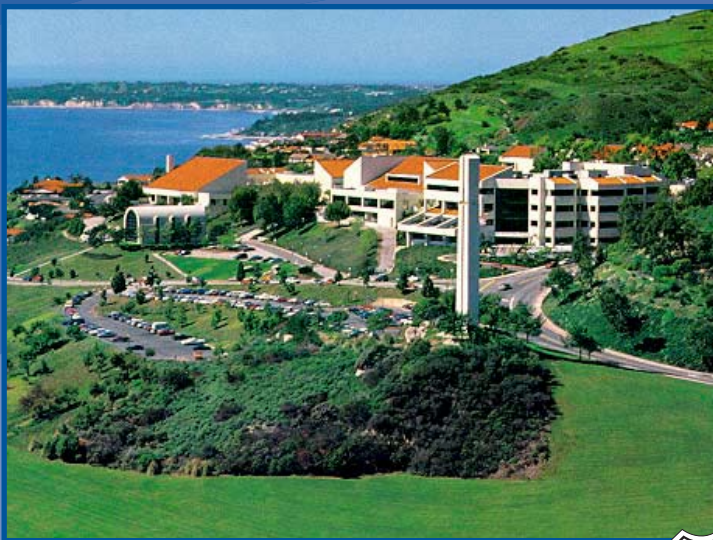


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Level Of
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An advanced credential evidencing the highest recognized standards of professional excellence for middle market corporate financial advisory and transaction services



Pepperdine

Los Angeles, CA

February 7-11, 2011

June 6-10, 2011

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DePaul University

Chicago, IL

April 11-15, 2011

Oct. 31-Nov. 4, 2011



"Connecting Leading M&A Professionals To Build Relationships, Share Resources and Create Value"

Program Summary

The *Certified Merger & Acquisition Advisor*® (CM&AA) certification is the premiere advanced professional credential awarded to the best business transaction and advisory professionals, including MBAs, CPAs, CFAs, attorneys, and other highly qualified experts. The CM&AA® training program is designed for M&A professionals seeking to develop their professional and leadership competencies to a new 'gold standard' level of excellence and to help make it easier for companies to select an M&A advisor of the highest caliber.

The week-long program is aimed at business professionals working in the middle market (\$5-500M). Investors and advisors will walk away with world-class information, certification and tools - and more importantly – extraordinary professional competence.

The CM&AA® Certification has become the "Gold Standard" for Middle Market Corporate Financial Advisors, earning up to 36 CPE credit hours. The Certified Merger & Acquisition Advisor® Credentialing Program provides comprehensive, current information, insight and inspiration from practicing M&A professionals of all different disciplines.

Our M&A Faculty/Practitioner Team- Includes the following and other Accomplished Experts

Rob Slee, CM&AA – Managing Director, Robertson & Foley
Chris Blees, CM&AA, CPA – Partner, BriggsKofford P.C.
David Cohn, CM&AA,- Managing Director, Diamond Capital Partners
Kenneth H. Marks, CM&AA – Principal, High Rock Partners Inc.
Michael Adhikari, CM&AA, MBA, MSEE, MSME, CBI, - Owner, Illinois Corporate Investments
Darrell Arne, CM&AA, President, Arne & Co.
David Kostmayer, CM&AA, CPA, CVA – Managing Partner, Barrett & Kostmayer PLLC
Champ Davis, CM&AA – Partner, Davis Capital LLC
Michael Roberts, J.D., CPA – Founder, Connelly Roberts & McGivney LLC

Agenda Summary

(Syllabus details available upon request)

- An Overview of the Private Capital Marketplace
- The Dynamics of an M&A Engagement & Practice Management
- Corporate M&A Development (new session recently added)
- Buy and Sell-Side Representation, Traditional Investment Banking
- Business Valuation and M&A Standards, Accounting, Finance,
- Traditional Business Valuation and Transactional Valuation
- M&A Legal and Tax Issues
- Acquisition & Growth Financing
- Review and Examination for Credentialing

For more information

Phone: 1-877-844-2535

Email: info@amaaonline.org

Web: www.amaaonline.org

CM&AA® Application Request Form

Name _____

Designations _____

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Address _____

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Tel _____ Fax _____ Email _____

2011 Training Program Dates

Chicago (DePaul)

April 11-15

Oct 31-Nov 4

Los Angeles (Pepperdine)

June 6-10

September 12-16

Dec 5-9

Cost of the 5-day program: \$3,500 (See Special Pricing below for Feb 2011 session)

Includes: CM&AA Application Fee (If application is not accepted, a full refund will be provided less \$150 appl fee)
AM&AA membership for 1 year

5 day training program includes exam fees, BVX software, training materials and 4 textbooks:

Private Capital Markets by Rob Slee

The Handbook of Financing Growth 2nd Ed. by Kenneth H. Marks

Valuation for M&A: Building Value in Private Companies

by Chris M. Mellen and Frank C. Evans

Mergers & Acquisitions from A to Z 3rd Ed. by Andrew J. Sherman

For more information

Phone: 1-877-844-2535

Email: info@amaaonline.org

Web: www.amaaonline.org

Testimonials

“As a participant in the AM&AA class of September 2010, I want to express my sincere appreciation to you for putting together a high quality program, with excellent speakers and an overall scope that genuinely fills a need. During the next few weeks and months I will be further refining my own course of action with respect to my consulting activities and I hope to be able to draw on the AM&AA resources as my needs develop.”

Thomas Schinkel, CM&AA, Thomas Schinkel and Associates, Charleston, MA

“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 year of actuarial conferences. Actually, it is not a one to one ratio, but an order of magnitude of difference. You have put together a great program, and I wanted to thank you for it. Don't be surprised if another member of my firm will be attending in the future.”

Tom Totten, Nyhart, Indianapolis, IN

“On Monday when I returned to the office, we were able to deploy a tax-saving strategy that will save our clients potentially in excess of seven figures on their transaction. Thank you, AM&AA.”

Kevin Hirdes, CM&AA, NuVescor Group, Grand Rapids, MI

“Again, I cannot thank you enough for making this program available. I can't stop raving about last week – I truly feel inspired; not only by what I learned, but, more importantly, by the incredible people I met. I look forward to helping the organization grow over the years and to continue to learn from the multi-talented and much-much accomplished members of the group.”

Stephanie Fortener Atwood, J.D., CM&AA, Crane Investment Company, London, KY

“Thank you so much for establishing such a wonderful organization and credentialing program. Top Drawer! I look forward to being an active member and will check into the software.”

Joseph M. Maas, CM&AA, Synergetic Finance, Seattle, WA

FOR BETTER M&A DECISIONS: PEPPERDINE PRIVATE CAPITAL MARKETS RESEARCH

The Pepperdine Private Cost Of Capital Survey (PCOC) is the first comprehensive and simultaneous investigation of the major private capital market segments. The survey deployed in March/April 2010, specifically examined the behavior of senior lenders, asset-based lenders, mezzanine funds, private equity groups, venture capital firms, angel investors, factors, privately-held businesses, and business appraisers.

The Pepperdine PCOC survey investigated, for each private capital market segment, the important benchmarks that must be met in order to qualify for capital, how much capital is typically accessible, what the required returns are for extending capital in today's economic environment, and outlooks on demand for various capital types, interest rates, and the economy in general.

Rob Slee, CM&AA instructor, and author of Private Capital Markets, the first book of its kind dedicated to explain the behavior of players in private markets will include, in his course segment, an illuminating update on Private Capital Markets, the most recent results of his collaboration with Pepperdine's Private Capital markets project.



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