

# ***PRESS RELEASE***

**Contact:**

John M. Collard, Chief Executive Officer

**For Immediate Release**

410-263-9100

## **Managing Turnarounds ... Getting Clients Back on Their Feet**

**Annapolis, Maryland**

**September 12, 2008**

**Conference:**

Managing Turnarounds ... Getting Clients Back on Their Feet

Warning Signs of Business Failure -- Operational Restructuring -- Turnaround Strategies -- Risks for Managers & Board Members -- Overview of The Profession

**Host:**

Institute of Management Consultants, National Capital Region (imcdc)  
[www.imcdc.org](http://www.imcdc.org) Contact Roy Steel (301) 913-0321 RSteel1062@aol.com

**Agenda:**

Forum Agenda at: [www.imcdc.org/forConsul\\_MonthlyChapMeet\\_200811.html](http://www.imcdc.org/forConsul_MonthlyChapMeet_200811.html)

**Venue:**

Melrose Hotel, 2430 Pennsylvania Avenue, Washington DC 20037  
(202) 955-6400 [www.MelroseHotelWashingtonDC.com](http://www.MelroseHotelWashingtonDC.com)

**Date:**

November 13, 2008 From 5:30 PM to 9:00 PM  
Professional Development Program

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

### **Keynote Presentation:**

Managing Turnarounds ... Getting Clients Back on Their Feet  
Prospecting to Find the Gold in Distressed Troubled Companies

### **Speaker:**

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

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

(Certified Turnaround Professional)

(Past Chairman, Turnaround Management Association)

(2007 Maryland Small Business of the Year, Governor's Citation)

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.

### **About The Speaker**

John M. Collard is Chairman of Annapolis, Maryland-based Strategic Management Partners, Inc. (410-263-9100, [www.StrategicMgtPartners.com](http://www.StrategicMgtPartners.com)), a nationally recognized turnaround management firm specializing 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. Turnarounds & Workouts Magazine has twice named SMP among the Top Outstanding Turnaround Management Firms. SMP is 2007 Maryland Small Business of the Year, and received Governor’s Citation.

# # #

### **Reference:**

[www.StrategicMgtPartners.com](http://www.StrategicMgtPartners.com) Turnaround Management Experts  
Press Release: <http://members.aol.com/Strategist/imcturn.pdf>

[www.imcdc.org/forConsul\\_MonthlyChapMeet\\_200811.html](http://www.imcdc.org/forConsul_MonthlyChapMeet_200811.html) Institute of Management Consultants, National Capital Region Presents: Managing Turnarounds ... Getting Clients Back on Their Feet

Institute of Management Consultants, National Capital Region [www.imcdc.org](http://www.imcdc.org)

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

# # #