

# **The Value Edge: Learn How Private Equity Players and the World's Top Companies Build Value and Wealth!**

**Friday, January 15, 2010**

**8:00 am - 12:30 pm**

**Aria Resort & Casino, Las Vegas, NV**

*Value Building experts **Bill Hass and Shep Pryor** will share their insights on how top companies can build value in these uncertain times. The interactive session will end with a cross-functional panel discussion on **Motivating Business Owners to Think Value**.*

**The Value Edge Workshop** will deliver innovative, practical ideas for creating value and wealth that can be used by businesses small and large. Weaving value, the people effect, risk, and macroeconomics together with lessons from the secret world of private equity, workshop participants will learn techniques and tools top value builders use to create huge shareholder value and wealth for their partners and owners.

The interactive morning workshop is based on the books: ***The Private Equity Edge: How Private Equity Players and the World's Top Companies Build Value and Wealth***, by Arthur Laffer, William Hass and Shepherd Pryor (2009, McGraw-Hill) and ***The Board Perspective Series: Building Value Through Strategy, Risk Assessment and Renewal***, by William Hass and Shepherd Pryor (2006, CCH). Also referenced are recent articles and excerpts from ***The Journal of Private Equity*** and ***The Valuation Handbook*** (2009, Wiley)

**The Value Edge Workshop** combines the concepts of intrinsic value, macroeconomics, and incentives into frameworks used by today's top value builders. You'll learn how to create value while reducing risk by:

- Thoroughly exploring relevant data to quantify ranges of value and risk
- Anticipating reactions of those whom you seek to influence
- Exploring possibilities and options before making major decisions
- Employing incentive systems that work in both up and down markets

## **Workshop Schedule:**

8:00 AM Continental Breakfast

8:30 AM Introduction

**Part 1 - Dig Deeper:** Valuation, Conflict, Risk, Incentives and Scenarios

10:00 - 10:15 Morning Break

**Part 2 - Act Sooner:** Speed, Renewal, Inflection Points, and Innovation

11:30 **Panel Discussion: Motivating Business Owners to Think Value**

12:30 **Adjourn**

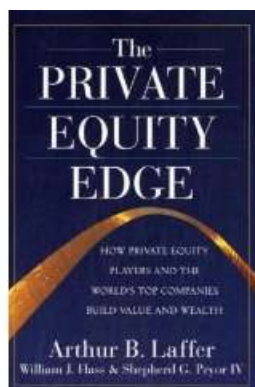
## **Registration:**

**Winter Conference Attendees: \$145**

**Friday Only Attendees: \$195**

Workshop fee includes a copy of ***The Private Equity Edge*** which will be sent upon registration if received before December 15<sup>th</sup>. (Registrants after December 15<sup>th</sup> will receive their copy at the Workshop.)

The world is changing and has never been more challenging to private equity players, public companies, and investors. With record market volatility and a global economic crisis, decision makers of all types can learn from successful private equity players and other top value builders.



Private equity is growing at a rapid rate, with \$2.7 trillion in transactions since 2001 and buyouts occurring in every type of market, including declining ones. And now, with the end of investment banks as we know them, the door is open to more opportunities than ever.

In *The Private Equity Edge*, economics giant Arthur B. Laffer, along with value-building experts William J. Hass and Shepherd G. Pryor IV, combines the concepts of intrinsic value, macroeconomics, and incentives into a single strategy used by today's top value builders. You'll learn how to create value while reducing risk by:

Thoroughly exploring relevant data to quantify ranges of value and risk  
Anticipating reactions of those whom you seek to influence  
Exploring possibilities and options before making major decisions  
Employing incentive systems that work in both up and down markets  
Examples of major private equity players at Blackstone, KKR, Carlyle, Cerberus, and Madison Dearborne Partners illustrate what to do and what to avoid in specific situations.

Decision makers seeking to take full advantage of the new, interconnected world of business and economics will learn how to make the best decision the first time around, quickly and with conviction—the key to seizing the private equity edge.

## Conference Leader Bios:

**William J. Hass**, CTP is CEO of Teamwork Technologies, Inc., a value-based consulting practice in Northbrook, IL. Bill specializes in strategy, dramatic performance improvement, turnarounds, board governance, effectiveness and communication for boards and senior management teams. He is a co-author of *Building Value through Strategy, Risk Assessment and Renewal*, (617pages CCH, 2006) and *The Private Equity Edge: How Private Equity Players and the World's Top Companies Create Value and Wealth*, (448 pages, McGraw-Hill, 2009).

Bill is a sought after speaker on value building. He consults and writes on a variety of issues and is the community leader for the Center for Financial Leadership (CCFL) serving over 30,000 CPAs in over 6 states. Bill is a Certified Turnaround Consultant and is a past chairman of the 9,000 member Turnaround Management Association. He has served on the Executive and Finance Committees of the University of Illinois, Alumni Association Board of Directors. Bill was a partner at Ernst & Young where he led the Midwest Strategy Practice. Bill received his MBA in finance from The University Chicago, Booth School and has an undergraduate degree in engineering with highest honors from the University of Illinois Chicago.

**Shepherd G. Pryor IV**, is a managing director of Board Resources, a Division of TeamWork Technologies, Inc. He focuses on board governance, finance, and director training. He serves on the board of Taylor Capital Group, a bank holding company (NASD), as a Chairman of the Audit Committee, Lead Director, and former Chair of the Corporate Governance Committee. In the past he has served on the boards of HCI Direct, a manufacturer and direct response retailer, Petrolane, Inc. (NASD), a propane distribution company, and Archibald Candy Corporation, a manufacturer and retailer. He is a co-author of *Building Value through Strategy, Risk Assessment and Renewal*, (617pages CCH, 2006) and *The Private Equity Edge: How Private Equity Players and the World's Top Companies Create Value and Wealth*, (448 pages, McGraw-Hill, 2009).

Shep is a member of the senior faculty at Keller Graduate School of Management, in Chicago, where he teaches finance courses, including M&A and international. In addition, he serves as an expert witness, consultant, and member of non-profit boards. He was formerly Deputy Group Head for Corporate Banking at Wells Fargo Bank. Shep received his MBA in finance from The University of Chicago, Booth School and his A.B. (*cum laude*) in Economics from Princeton University.

**Panelists:** To be announced.