

8TH ANNUAL LIQUIDITY & CAPITAL RAISING NATIONAL FORUM

TUESDAY, OCTOBER 23, 2018
CONVENE - NEW YORK CITY, NY

Tuesday, October 23, 2018 Conference Agenda

8:00 – 9:00 AM	REGISTRATION, BREAKFAST, AND NETWORKING
9:00 – 9:15 AM	WELCOMING REMARKS
9:00 – 4:00 PM	DEALCONNECTION MEETINGS
9:15 – 9:45 AM	TODAY'S MARKET CONDITIONS ARE UNLIKE ANY WE'VE SEEN IN THE PAST. WHAT IS THE VISION FOR THE FUTURE?
9:45 – 10:00 AM	M&A UPDATE: TRENDS AND OUTLOOK
10:00 – 10:30 AM	REAL-TIME MARKET INTELLIGENCE C-Suite business executives and market-makers share their vision about business and the economy.
10:30 – 10:45 AM	NETWORKING BREAK
10:45 – 11:15 AM	Panel: PREPARE TO SELL Private equity and strategic investors are searching for companies like yours, but selling is not as easy putting up a "for sale" sign. Preparing for a transaction is a consuming process with life-altering consequences. Here, experienced deal-makers share insights that will maximize the value of your company.
11:15 – 11:45 AM	Panel: NEGOTIATING THE BEST DEAL OF YOUR LIFE Within the context of a transaction, you have one opportunity to negotiate the best deal of your like. Rookies make rookie mistakes, but experienced negotiators help increase the certainty of close. Our panel of seasoned negotiators will share strategies to negotiate a favorable deal in today's market.
11:45 – 12:15 PM	Fireside Chat: OBSERVATIONS FROM THE C-SUITE Zaid Ashai, Chairman and Chief Executive Officer of Nexamp, will share stories, best practices, and lessons learned.
12:15 – 1:30 PM	LUNCH & NETWORKING
1:30 – 2:00 PM	Panel: DEAL STRUCTURES MATCH STRATEGY Most business executives think that a transaction with a private equity firm means relinquishing their control position in the operation of the business. In a control transaction, that may be true, but today, a growing number of private equity firms are willing to structure non-control transactions that

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may more closely align with the company's strategic plan. Here, our panel of private equity professionals will explore the similarities and differences of control and non-control transactions.

2:00 – 2:30 PM

Panel: **ELIMINATING ORGANIZATIONAL CHAOS**

Organizational chaos is far more prevalent than people will admit. It happens when a company operates in a way that is siloed and disorganized. Organizational chaos, if not managed, can stagnate growth, erode value and expose your company to unforeseen risks. By eliminating chaos, companies are in a better position to create faster, more consistent processes that lower costs, reduce mistakes, and increase value.

2:30 – 3:00 PM

Panel: **FINANCING FOR GROWING COMPANIES**

Today, lenders are structuring innovative and flexible senior debt, buyouts, acquisitions, growth capital, recapitalizations, and refinancings. Given the circumstances surrounding your company, debt may be a better match given your overall strategic growth plan.

3:00 – 3:15 PM

NETWORKING BREAK

Industry Breakout Session (choose one)

3:15 – 4:00 PM

MANUFACTURING: INSIGHTS IMPACTING GROWTH & VALUE

Roundtable discussion with industry experts.

3:15 – 4:00 PM

HOSPITALITY: INSIGHTS IMPACTING GROWTH & VALUE

Roundtable discussion with industry experts.

3:15 – 4:00 PM

TECHNOLOGY: INSIGHTS IMPACTING GROWTH & VALUE

Roundtable discussion with industry experts.

3:15 – 4:00 PM

LIFE SCIENCES: INSIGHTS IMPACTING GROWTH & VALUE

Roundtable discussion with industry experts.

3:15 – 4:00 PM

CONSUMER: INSIGHTS IMPACTING GROWTH & VALUE

Roundtable discussion with industry experts.

3:15 – 4:00 PM

REAL ESTATE: INSIGHTS IMPACTING GROWTH & VALUE

Roundtable discussion with industry experts.

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Transformation Breakout Session (choose one)

4:00 – 4:45 PM

AGILE TRANSFORMATION

Transformation has evolved from a buzz word to a requirement for businesses of all sizes and maturity levels to deliver on goals and growth initiatives. The key is to identify a single, pragmatic initiative that stands to have immediate impact to the transformation of your organization and serve as a catalyst for innovation, ultimately setting you apart from the marketplace.

4:00 – 4:45 PM

DIGITAL DRIVES COMPETITIVE ADVANTAGE

Many growth-focused companies are overwhelmed by next generation technologies. Thus, they fail to capitalize on key market drivers; limiting their ability to create impactful digital transformation. Market leaders embrace digital solutions, investing to fuel revenue growth, build customer loyalty, create operating efficiencies, and respond to market shifts quickly.

4:00 – 4:45 PM

M&A TRANSFORMATION – QUALITY OF EARNINGS AND BEYOND

A well-prepared quality of earnings report supports the critical investment decisions. But additional considerations outside of quality of earnings can impact the value of an asset and influence the choice to close a deal. Expanding your decision-making tools beyond quality of earnings can further increase the transparency of the deal, expose potential risks, and uncover added value in a company that transcends its balance sheet.

4:00 – 4:45 PM

INSIDE THE ANALYTICS ACCELERATOR

Finance teams have been tasked with adding value beyond standard financial statements. Leadership expects partnership and predictive, data-driven, actionable insights. While this is a challenge for most organizations' finance functions, solutions to optimize performance.

4:00 – 4:45 PM

CYBERSECURITY RISKS ARE GREATER THAN YOU THINK

If the threat of cyber-attack is ever-present, why is there such a disconnect between boardroom discussions and program engagement? How can boardrooms and company leadership align on issues pertaining to cybersecurity and privacy?

4:45 – 5:30 PM

KEYNOTE FIRESIDE CHAT: RIGHT AWAY AND ALL AT ONCE: A CONVERSATION ABOUT BUSINESS TRANSFORMATION, INNOVATION, AND DISRUPTION

Greg Brenneman is Executive Chairman of CCMP and a member of the Firm's Investment Committee. Mr. Brenneman plays an active leadership role in executing the Firm's overall strategy while remaining actively

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engaged in completing transactions, developing strategies and coaching the senior management of CCMP's portfolio companies.

Prior to joining CCMP in October 2008, Mr. Brenneman served as Chairman, CEO, President and/or COO of Quiznos Sub, Burger King, PwC Consulting and Continental Airlines. In 1994 Mr. Brenneman founded Turnworks, Inc. ("Turnworks"), his personal investment firm that focuses on corporate turnarounds. Prior to founding Turnworks, Mr. Brenneman was a Vice President for Bain & Company. Mr. Brenneman currently serves on the board of directors of Eating Recovery Center, Hayward, PQ Corporation, Baker Hughes, Baylor College of Medicine and The Home Depot, Inc.

Mr. Brenneman is an Emmy Award winner and the author of *Right Away & All At Once, Five Steps To Transform Your Business and Enrich Your Life*. Mr. Brenneman holds a B.B.A. in Accounting/Finance, summa cum laude, from Washburn University of Topeka, Kansas and an M.B.A. with distinction from Harvard Business School. He was awarded an honorary Doctor of Commerce degree from Washburn University.

5:30 – 6:30 PM

COCKTAIL RECEPTION

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