

Presented by **insIGHT**

9th Annual

# MID-MARKET MARCH MADNESS

Capitalizing on M&A, Buyouts and Turnaround Opportunities

March 17 – 18, 2009 | The W Atlanta Midtown | Atlanta, GA



Whether you are a middle market (\$25M-\$1B) corporate executive, private equity or mezzanine fund, lender or an advisor, you don't want to miss this opportunity to hear and learn from the most notable investors, strategic buyers, executive management and advisors in the industry to discuss, analyze and debate the most critical concerns facing our industry today. Program highlights will include:

- State of the market: a year in review and future expectations
- What should GPs expect from the LP community in 2009 and beyond?
- In the current environment, is there an increase or decrease in the use of advisors and/or funds-of-funds by the LP community?
- How are financial sponsors responding to the changing environment?
- How to get deals financed in a very thin market
- How to cope with lenders in a distressed environment

*and much more...*

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 **hedgefundtools**

**Private Equity**  
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## PROGRAM CHAIR

**Ira L. Moreland**  
*Managing Director*  
*SunTrust Robinson Humphrey, Inc.*

## KEYNOTE ADDRESS

**Latest Developments in Alternative Energy Investing**

**Neil Z. Auerbach**  
*Managing Partner*  
*Hudson Clean Energy Partners*



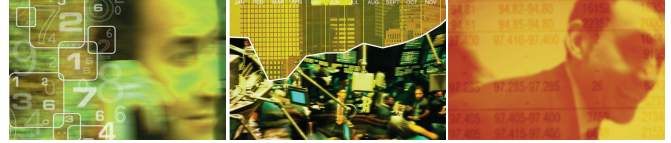
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**416 642 6133 OR FAX 1-800-454-0031**

An  **incisivemedia** event

9th Annual

# MID-MARKET MARCH MADNESS

March 17 – 18, 2009 | The W Atlanta Midtown | Atlanta, GA



Now in its 9th year, **Insight** is pleased to announce the **2009 Middle Market March Madness** conference. This event was developed with extensive input from recognized experts in the industry. It will bring together a diverse range of speakers to address various topics and direct advanced discussion and dialogue on the key issues and challenges that our industry is currently facing. The first day will examine the current state of the markets while the second will look at the opportunities that are available as well as new developments.

More than ever we expect this event to be an excellent opportunity to come together and share views and outlooks on the future development and direction of our industry.

**We look forward to seeing you in March!**

Sincerely,

Ira L. Moreland  
*Managing Director*  
*SunTrust Robinson Humphrey, Inc.*

## WHO SHOULD ATTEND

### Mid-Market Business Development Professionals:

- CEOs, CFOs, SVPs of Corporate Strategy and Development
- General Counsel

### General Partners and Limited Partners:

- Private Equity Funds
- Buyout Funds
- Mezzanine Funds

### Lenders, Deal Facilitators and Consultants:

- Private Placement Agents
- Investment Banks and Intermediaries

- Senior Lenders
- Deal Intermediaries
- Business Brokers
- Merger & Acquisition Specialists
- Distressed/Turnaround Managers

### Other Service Providers Servicing the Mid-Market:

- Attorneys
- Accountants
- Due Diligence Firms
- Consultants and Appraisers

## Sponsorship Opportunities

If you are interested in displaying your company's products or services to high level key decision makers within your target audience, please contact: [Gene Beil](mailto:Gene.Beil@incisivemedia.com) 1 866 456-2020 ext. 6143 [Gene.Beil@incisivemedia.com](mailto:Gene.Beil@incisivemedia.com)

8:00 | 8:40

Registration and Continental Breakfast

8:40 | 8:45

Welcoming Remarks from Insight

8:45 | 9:00

Chair's Opening Remarks

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Ira L. Moreland

*Managing Director*

*SunTrust Robinson Humphrey, Inc.*

9:00 | 10:00

State of the Market: A Year in Review and Future Expectations

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Moderator:

Mark Loeffler

*Managing Director*

*VRA Partners*

Bart McLean

*Partner*

*MSouth Equity Partners*

Michael K. Sheff

*Managing Director*

*SunTrust Robinson Humphrey, Inc.*

Bruce Sim

*Senior Vice President and Division Manager*

*Wells Fargo Business Credit*

10:00 | 10:15

Networking Coffee Break

10:15 | 11:15

Fund Raising Environment Update

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Moderator:

Martin R. Tilson, Jr.

*Partner*

*Burr & Forman LLP*

Benjamin A. Bornstein

*Managing Partner*

*Indigo Asset Management*

Scott Hamner

*Partner*

*Credit Suisse Customized Fund Investment Group*

Tracy Harris

*Director*

*Parish Capital Advisors, LLP*

- Who is raising the funds and who is investing?
- What are the fee structures?

- How have redemptions changed the liquidity terms?
- Key differentiators for LPs in today's market
  - what are LPs looking for from a fund manager in today's environment?
- GP marketing do's and don'ts
- What should GPs expect from the LP community in 2009 and beyond?
- What strategies are gaining more traction?
- In the current environment, is there an increase or decrease in the use of advisors and/or funds-of-funds by the LP community?

11:15 | 12:15

What is Going on in the Lending Market?

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Moderator:

Richard W. Grice

*Partner*

*Alston + Bird LLP*

Benjamin A. Bornstein

*Managing Partner*

*Indigo Asset Management*

David H. Kahn

*Director of Investment Development*

*American Securities*

Mark Kelley

*Managing Director*

*SunTrust Robinson Humphrey, Inc.*

John Rosin

*Senior Vice President*

*GE Commercial Finance*

- General state of the debt capital markets today
- Is the TARP stimulating middle-market leveraged lending?
- How have loan structures changed in the current environment?
- What do senior secured loan structures look like today?
- How have syndication processes changed and who are the investors today?
- Are there specific industry sectors or structures that the market particularly favors?
- How are existing transactions being impacted by changes in pricing and structure?
- How are financial sponsors responding to the changing environment?
- Where are the debt capital markets headed in the short, medium and long-terms?

12:15 | 1:45

Networking Luncheon

1:45 | 2:45

## How Do You Create Deal Flow in A Declining Market?

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John M. Camp III

Partner

Southfield Capital

James A. McNair

Senior Managing Director

Corinthian Capital Group, LLC

- Developing new sources
- Redeveloping old sources
- Refining your systems
- Work your database / stay out there
- Go back in your files
- Set your group's focus and keep making your pitch
- Differentiate your group from the crowd
- Champion your victories
- Making the best of a changing landscape
- Watching for signs of the next boom
- Remembering to be nice

2:45 | 3:00

## Networking Refreshment Break

3:00 | 4:15

## Restructuring and Turnaround Opportunities and Strategies

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Moderator:

Joe Pegnia

Senior Manager

Grant Thornton LLP

Benjamin A. Bornstein

Managing Partner

Indigo Asset Management

Mark W. Kehaya

Partner

Meritum

- Opportunities in non-traded distressed debt
- Effect of liquidity in distressed debt markets
- Due diligence considerations

4:15 | 5:00

## Realigning and Improving your Company Portfolio

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Joseph B. Alala, III

President and CEO

CapitalSouth Partners Funds

Joshua D. Kuder

Vice President

Linx Partners

- Transparency
- Management
- Having clear and defined objectives

5:00

## Conference Adjourns for the Day

WEDNESDAY | MARCH 18, 2009

8:15 | 8:45

## Continental Breakfast

8:45 | 9:00

## Chair's Opening Remarks

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Ira L. Moreland

Managing Director

SunTrust Robinson Humphrey, Inc.

9:00 | 9:45

OPENING KEYNOTE ADDRESS

## Latest Developments in Alternative Energy Investing

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Neil Z. Auerbach

Managing Partner

Hudson Clean Energy Partners

9:45 | 10:00

## Networking Coffee Break

10:00 | 10:45

## Mid-Market Healthcare Investment Opportunities

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Moderator:

Michael S. Cole, CPA

Managing Director, Healthcare Industry Leader

Transaction Advisory Group

Alvarez & Marsal

Jack Draughon

Director

Arcapita Inc.

Todd Watkins

Managing Director

Houlihan Lokey

- Current state of healthcare investing
- Impact of the Obama administration on healthcare investing
- Hot and cold sectors in healthcare

- Impact of the recession on healthcare investing
- Financing healthcare transactions in the current market

10:45 | 11:30

### New Developments in Environmental Due Diligence

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Timothy R. Henderson

*Partner*

*Rich & Henderson, P.C. (Annapolis, MD)*

Jeffrey W. Moore, P.G., P.E.

*CSI Environmental, L.L.C.*

- Overview of environmental due diligence
- Recent cases and policies involving all appropriate enquiries rule, bona fide or innocent purchaser status and brownfield development
- Addressing environmental legacy problems
- Changes in environmental disclosure obligations under accounting principles and SEC rules
- Tools for overcoming of resolving environmental risks discovered
- Affect of economic downturn on environmental insurance products
- Projected impacts of Obama Administration environmental policies on transactions

11:30 | 12:45

### Networking Luncheon

12:45 | 2:00

### Alternative Capital Solutions for Today's Middle-Market Transactions

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John Balzer, CFA

*Vice President*

*Goldman Sachs Specialty Lending Group*

Kipp deVeer

*Partner*

*Ares Management, LLC*

Joel A. Holsinger

*Managing Director*

*Fortress Investment Group*

Joseph P. Longosz

*Managing Director*

*Golub Capital*

- Review of the current lending market
  - new issue terms/re-pricing
  - competition with secondary market
  - collapse of investors/current active investors
- How to get deals financed in a very thin market
  - traditional vs. alternative funding structures available

- covenant/structural requirements

- sectors in favor

- Coping with lenders in a distressed environment

- best practices for companies/sponsors

2:00 | 2:15

### Networking Refreshment Break

2:15 | 3:00

### Bridging the Valuation Gap Between Sellers and Buyers Expectations

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Greg Cinnamon

*Partner*

*Kilpatrick Stockton LLP*

Trey Loughran

*Senior Vice President – Mergers & Acquisitions*

*Equifax Inc.*

Dominic C. Mazzone

*Managing Director*

*Mazzone & Associates*

- Earn outs and other contingent payments
- Staged acquisitions
- Structural enhancements
- Hidden asset values
- Synergies
- Post-closing operations

3:00 | 4:00

### How to Create Value and Opportunities in the Current Market

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Neal P. Costello, CFA

*Investment Manager*

*AlpInvest Partners Inc.*

Ed Fisher

*Managing Partner*

*SouthPointe Ventures, LLC*

Bruce Sim

*Senior Vice President and Division Manager*

*Wells Fargo Business Credit*

- Getting back to square one and identifying strategies that deliver real and profitable growth to an acquired company or significantly reduce costs either operationally or in the supply chain
- State of the secondary market: trends, changes and opportunities
- Outlook on revised middle-market performance expectations: what's hot and what's not

4:00

### Conference Ends

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## FIVE EASY WAYS TO REGISTER

**Call:** 1 866 456-2020 EXT. 6133 **Fax:** 1-800-454-0031

**Internet:** [www.insightinfo.com](http://www.insightinfo.com)

**Email:** [Bob.Addison@incisivemedia.com](mailto:Bob.Addison@incisivemedia.com)

**Mail:** Incisive Media

PO Box 15294, Newark NJ 07192-5294

## BOB ADDISON

PHONE: 1-866-456-2020 ext. 6133;  
416 642-6133 FAX: 1-800-454-0031

Conference Code: FIC09573

## HOTEL RESERVATIONS:

The W Atlanta Midtown is conveniently located at 188 14th Street, NE, Atlanta, Georgia 30361. A block of rooms will be held until February 14, 2009, at a special rate of \$199.00 per night.

For reservations, please call (404) 892-6000 or by fax (404) 733-6990 and mention the Mid-Market March Madness.

## CANCELLATION AND REFUND POLICY:

A refund (less an administration fee of \$200.00) will be made if notice of cancellation is received in writing three weeks before the event.

We regret that no refund will be given after this period. A substitute delegate is welcome at any time.

## SPECIAL OFFER: Send 4 people for the price of 3!

Register 3 delegates for the main conference at regular price at the same time and you're entitled to register a fourth person from your organization at no charge. To take advantage of this special offer, payment for all delegates must be made with one cheque or credit card charge.

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Yes! Please register the following delegate(s) (photocopy for additional delegates)

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Title: \_\_\_\_\_

Area of practice: \_\_\_\_\_

Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: [ ] \_\_\_\_\_ Fax: [ ] \_\_\_\_\_

E-mail: \_\_\_\_\_

Type of Business: \_\_\_\_\_ #of Employees: \_\_\_\_\_

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**Registrant's Signature Required:**

Signature \_\_\_\_\_ Date \_\_\_\_\_

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**Insight** is a State Bar of California approved MCLE provider. This conference qualifies for MCLE credit by the State Bar of California in the amount of 11.5 hours. **Insight** certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing Minimum Continuing Legal Education.

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