

# Certified Merger & Acquisition Advisor® Credential

**AM&AA**

ALLIANCE OF MERGER & ACQUISITION ADVISORS®

**CM&AA**

CERTIFIED MERGER & ACQUISITION ADVISOR

**An advanced credential  
evidencing the highest  
recognized standards of  
professional excellence for  
middle market corporate  
financial advisory and  
transactional services**

# Benefits of CM&AA Certification

- Provides the essential foundation for maintaining the highest professional standards
- Attests to the holder's mastery of the body of knowledge and commitment to staying abreast of new developments in the field.
- Recognizes an individual's professional achievement and competence
- Serves as a tool to attract and better serve clients
- Provides identification with other professionals in the M&A field
- Stimulates career advancement-builds on your existing skills

## 5-day training program taught by highly experienced M&A practitioners

Middle Market  
**M&A**

Designed to help M&A professionals take their leadership competencies to a new 'gold standard' level of excellence and to help business clients select a financial advisor of the highest caliber.

- Day 1 – The Private Capital Marketplace/Acquisition & Growth Financing
- Day 2 – The Dynamics of an M&A Engagement
- Day 3 – Business Valuation and M&A Standards
- Day 4 – M&A Tax Issues/Corporate Finance-M&A Development
- Day 5 – M&A Legal/course review and exam

## 2013 Program Dates & Locations

**All events to be held in Chicago**

- **April 29 – May 3**
- **June 3 – 7**
- **September 23 – 27**
- **October 28 – November 1**

# Cost for the 5-day Program

**\$3,995**

- **5-Day Training program plus exam fees**
- **Membership dues in the AM&AA for 1 year**
- **1 year license for BusinessValueXpress software**
  
- **Books (approx. \$300) sold separately through Amazon**

Private Capital Markets – 2<sup>nd</sup> Ed – Robert T. Slee

Handbook of Financing Growth – 2<sup>nd</sup> Ed – Kenneth H. Marks

Valuation for M&A: Building Value in Private Companies – 2<sup>nd</sup> Ed – Chris M. Mellen and Frank C. Evans

Middle Market M&A Handbook – Marks, Slee, Bles and Nall

# CM&AA Requirements

- Candidates are eligible for certification if they have achieved an advanced academic degree such as MBA, J.D. or Ph.D.
- Candidates are eligible for certification if they are a registered rep and have passed the Series 79 Exam
- Alternatively, for those who have obtained a college degree from an accredited institute of higher education, candidates will also qualify if they have attained an advanced business credential with any of the following professional credentials:
  - CPA            CBI
  - CFP            CBA
  - CVA            ASA
  - CMC            CMA

This is not an all inclusive list and other advanced business credentials may be recognized by the Committee on Certification upon request with the application.

# CM&AA Professional Profile

- Intermediary/investment banker 28%
- Accountant 20%
- Consultant 17%
- Business Valuator 9%
- Corporate Development 13%
- Financial Advisor/Asset Manager 6%
- Attorney 3%
- Equity Investor 2%
- Lender/Technology/Other 2%



# Testimonies

- I truly appreciated the week of education. The roster of speakers was fantastic. Every single one of them. As I mentioned to our CFO, I learned more in these 4 days, than I have learned in 15 years of actuarial conferences. Actually, it is not a one to one ratio, but an order of magnitude of difference.  
Tom Totten - NyHart
- Congrats to the team at AM&AA for this partnership. The private markets are made all the better by your association's efforts to train and develop certifications around the private M&A process.  
Peter Lehrman - AxialMarket
- Thank you to you and your team for a worthwhile educational experience in Chicago recently. I feel like the time was well spent and the information/education received met with my objectives. I look forward to ongoing interaction with AM&AA and the network of professionals working together to advance the interests of our middle market business world.  
Kevin Pottmeyer - Kleinfelder

# University Partnerships

## DePaul University's Center for Financial Services

Go to AM&AA's website for more information:

[http://www.amaonline.com/cmaa\\_dates](http://www.amaonline.com/cmaa_dates)

## Preview of CM&AA Sessions

- **CM&AA Preview @ AM&AA Winter Conference 1/2010 (Part 1)**  
<http://vimeo.com/10032619>
- **CM&AA Preview @ AM&AA Winter Conference 1/2010 (Part 2)**  
<http://vimeo.com/10035055>

# Membership Benefits

- Provides a valuable network of M&A expert members who act as resources for other members
  1. AM&AA's Listserve – ability to announce and discuss issues among the membership through an email hosting service
  2. AM&AA Member LinkedIn Group
  3. Name listed in the Advisory Directory on AM&AA's website
- Improves and broadens members' capabilities, knowledge and professional expertise through education, training and member outreach
- Provides group buying benefits

# Some of the Resources & Tools at an extraordinary discount!!

Middle Market  
**M&A**

- Private Equity Info – FREE to members
- One Source – up to 60% off
- NEW – DealMarket – deal platform management tool
- NEW – BVR deal transaction data tool
- Other special pricings from ShareFile DVR, V-Rooms™ VDR, PEP Digest, Pitchbook, The Economist (EIU), IBIS World, MoneySoft's Deal Sense.

# PPEI Services

Middle Market  
**M&A**

[www.peiServices.com](http://www.peiServices.com) is a continually updated, comprehensive database of corporate finance deal firms and related professionals. Perform targeted searches on private equity firms, hedge funds, mezzanine firms, small business investment companies, valuation firms, investment banks and institutional real estate investors.

It's a great tool for middle market M&A firms to perform industry research, track all interactions with contacts and journal/record communications with each member within the deal flow process.

The best part.....it's **FREE** to our members

**AM&AA members receive a FREE PLATINUM subscription UNTIL DEC 31, 2012 to [www.peiServices.com](http://www.peiServices.com) valued at \$895/year.**

# One Source / iSell

Middle Market  
**M&A**

## **Up to 60% off for AM&AA members**

- OneSource integrates critical business information from world-class content providers to deliver a unique package of "facts, figures, and news" on your prospects, customers and competitors.
- This highly relevant information includes company profiles, financial data, corporate family structures, executive biographies, trade and business news, industry and analyst reports and much more. We offer web-based subscriptions and powerful embedded solutions for CRMs, portals and other applications.
- Call AM&AA headquarters @ 1-877-844-2535, for more info

# DealMarket

Middle Market  
M&A

AM&AA has introduced a Deal Exchange Platform accessible for AM&AA members ONLY (provided by DealMarket).

AM&AA members are able to look for investment opportunities and post their deals in the exclusive members only area on DealMarket.



# BVR – Valuation Resources

## **New AM&AA Member Benefit - Complimentary access to Pratt's Stats Deal Database in exchange for your deal submissions!**

- AM&AA members are immediately eligible for a one month free trial of Pratt's Stats, and can extend access an additional three months when you contribute your own deals
- For each deal submitted and accepted, you will receive three months free access to Pratt's Stats
- AM&AA members with significant deal data can request that a BVR financial analyst travel onsite to collect the transaction data at no charge to you!
- AM&AA members also receive special discounts other premier valuation training programs, content and publications and other resources

# ShareFile VDR

Middle Market  
**M&A**

- **Easy, professional, and secure file sharing**
- ShareFile allows you to create a custom-branded, password-protected space where you can exchange business files with clients easily and securely. Whether you need to send large files by email, conduct a secure file transfer, or just require a collaboration space where project-related files can be posted, ShareFile has the solution for you.
- **10% discount for AM&AA members**

# V-Rooms™ Virtual Data Rooms

- V-Rooms™ Virtual Data Rooms provide a privately branded virtual data room solution designed to streamline document management and collaboration, while supporting multiple transactions. Financial, legal and corporate professionals are able to share and access information securely on demand, anywhere in the world with comprehensive audit trails for both users and documents.
  - 10% discount on New Virtual Data Room Accounts
  - Month-to-month contracts
  - Complimentary 7 day trial

# Private Equity Professional Digest

Middle Market  
**M&A**

*The Digest* provides readers with news and feature articles written in our quick, easy to read digest format. Readers can access our daily reporting on news and closed transactions; full length feature articles; industry surveys including our annual carried interest and compensation survey; access to our proprietary report on industries with transaction activity and a subscription to *Morning Coffee*, our daily and digital private equity news bulletin....

**AM&AA members receive a 50% discount on the cost of membership with The Digest**

# IBISWorld

Middle Market  
**M&A**

IBISWorld's 700+ U.S. industry research reports equip you with the data and analysis to identify buy and sell targets, complete first-stage LOI research and benchmark companies against their industry and competitors. IBISWorld provides subscribers with actionable insights that guide strategic decisions and help businesses find and win new business.

**For more information on discounts and memberships available to AM&AA members, please call IBISWorld today at 1-800-330-3772**

# The Economist Intelligence Unit

## The Economist Intelligence Unit (EIU)

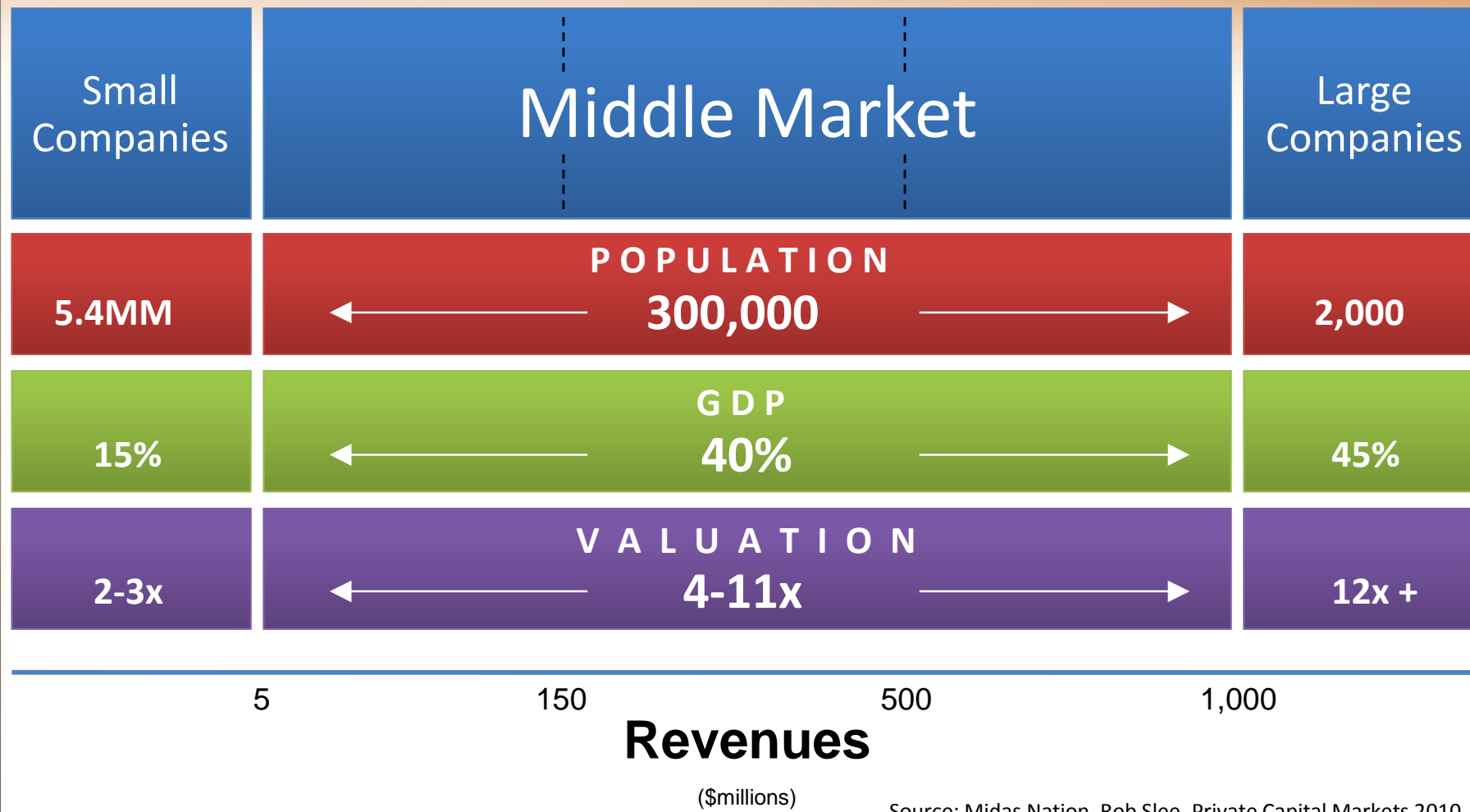
- Special 25% discount for all AM&AA members.
- The Economist Intelligence Unit (EIU) helps business leaders prepare for opportunity and act with confidence when making strategic decisions
- The EIU offers analysis, forecasts and data on over 190 countries, 6 key industries and a range of commodities. You can get instant access to the EIU's analysis and forecasts at the EIU Store where you can purchase everything from full subscriptions to individual articles.

# MoneySoft's DealSense®

Middle Market  
M&A

- AMAA Members enjoy a 25% discount on MoneySoft's DealSense® software system. DealSense has been appropriately called the "Swiss Army Knife" of financial analysis, valuation and evaluating the economics of midmarket M&A.
- DealSense is a productivity tool that helps midmarket advisors and intermediaries improve their level of diligence, prepare effective Confidential Information Memoranda (pitch books) and leverage their position as a "trusted advisor" during negotiations and due diligence.
- In addition to a 25% discount, AMAA members receive:
- Free Report with each purchase of DealSense Plus: A 5-year Integra Industry Report (ratios and common-size). This is a \$140 value.
- Discount on Data Products: 20% when bundled. Current products include Done Deals, BIZCOMPS and Integra Reports.
- Training Webinars / Online Demos can be arranged.

# What is the Middle Market?



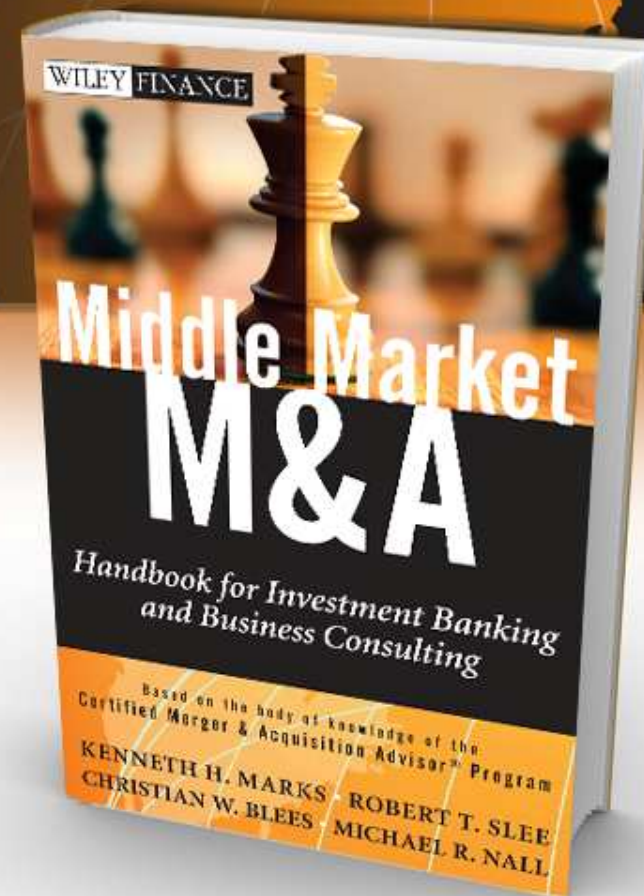
Source: Midas Nation, Rob Slee, Private Capital Markets 2010



# Middle Market M&A

**CM&AA**  
CERTIFIED MERGER & ACQUISITION ADVISOR

Alliance of Merger & Acquisition Advisors  
200 E. Randolph Street, 24th floor  
Chicago, IL 60601  
[www.amaaonline.com](http://www.amaaonline.com)



## For More Information:

Contact AM&AA Headquarters

Email: [info@amaaonline.org](mailto:info@amaaonline.org)

Phone: 1-877-844-2535

Web: [www.amaaonline.org/cmaa\\_dates](http://www.amaaonline.org/cmaa_dates)