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Strategic Management Partners, Inc. - Turnaround Management and Equity Investing Experts

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Dow Jones Distressed Investment Forum: Collard Speaks on Value of Turnaround Firms to Private Equity & Hedge Funds

Annapolis, MD 21403

May 10 2007

Dow Jones Distressed Investment Forum

Venue:

Grand Hyatt

Park Avenue at Grand Central Terminal

New York, NY 10017

(212) 883-1234

May 24, 2007

11:50 AM

Panel Discussion

Vetting The Deal

Turnaround firms have begun to market their services to private equity and hedge funds to trouble shoot potential problems. The firms are being used as scouts, performing due diligence on companies before the funds invest. Consultants are also brought in when a default occurs or when a distressed business needs an operational fix. Panelists from some of the nation's top firms share their strategies for making sure deals don't go south when trouble arises.

Moderator:

Marc Hopkins, Reporter, Dow Jones Daily Bankruptcy Review

Panelists:

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

Daniel F. Dooley, Principal & Chief Operating Officer, MorrisAnderson & Associates

Timothy J. Lewis, Principal, TRG

Frank R. Mack, Managing Director, Conway MacKenzie & Dunleavy

Mr. Collard said "there is value-added realized when investors bring in turnaround professionals to run a company or advise private equity investors on investing in underperforming companies in which they want to invest. They bring a unique leadership style 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."

www.StrategicMgtPartners.com

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