman - Partner, M&A practice, Jones Day

Andrew J. Sherman is a Partner in the Washington, D.C. office of Jones Day, with over 2,700 attorneys worldwide. He is a recognized international authority on the legal and strategic issues affecting small and growing companies. Mr. Sherman is an Adjunct Professor in the Masters of Business Administration (MBA) program at the University of Maryland and Georgetown University. He has taught courses on business growth, capital formation and entrepreneurship for over twenty-three (23) years and was a faculty member at both schools.

Mr. Sherman is the author of twenty-six (26) books on the legal and strategic aspects of business growth and capital formation. His books include the best-selling *Mergers and Acquisitions from A to Z, 3rd edition* which was published by AMACOM in 2008, his 23rd book, *Harvesting Intangible Assets, Uncover Hidden Revenue in Your Company's Intellectual Property*, published in October of 2011. His twenty-fourth (24th) book, *Raising Capital*, 3rd edition was published in the Spring of 2012. His 25th book, *Essays on Governance* published in late Spring of 2012. His twenty-sixth (26th) book, co-authored with Elizabeth Sherman, *Impact: How Buying From Women Will Change the World*, was published in February of 2013. Mr. Sherman can be reached at ajsherman@jonesday.com or e-mail ajsherman@jonesday.com.



Scott Whitaker - President, Whitaker & Company

Scott Whitaker is the president and CEO of Whitaker & Company, an Atlanta-based consulting firm specializing in develop, execute, and implement merger integrations and business strategies designed to achieve growth.

Since 2005, Whitaker & Company has been involved in merger integration and strategy and operations projects for both domestic and international companies. Scott has over 20 years experience in strategic planning disciplines, merger and post acquisition integration and has advised clients across many industry sectors including financial services, telecommunications, consumer durables, manufacturing, gaming & hospitality.

Whitaker & Company helps companies to realize the goals of their M&A strategies by creating customized, flexible playbooks as well as detailed operational and functional integration plans with tools, templates, and reports to support.

Scott is the author of ***Mergers & Acquisitions Integration Handbook: Helping Companies Realize The Full Value***, a comprehensive resource to help companies create a scalable post merger or acquisition integration process that accelerates business benefit goal realization.