



The Alliance of M&A Advisors ("AM&AA") once again wishes to extend a very warm "Welcome" to our 1000 member, global middle-market trade association (now in its 16<sup>th</sup> year). As you know from our press release of January 09, 2014 <http://www.prweb.com/releases/2014/01/prweb11475956.htm>, our organization and its mission remains consistent with that of MMIBA's predecessor sponsors (McLean Group and NACVA/CTI). We are dedicated to providing the best-available continuing education and best-practices for middle market "deal-makers" through: 1) our certification programs, 2) our live & virtual communities and 3) the state-of-the-art products & services we make available to you (our members) with pricing and features, not generally available. Everything we do is in direct support of those that serve the US *and* global private company market including the entrepreneurs who make all this possible.

For your convenience and in-advance of our conversation with you over the next few weeks (in 'one-on-one' calls), we have outlined below, a list of FAQ's. We hope these FAQ's will help you better evaluate your new, expanded 'member-benefits' and opportunities for personal and professional practice-growth through the AM&AA, as the successor to the MMIBA:

**FAQ 1 - What will happen to my current MMIBA Membership and CMAP Credential now?**

With the integration of MMIBA into AM&AA (effective 07/01/14) we are extending to you, as new AM&AA members, a grandfathering of your existing MMIBA and CMAP status, subject to your continued participation in the AM&AA and subject to your maintenance of ongoing certification CPE requirements, as outlined on the AM&AA website: <http://www.amaaonline.com/cmaa-continuing-education-requirements>

**FAQ 2 - What are the successor CPE hours and how do they compare to the legacy CPE hours?**

AM&AA CPE credential requirements are 12 hrs. per year vs the CMAP's 36 hrs. per year. The combination of these programs will follow the existing CM&AA CPE criteria as per our website: <http://www.amaaonline.com/cmaa-continuing-education-requirements>

**FAQ 3 - What will happen to the CPE hours earned and how will M&A Credential fees be affected?**

All CPE's earned towards your CMAP renewal (post-07/01/14) will be honored towards your [now] CM&AA renewal. Instead of renewing your credential every 3 years, you will keep your credential 'current' annually. To do this, you will keep your \$495 AM&AA annual membership current, plus pay an annual \$50 fee administrative support fee (for your CM&AA affiliation with the Alliance). For CMAP's that have just renewed, you will receive forward-credit on funds already paid and forward-credit on current-cycle CPE hours already earned.

**FAQ 4 - What about the legacy CMAP, how will it be supported and how will I know when it has sunset?**

You are free to continue to use the CMAP on your business cards and letterhead, since both CMAP and CM&AA are property of and issued by the AM&AA. That said, the CMAP credential will no longer be offered (post 07/01/14), since the last formal CMAP class graduated in March 2014. Similar to a Windows XP® license, we believe you will want to "update" your mark soon, both for all the new member benefits the CM&AA/AM&AA has to offer you and for the brand-recognition the ongoing CM&AA credential brings to you and your practice.



**FAQ 5 - What is AM&AA doing to ensure the rigor & consistency of the now merged CMAP/CM&AA?**

In February of 2014, a new curriculum steering committee was organized by legacy MMIBA and current CM&AA faculty and their respective management and board members to ensure the quality, consistently and continuity of these credentials. This collaboration team is updating and combining the pre-existing CMAP/AM&AA M&A courses into *one* new & improved "best of both" credential for our members and the communities we serve. The new and improved CM&AA will be launched H2 2014 for courses and credentials offered (post 07/01/14).

**FAQ 06 - What will happen to my NACVA status vs. my AM&AA status from 07/01/14 forward?**

While you used to be able to join MMIBA (now AM&AA) for an additional \$100 over your \$485 annual NACVA/CTI membership (AM&AA membership is \$495 p.a.), this will no longer be the case. Specifically, as part of the Alliance, you will receive different member benefits & features than you are now getting *and* you will be exposed to additional communities from those that you are now likely part of. In this respect, many of you will want to continue *both* your membership in NACVA/CTI for its unique access to the valuation community *and* the AM&AA for the way it complements the capital connection and engagement development side of your practice.

Again, we are very pleased and enthusiastic about your joining us as a new AM&AA member. We welcome your wealth of experience and active participation as we prepare for both the immediate future and our next 15 years (and beyond). We are looking forward to speaking with all of you individually, so we can share more with you personally about the Alliance . . . and learn from you (too), how the Alliance can best help you to get the most you can out of our new partnership together.

Please call or e-mail us at your earliest convenience with any questions or let us know when would be a time that is most convenient for you.