

# Advanced Strategies in M&A for an Industry in Transition

**Real answers. From real people.**

November 14, 2013

Rochester, NY



**Get on the Right Side of the Market Redistribution.**



**Looking for Answers?**



**Skip the Google Search.**

**Speak Face-to-Face with the Professionals.**



# WORKSHOP AGENDA



8:00 a.m. – Noon Registration and Welcome Hospitality

8:15 a.m. – 9:00 a.m. Continental Breakfast

9:00 a.m. – 10:15 a.m. Opening Session

## ***Market Intelligence: Staying Relevant***

—**Andrew Paparozzi, NAPL Senior Vice President and Chief Economist**

Summary of NAPL's 2013 study, "Mergers & Acquisitions: A Growth Strategy for an Industry in Transition." Why an increasing number of companies consider M&A a critical growth strategy. What M&A veterans surveyed by NAPL identify as the biggest benefits and challenges of M&A, where M&A has met their expectations and where it hasn't, and their most important lessons learned.

10:15 a.m. – 10:30 a.m. Break and Networking

10:30 a.m. – 11:45 a.m. Session

## ***New M&A Techniques and Strategies***

—**Mark Hahn, NAPL Senior Vice President, Moderator**

This industry panel will look at how M&A affects a mature industry transitioning into a value-added, technology-based service provider. How are companies using M&A successfully to enter the marketing arena or to diversify services into non-traditional areas? Is the tuck-in approach still a preferred strategy? The panel will provide examples of various approaches they've used with varying degrees of success.

11:45 a.m. – Noon Break and Networking

Noon – 1:15 p.m. Lunch Program

## ***Post-Merger Integration, Milestones and Missteps***

—**Mike Philie, NAPL Senior Vice President, Moderator**

The success of a merger is often not as contingent on the deal put together before the combination as on the integration of two cultures and management styles that happens after the merger is official. As the pace of M&A has increased in recent years, the industry has gained valuable experience in how to make these combinations work and what can derail them. An industry panel will share their experiences and lessons learned.

1:15 p.m. – 2:30 p.m. Session

## ***Assessing Your Options for Growing Your Business Beyond Print***

—**Mitch Evans, NAPL Vice President and Managing Director of NAQP, Moderator**

Have you thought about selling your business or acquiring someone else's? Do you know how companies are valued and priced? Are you looking for a new partner or acquisition that will add an on-demand service area to your current lineup? This panel discussion will separate fact from fantasy and help you understand what steps you should (and should not) take if any of the above ideas is on your strategic radar.

2:30 p.m. – 2:45 p.m. Break and Networking

2:45 p.m. – 4:00 p.m. Closing Session

## ***Next Steps: Planning for the Future***

—**Mark Hahn, NAPL Senior Vice President, Moderator**

Where do you go from here? How can you maximize shareholder value by private equity or strategic M&A? How do you structure a strategic combination? How do you find financing? What are the deal-breakers you should be looking for? How much should you trust your instincts vs. a target's balance sheet? An industry panel will answer these and many other questions related to the tactical steps that follow a strategic decision to enter the M&A arena.

4:00 p.m. Questions, Networking, and Tour of Xerox Demo Facility

## Accommodations

### Hampton Inn

878 Hard Road  
Webster, New York 14580  
(585) 671-2050

The Hampton Inn is 5 minutes from the Gil Hatch Center and provides guests with a complimentary continental breakfast. Call (585) 671-2050 to reserve your hotel room, be sure to ask for the \$86.64 (tax included) Xerox rate for the evening of the 13th.



## What Others Are Saying

"We are utilizing strategic acquisitions to expand into different markets to strengthen our company's position. The acquisitions have provided Mount Royal with the growth that we've been looking for. We could not have done this on our own. NAPL has proven to be a fantastic partner for us." —Gary Cayce, Owner of Mount Royal Printing, Inc.

"The M&A Workshop was top notch...one of the best I've attended." —Anthony Fernandez, President, Captiva Group

"Great M&A Workshop! I learned a lot." —Andrew Ochsner, President, Boone Graphics

Several owners also emphasized benefiting from the M&A experience itself: "I learned a lot about the business of running a business," and "We learned how other companies are structured and operate. We also benefited from brainstorming about how we can combine with others to maximize the benefits of M&A."

## REGISTER NOW

November 14th at the Gil Hatch Center in Rochester, NY

Registrant: \_\_\_\_\_  
(Please print name as it should appear on badge)

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

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

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Annual Sales Volume: \_\_\_\_\_

### How did you hear about the M&A Workshop?

- Direct Mail       Email       Facebook  
 YouTube       Twitter       LinkedIn  
 Website/search engine       Other \_\_\_\_\_

### Workshop Registration

November 14, Rochester, NY

\_\_\_ Member Registration      \$245  
\_\_\_ Non-Member Registration      \$299

Total: \_\_\_\_\_

**Questions? Call 800.642.6275**

### Payment Information:

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Card Number: \_\_\_\_\_

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### Cancellation Policy:

No refunds will be given after November 1 (for the 11/14/13 workshop). Substitutions, however, may be made at any time. No-shows, without prior written notice or fax, are responsible for payment in full. NAPL is not responsible for non-refundable airfares or change fees incurred as a result of cancelled airline flights or changes imposed by the airlines due to inclement weather or scheduling changes.



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REGISTER ONLINE: <http://ilink.me/RegisterMA>



## REGISTER TODAY!

800.642.6275 Ext. 6345 or  
<http://ilink.me/MA2013>

## M&A Workshop 2013

November 14 • Rochester, NY

**With an industry in transition, M&A is a key strategy for getting on the right side of the current market redistribution.**

This daylong intermediate-level workshop offers practical current information on the most important issues to consider when buying, selling, or transferring ownership in the graphic communications industry.

Register for the NAPL/Xerox M&A Workshop and receive a FREE COPY of the highly informative NAPL book, "Strategic Growth: The NAPL Guide to Mergers and Acquisitions." As an EXTRA BONUS, you will also receive the new NAPL research study: "Mergers & Acquisitions: A Growth Strategy for an Industry in Transition."

<http://ilink.me/MA2013>

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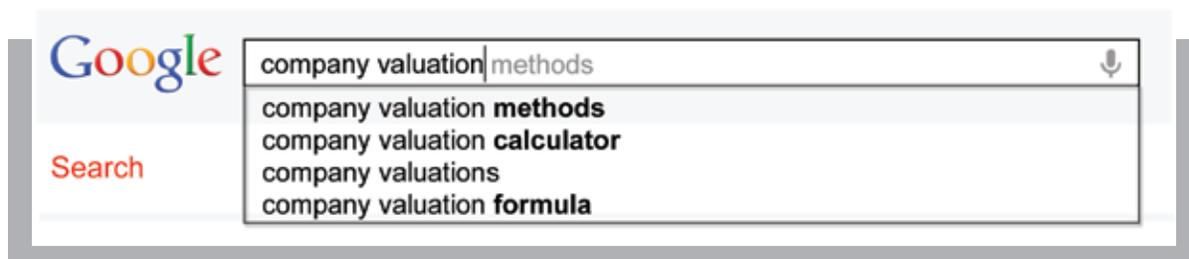


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## Searching for Answers?



**If you want real answers,  
talk to people with real industry experience.**