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For Executives

For Consultants

Members Only

**IMC USA Mission**

To promote excellence and ethics in management consulting through certification, education and professional resources.

IMC NCR sponsors monthly professional development dinner programs to enhance experience and skills of members, their guests, other management advisors, and area businesspeople. Program focus ranges from press relations and business ethics to decision making strategies and emerging business strategies.

**Upcoming Monthly IMC NCR Program**

[Register Now!](#)

- Date:** Thursday, November 13<sup>th</sup>, 2008
- Time:** 5:30 (for registration and networking)  
6:30 (dinner), 7:00-8:30 (program)
- Topic:** **Managing Turnarounds - Getting Clients Back on Their Feet**  
**Warning Signs of Business Failure -- Operational Restructuring --**  
**Turnaround Strategies -- Risks for Managers and Board Members**
- Speaker:** John Collard, Chairman , [Strategic Management Partners, Inc.](#) (Certified Turnaround Professional)  
(Past Chairman, Turnaround Management Association)  
(2007 Maryland Small Business of the Year, Governor's Citation)



The business cycle is prevalent regardless of the economic conditions at the time. There will always be ups and downs in results. When the economy slows, as we are seeing today, and when global competitive pressures are at work companies are more susceptible to trouble. These external forces complicate management's already difficult task of running a company; often contributing to poor decision-making and mismanagement. Do you have a client that is heading for trouble? The Institute of Management Consultants, National Capital Region Presents: **Managing Turnarounds ... Getting Clients Back on Their Feet, ...**, November 13, 2008, at the Melrose Hotel, Washington, DC. This professional development program will provide a working overview of what to expect in a troubled distressed underperforming company situation and how to

execute a turnaround.

We will discuss:

- How to diagnose when a company is in trouble
- Signs of distress and underperformance
- Developing turnaround strategies that work
- Stages in the turnaround process and how they effect operations
- Hiring a turnaround specialist and how he/she operates
- Locating financing in distressed situations
- Risks to management and board members
- and more.

Learn from John M. Collard, a leader in the turnaround management and distressed investing community, and network with those who advise leaders in a variety of industries. This promises to be an informative event. We encourage you to tell and/or bring a colleague.

Who should attend?

- Consultants and Advisors to Management and Company Boards
- Corporate Leaders and Managers in Small to Mid-Sized Business
- Corporate Governance Advisors Serving on Board of Directors
- Corporate Executives who Want to Understand the Signs of Trouble
- Private Equity Investors who Invest in Distressed Opportunities
- Commercial Lenders and Bankers
- Asset Based Lenders
- Lawyers with Clients who May Be Heading For Trouble
- Investors who Believe That Their Investment Could Be At Risk
- Professionals who Want to Understand the Risks of Being Associated With Troubled Companies

Mr. Collard said; "During the last five years, while interest rates were down, lenders relaxed their borrowing covenants to generate their business based more upon volume than on interest rate. Companies were allowed to borrow their way out of trouble, instead of fixing systemic operational problems in the business. The credit crisis forced this source of funds to evaporate, causing leaders to face the real problems within the company, or liquidate. The free ride is over. Lenders still have funds to lend, and investors have funds to buy, but only for companies with sound structure and practices in place." "You must build companies that future buyers want to invest in."

"When investors bring in turnaround professionals to run a company or advise private equity investors on investing in underperforming, distressed and troubled companies in which they want to invest, they realize value-add. These professionals bring a unique leadership perspective to focus on the immediacy of changes required. When a company is in trouble a different set of leadership skills is required to set the company back on a profitable path." "Focusing on exit strategies from the start is key to maximizing returns on investment."

"More private equity and hedge fund investors are seeking the help of turnaround experts, and many are adding this talent to their senior management roles." Regardless of who employs the turnaround manager, their unique expertise is required to be successful in this market.

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**The Firm**

Strategic Management Partners, Inc. is a nationally recognized turnaround management, corporate renewal governance and equity capital investing firm. Helping clients support litigation, recover assets, restore value to troubled portfolio companies, prepare entities for 'cash out' at maximum value, interim executive leadership, and invest private equity in underperforming distressed troubled opportunities. Advisors to Presidents Bush(41 and 43), Clinton, and Yeltsin, World Bank, EBRD, Company Boards, and Equity Capital Investors on leadership, governance, turnaround management and equity investing. Turnarounds & Workouts Magazine has twice named SMP among the Top Outstanding Turnaround Management Firms. SMP was named 2007 Maryland Small Business of the Year, and received the Governor's Citation as a special tribute to honor their selection from Governor Martin J. O'Malley, The State of Maryland.

### The Expert

John M. Collard is Chairman of Annapolis, Maryland-based Strategic Management Partners, Inc. (410-263-9100, <http://www.strategicmgtpartners.com/> ) and specializes in interim executive leadership, asset recovery, corporate renewal governance, and investing in underperforming distressed troubled companies. He is Past Chairman of the Turnaround Management Association, a Certified Turnaround Professional, and brings 35 years senior C-Level operating leadership, \$85M asset recovery, 40+ transactions worth \$780M+, and \$80M fund management expertise to run troubled companies, and advise company boards, litigators, institutional and private equity investors. He is being inducted into the Turnaround, Restructuring, & Distressed Investing Hall of Fame.

### Registration

To register and pay online, click the appropriate price link below. Food prices have increased substantially in the past months, and costs have increased accordingly. However, the IMC NCR Board of Directors has approved a reduced rate for 2008 members who register early as an additional member benefit.

	Preregister 48 hours in advance	Register within 48 hours
IMC NCR Members	<a href="#"><u>\$35.00</u></a>	<a href="#"><u>\$50.00</u></a>
IMC NCR Member + Guest (member rate)	<a href="#"><u>\$70.00</u></a>	<a href="#"><u>\$100.00</u></a>
CAN Members*	<a href="#"><u>\$45.00</u></a>	<a href="#"><u>\$60.00</u></a>
Nonmembers	<a href="#"><u>\$55.00</u></a>	<a href="#"><u>\$70.00</u></a>
Full-time Students	<a href="#"><u>\$40.00</u></a>	<a href="#"><u>\$50.00</u></a>

\* Capital Advisors Network rates are extended to local chapter members of ASTD, MAFN, CBODN, and UPSA.

**If you do not preregister, we cannot guarantee a dinner will be available.**

**If you do not cancel a reservation at least 48 hours before the meeting, you will be billed for food or workshop materials ordered on your behalf.**

***If you require a vegetarian meal, have difficulty with PayPal and want to register, or if you have questions about the program, email Roy Steel at [rsteel1062@aol.com](mailto:rsteel1062@aol.com) or call (301) 913-0321.***

### Monthly Program Schedule

Introductions and Networking (cash bar)	5:30 – 6:15 pm
Sit-Down Dinner	6:15 – 6:45 pm
Chapter Business/Lawyer's Notes/Upcoming Events/etc.	6:45 – 7:00 pm
Evening Speaker and Discussion	7:00 – 8:30 pm
Networking and Collaboration	8:30 pm +

### Program Location and Directions



[Click for Map](#)

#### [Melrose Hotel](#)

2430 Pennsylvania Avenue Washington DC 20037

**Metro** - nearest station is Foggy Bottom, hotel is a 3 block walk from this station

**Parking** - is available in garages nearby but limited on the street (valet parking is available but expensive). The Hotel also provides exceptional accommodations for guests and excellent meeting services for your other organizations.

Since valet parking just increased to \$26, we have found three parking options:

1. Closest is PIM Park 2300 M street. Entrance, however is off of 24th, between M and L streets, east side. Parking is from 5:00 pm to midnight. The walk is two blocks plus a bit to the Melrose.
2. Next is the open lot on the west side of 23rd street, south of M, just before L street. 23rd is a one way south. The lot is open overnight. It is right behind the police station located on L street and 23rd. Walk is three blocks to the Melrose.
3. Third: Colonial parking on 24th street between N and M streets, entrance on the east side. From 5:00 pm until; 11:00 pm. Walk is three blocks plus a bit to the Melrose.

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