

# Maryland Chamber of Commerce Presents: Thriving in Tough Economic Times and Building Value, Moderated by John Collard.

Released: July 23, 2008  
Annapolis, MD 21403

Thriving in tough economic times takes patience, persistence, know-how, and the dedication to building value within the company. The Maryland Chamber of Commerce presents Building Value In Small Business & Avoiding Trouble On The Horizon on September 17, 2008, at the Westin Baltimore Washington Airport. This is the first in a new series of education and networking events aimed at small business leaders and corporate executives in Maryland. The event will highlight a panel of experts discussing value-building and trouble-avoiding strategies beginning at 8:00 AM, followed by breakout roundtable discussions with individual experts.

Host:  
Maryland Chamber of Commerce [www.mdchamber.org](http://www.mdchamber.org)  
(410) 269-0642 Registration

Date:  
September 17, 2008  
7:30 AM to 8:15 AM Registration, Networking, Breakfast  
8:15 AM to 9:30 AM Panel Discussion  
9:30 AM to 9:50 AM Roundtable Discussion Forums

Venue:  
Westin Baltimore Washington Airport - BWI  
1110 Old Elkridge Landing Road, Baltimore (Linthicum), Maryland 21090  
(443) 577-2300 [www.Westin.com/bwi](http://www.Westin.com/bwi)

Business leaders are facing changing economic forces: from competing in a global marketplace, to constrained capital during an expanding credit crisis, to higher raw material costs due to ever increasing oil prices, the job of managing gets tougher. These changes are placing new challenges on business leaders who want to grow a profitable business that creates value. The future will bring more changes from congress, irrespective of which party wins the election. While credit is harder to come by, there are alternatives to fulfill capital needs. This forum will provide strategies to guide a company through these minefields.

The Maryland Chamber's Business Development Council has brought together some of the leading

experts in the fields of turnaround management, private equity investing, business development, marketing, public relations, management consulting, accounting, business law, and investment banking to provide tactics to increase value and avoid trouble in dynamic conditions. Our panel of experts will help you learn to achieve business growth and avoid pitfalls during tough economic times. Our expert panelists will examine the elements of successful growth, and the warning signs that your business is in trouble, from a variety of perspectives. This is a must-attend for those who want to maximize their returns on investment.

Panel:

Building Value In Small Business & Avoiding Trouble On The Horizon

Moderator:

John M. Collard, Chairman, Strategic Management Partners, Inc.

[www.StrategicMgtPartners.com](http://www.StrategicMgtPartners.com)

Turnaround Manager, Private Equity Investor, Past Chairman of the Turnaround Management Association. SMP is the 2007 recipient of the Maryland Small Business of the Year and the Governor's Citation.

Panelists:

C. Edward Hartman, Managing Partner, Hartman & Egeli

[www.HartmanEgeli.com](http://www.HartmanEgeli.com)

Attorney at Law

Diane Devaney, President, Devaney & Associates

[www.Devaney.net](http://www.Devaney.net)

Marketing, Advertising and Public Relations, Business Development

Tom Heseltine, Partner, Clifton Gunderson

[www.CliftonCPA.com](http://www.CliftonCPA.com)

Certified Public Accountants, Business Consultants

AnnMarie Schovee, Managing Director Investment Banking, M&T Bank

[www.mtb.com](http://www.mtb.com)

Investment Banking

Company owners and investors realize value when they bring in advisors to guide a company that is underperforming. When a company is in trouble a different set of leadership skills is required to place the company back on a profitable path. Many 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 often required to be successful in this market.

Mr. John M. Collard, Chairman, Strategic Management Partners, Inc. 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.”

Ms. Kathleen T. Snyder, President and Chief Executive Officer, Maryland Chamber of Commerce said; “Maryland is a small business state, and the Maryland Chamber is excited to launch a new series of events focused on delivering resources, timely information and educational opportunities to small business owners. Our goal is to provide high-level networking opportunities and insightful strategies and tactics small business owners can put immediately to work growing their bottom lines. Given the state of the economy, we think our September 17th event on thriving during tough economic times is a timely way to kick off the series.”

According to Secretary David W. Edgerley of Maryland’s Department of Business & Economic Development, “This program supports DBED’s mission to promote positive growth and continued good health among Maryland businesses. Conference participants will receive expert guidance in maximizing returns on investment and will develop strategies for ensuring a competitive edge in today’s ever-changing marketplace.”

#### Who Should Attend?

- Business Owners who want to increase the value of their holdings
- C-Level Executives from small and mid-size business
- Business leaders managing a troubled company
- Directors serving on boards or in advisory capacity
- Business Development Executives
- Strategic Planning Executives
- Merger & Acquisition Executives
- Lenders to small and mid-size business
- Investors in small and mid-size business
- Business Advisors

#### What Will You Learn?

- Strategies to employ when building corporate value
- How to create real value in small and mid-size companies
- What Buyers and Investors look for before they invest
- Why it is important to focus on exit strategies
- What are the Early Warning Signs of Trouble?
- How to hold leaders and managers accountable
- The views from both an Owner’s and Buyer’s perspective
- How to guide the business to avoid trouble
- Roles of the Board, Advisory Boards, and Advisors
- Importance of Incentive Plans and Monitoring Results

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Reference:

[www.StrategicMgtPartners.com](http://www.StrategicMgtPartners.com)

[Turnaround Management Experts](#)

[Press Release .pdf version](#)

[Turnaround Management Association \(www.turnaround.org\)](http://www.turnaround.org)

Maryland Chamber of Commerce [www.mdchamber.org](http://www.mdchamber.org) (410) 269-0642

Event Agenda/Speakers: <http://mdchamber.org/september17>

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Maryland Department of Business and Economic Development [www.ChooseMaryland.org](http://www.ChooseMaryland.org)

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