



ANNUAL CONFERENCE

NOVEMBER 2008

ASG Partners presents

Planning the Successful Sale of a Privately Held Business

A One-Day Conference for Owners Considering a Future Sale

November 11:
Bell Harbor International
Conference Center
Seattle, WA

November 13:
The Davenport Hotel
and Tower
Spokane, WA

November 18:
The Benson Hotel
Portland, OR

Dear Company Owner,

Developing and executing a successful exit strategy is one of the most important things you will do in your career as a business owner. If you are contemplating an exit within the next five years and you desire to maximize the value of your company, this is the time to begin planning.

For more than 25 years, ASG Partners has represented the owners of manufacturing, service and distribution companies when they are ready to sell. We have firsthand knowledge of what makes privately held companies valuable, and a time-tested process for helping owners realize that value in a sale.

Once a year, we share our insights in a conference on Planning the Successful Sale of a Privately Held Business. This intensive one-day educational event covers issues related to the selling process, such as maintaining confidentiality during a sale, finding buyers, maximizing price, minimizing taxes, and protecting yourself from litigation. We also addresses advance planning topics including valuation, retirement planning, management succession, and how to improve your company's operating metrics to maximize the value of a future transaction.

One previous attendee called the ASG conference,

“The best seminar, best lunch and most informative day that we’ve spent in years.”

If you are considering an eventual company sale, we are confident that you will benefit from this day—regardless of whether you are currently faced with an unsolicited offer, planning ahead for retirement, or just beginning to think about an exit strategy. If you don't find value in the conference, we will gladly refund your registration fee.

Attendance is limited, so register early by returning the enclosed registration form, or signing up at www.asgpartners.com/registration.html.

Find more information on ASG Partners, our proven process for maximizing the value of a company sale, and customer testimonials at www.asgpartners.com. If you have any questions, please feel free to call me at 425-450-4800.

Very truly yours,



Mike Grubb
Principal

Conference Agenda

8:00–8:15 a.m. Registration & Continental Breakfast

8:15–noon Morning Session

- Objectives of a sale
- Overview of the sale process
- Maintaining confidentiality
- Key concepts to understand
- Understanding valuations
- Packaging the company properly
- Finding, screening and qualifying buyers
- Maximizing value through a competitive process
- Sources of acquisition financing
- Effective negotiation strategies
- Benefits of proper due diligence
- Importance of legal documents

12:00–1:00 p.m. Hosted Luncheon

1:00–4:00 p.m. Afternoon Session

- Maximizing value by preparing for the sale
- The benefits of proper tax structuring
- Asset vs. stock sales
- Leases, customer contracts and employment agreements
- Timing a sale to maximize value
- Assembling a transaction team
- Current market conditions
- What to do with an unsolicited offer
- Common mistakes and how to avoid them
- Case studies

Questions are encouraged throughout the day; additionally, ASG Principals are available to answer confidential questions following the afternoon session.

Testimonials

“Organized and completely understandable—invaluable input for when we get ready to sell.”

“Thorough, thoughtful, and courteous are the words that come to mind when I think of ASG.”

“ASG is the only consultant I’ve dealt with in 30 years that was worth every penny. I recommend them to friends of mine all the time.”

“It’s no easy task to sell your business, yet ASG made it as pain-free as possible. They consistently exceeded my expectations.”

About ASG

ASG Partners represents the owners of privately-held manufacturing, distribution and service companies when they decide to sell their businesses. We specialize in companies with annual revenues between \$3 million and \$100 million.

We help owners sell their companies.

When the owners of privately-held companies are ready to “cash in” and move on to their next adventure, ASG Partners helps them navigate the process and get the best possible payoff for their hard work. Twenty-five years of experience in the field have shown us that engaging multiple potential buyers in a competitive process can raise the value of a deal substantially. ASG Partners’ role is to plan and execute this confidential process while you continue to focus on running your company.

We help our clients plan ahead for future sales.

Many owners begin planning years in advance in order to maximize the benefits of an eventual sale; others contact us with a desire to retire relatively soon. If you are thinking about selling your business in two, three or five years, we can work with you informally to help you understand those aspects of your company that should be attractive in a sale as well as those aspects that may pose challenges. Armed with that knowledge, you can begin to position your company to maximize its value down the road.

We are highly specialized.

ASG Partners is exclusively focused on middle-market manufacturing, distribution and service company owners. The companies we represent typically have annual revenues from \$3 to \$100 million and sell for approximately \$2-30 million. With more than a century of combined experience, our Principals have developed unmatched expertise in this segment of the market.



Paul Keller
Principal



Mike Grubb
Principal



Cindy Hunston
Principal



Ed Kirk
Principal



ASG is headquartered just outside Seattle in Bellevue, WA. The Principals generally work from the Bellevue office, and we also maintain local offices in Portland, OR, Spokane, WA, and Anchorage, AK.

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