



# Crossroads to Clarity: Find Success in your M&A Journey

## 2016 M&A FORUM

### PRESENTERS:



**Mark Murphy**  
President and CEO,  
Green Bay Packers



**Ann Hanna**  
Managing Director,  
Schenck M&A Solutions

### SCHENCK'S ANNUAL MERGERS AND ACQUISITION FORUM

Many business owners are at a crossroads today—Grow the business or exit? How do you navigate your business succession decisions? When is the best time to sell? Sometimes the path you're inclined to take may not be your best route. Learn how understanding key drivers behind a successful business transition can be a powerful decision-making tool.

Join Schenck M&A Solutions and Mark Murphy of the Green Bay Packers for Schenck's annual M&A Forum to learn how you can objectively evaluate your business and its cycles to sidestep the path you are mentally hardwired to follow, even when it seems counterintuitive. Whether you're positioning for growth or thinking of a sale, the most successful transitions blend the financials with the psychological aspects of this major change.

### SPEAKERS

- ▶ Keynote: Leadership Crossroads. *Mark Murphy, president and CEO of the Green Bay Packers.*
- ▶ Create your Roadmap to M&A Success, *a panel discussion facilitated by Ann Hanna of Schenck M&A Solutions.*



**Brian Kelly**  
Bulk Lift  
International, LLC



**Lisa Reardon**  
OwnersEdge, Inc.



**Vince Shiely**  
Lubar & Co.



**Corey Vanderpoel**  
Schenck M&A  
Solutions

- ▶ Breakout sessions (choose one):
  - The Road Less Traveled: Exploring Alternative Exit Options
  - Beyond EBITDA—Your Guide to What Buyers are Seeking
  - Get in the Driver's Seat with the Right M&A Team
  - Buy-Side Tactics and Techniques to Drive Success
- ▶ Reception to include refreshments and hors d'oeuvres.

### OCTOBER 5, GREEN BAY | LAMBEAU FIELD ATRIUM, 1265 LOMBARDI AVENUE

There is no cost to attend. The Forum will run from 2:30 – 5 p.m. with a reception to follow. Registration will begin at 2 p.m.

For more information, or to register, visit [schencksc.com/events](http://schencksc.com/events) or call Lindsey at 800-236-2246, extension 1266.