

Certified Merger & Acquisition Advisor® Credential

AM&AA

ALLIANCE OF MERGER & ACQUISITION ADVISORS®

CM&AA

CERTIFIED MERGER & ACQUISITION ADVISOR

**An advanced credential
evidencing the highest
recognized standards of
professional excellence for
middle market corporate
financial advisory and
transactional services**

Benefits of CM&AA Certification

- Provides the essential foundation for maintaining the highest professional standards
- Attests to the holder's mastery of the body of knowledge and commitment to staying abreast of new developments in the field.
- Recognizes an individual's professional achievement and competence
- Serves as a tool to attract and better serve clients
- Provides identification with other professionals in the M&A field
- Stimulates career advancement-builds on your existing skills

5-day training program taught by highly experienced M&A practitioners

Middle Market
M&A

Designed to help M&A professionals take their leadership competencies to a new 'gold standard' level of excellence and to help business clients select a financial advisor of the highest caliber.

- Day 1 – The Private Capital Marketplace/Acquisition & Growth Financing
- Day 2 – The Dynamics of an M&A Engagement
- Day 3 – Business Valuation and M&A Standards
- Day 4 – M&A Tax Issues/Corporate Finance-M&A Development
- Day 5 – M&A Legal/course review and exam

2012 Program Dates & Locations

- **DePaul University – Chicago**
April 16 – 20
September 17 - 21
- **Pepperdine University – Los Angeles Area**
February 13 - 17
December 3 - 7
- **Wake Forest University – Charlotte, NC**
March 5 – 9
October 15 - 19

Cost for the 5-day Program

\$3,995

- **5-Day Training program plus exam fees**
- **Membership dues in the AM&AA for 1 year**
- **1 year license for BusinessValueXpress software**

- **Books (approx. \$300) sold separately through Amazon**

Private Capital Markets – 2nd Ed – Robert T. Slee

Handbook of Financing Growth – 2nd Ed – Kenneth H. Marks

Valuation for M&A: Building Value in Private Companies – 2nd Ed – Chris M. Mellen and Frank C. Evans

Middle Market M&A Handbook – AM&AA contributing Authors – AVAILABLE JANUARY 2012

CM&AA Requirements

- Candidates are eligible for certification if they have achieved an advanced academic degree such as MBA, J.D. or Ph.D.
- Candidates are eligible for certification if they are a registered rep and have passed the Series 79 Exam
- Alternatively, for those who have obtained a college degree from an accredited institute of higher education, candidates will also qualify if they have attained an advanced business credential with any of the following professional credentials:
 - CPA CBI
 - CFP CBA
 - CVA ASA
 - CMC CMA

This is not an all inclusive list and other advanced business credentials may be recognized by the Committee on Certification upon request with the application.

CM&AA Professional Profile

- Intermediary/investment banker 34%
- Accountant 20%
- Consultant 16%
- Business Valuator 9%
- Corporate Development 8%
- Financial Advisor/Asset Manager 7%
- Attorney 3%
- Equity Investor 2%

Testimonies

- I truly appreciated the week of education. The roster of speakers was fantastic. Every single one of them. As I mentioned to our CFO, I learned more in these 4 days, than I have learned in 15 years of actuarial conferences. Actually, it is not a one to one ratio, but an order of magnitude of difference.
Tom Totten - NyHart
- Congrats to the team at AM&AA for this partnership. The private markets are made all the better by your association's efforts to train and develop certifications around the private M&A process.
Peter Lehrman - AxialMarket
- Thank you to you and your team for a worthwhile educational experience in Chicago recently. I feel like the time was well spent and the information/education received met with my objectives. I look forward to ongoing interaction with AM&AA and the network of professionals working together to advance the interests of our middle market business world.
Kevin Pottmeyer - Kleinfelder

University Partnerships

DePaul University's Center for Financial Services

**Pepperdine University's Graziadio School of Business
and Management**

Wake Forest University's School of Business

Go to AM&AA's website for more information:

http://www.amaaonline.com/cmaa_dates

Preview of CM&AA Sessions

- **CM&AA Preview @ AM&AA Winter Conference 1/2010 (Part 1)**
<http://vimeo.com/10032619>
- **CM&AA Preview @ AM&AA Winter Conference 1/2010 (Part 2)**
<http://vimeo.com/10035055>

Membership Benefits

- Provides a valuable network of M&A expert members who act as resources for other members
 1. AM&AA's Listserv – ability to announce and discuss issues among the membership through an email hosting service
 2. AM&AA Member LinkedIn Group
 3. Name listed in the Advisory Directory on AM&AA's website
- Improves and broadens members' capabilities, knowledge and professional expertise through education, training and member outreach
- Provides group buying benefits

Some of the Resources & Tools at an extraordinary discount!!

Middle Market
M&A

- Private Equity Info – FREE to members
- One Source – up to 60% off
- Other special pricings from Private Equity Professional Digest, ShareFile, IBIS World and more.

www.peiServices.com is a continually updated, comprehensive database of corporate finance deal firms and related professionals. Perform targeted searches on private equity firms, hedge funds, mezzanine firms, small business investment companies, valuation firms, investment banks and institutional real estate investors.

It's a great tool for middle market M&A firms to perform industry research, track all interactions with contacts and journal/record communications with each member within the deal flow process.

The best part.....it's **FREE** to our members

AM&AA members receive a **FREE** Gold subscription to www.peiServices.com valued at \$495/year.

From now through April 15, 2012, you will receive a FREE upgrade to the Platinum subscription level (normally \$895/year)

Up to 60% off for AM&AA members

- OneSource integrates critical business information from world-class content providers to deliver a unique package of "facts, figures, and news" on your prospects, customers and competitors.
- This highly relevant information includes company profiles, financial data, corporate family structures, executive biographies, trade and business news, industry and analyst reports and much more. We offer web-based subscriptions and powerful embedded solutions for CRMs, portals and other applications.
- Call AM&AA headquarters @ 1-877-844-2535, for more info

The Digest provides readers with news and feature articles written in our quick, easy to read digest format. Readers can access our daily reporting on news and closed transactions; full length feature articles; industry surveys including our annual carried interest and compensation survey; access to our proprietary report on industries with transaction activity and a subscription to *Morning Coffee*, our daily and digital private equity news bulletin....

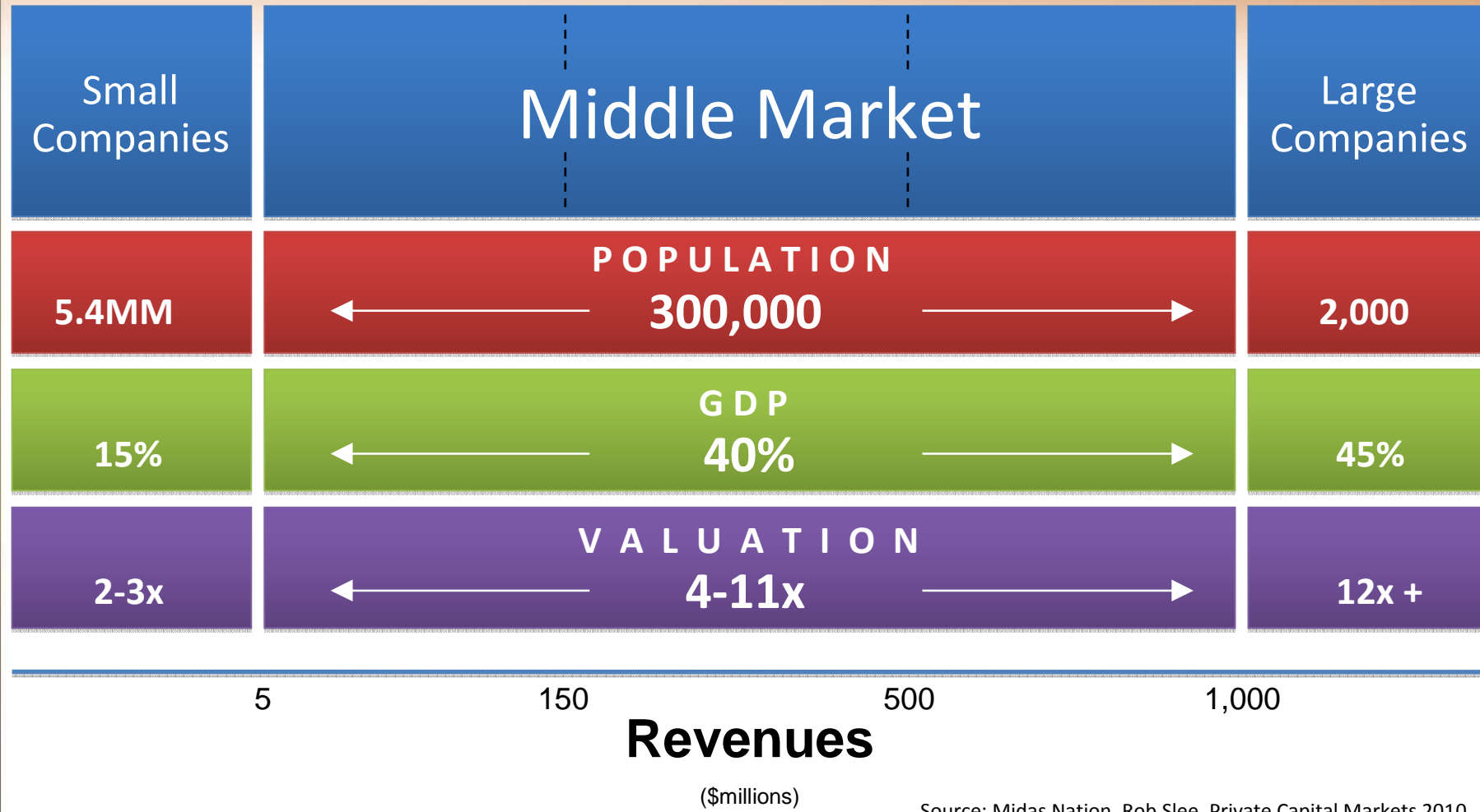
AM&AA members receive a 50% discount on the cost of membership with The Digest



- **Easy, professional, and secure file sharing**
- ShareFile allows you to create a custom-branded, password-protected space where you can exchange business files with clients easily and securely. Whether you need to send large files by email, conduct a secure file transfer, or just require a collaboration space where project-related files can be posted, ShareFile has the solution for you.
- **10% discount for AM&AA members**

What is the Middle Market?

Middle Market
M&A

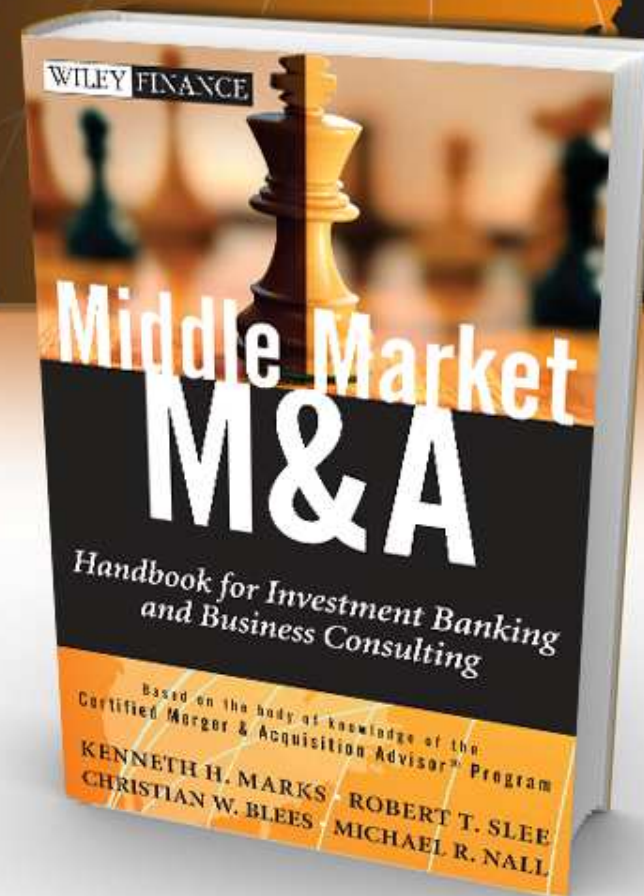


Source: Midas Nation, Rob Slee, Private Capital Markets 2010

Middle Market M&A

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