



ATTORNEYS AT LAW

## ***Becker Buy Side Summit Agenda June 11-12, 2024***

### ***“Capturing Seller Good Will: An In-depth Examination on Best Practices for Diligence and Integration of Customer Relationships and Talent.”***

*The core asset in every industry acquisition is Good Will, or in other words, the customer relationships and talent of the seller. The Becker Buy Side Staffing Industry M&A Summit this year will shine a spotlight on the best practices employed by industry acquirers in (1) conducting due diligence into a target’s customer relationships and talent pool, (2) addressing the risk of losing those assets in deal terms and (3) integrating those assets post-closing.*

#### **Agenda Tuesday June 11th**

**11:00 am – 12:30pm** Check-in and Registration

**1:15 – 1:30pm** Welcome & Opening Remarks: **Martin L. Borosko**, Managing Member, Becker LLC and **Michael Bartels**, Chief Development Officer

#### ***Grand Oaks A & B***

Your hosts Martin Borosko and Michael Bartels will set the stage for the Summit by exploring the conference theme, highlighting potential key takeaways from the upcoming content and reviewing logistics for the event.

**1:35 – 2:35pm** ***State of the Staffing Industry – “A Conversation with Mark Roberts from TechServe Alliance”***

#### ***Grand Oaks A & B***

Martin Borosko will moderate a conversation with Mark Roberts about their expectations for the industry in 2024.

**2:45 – 3:45pm** ***Panel Discussion – “Are You Treating Customer Due Diligence as its Own Discipline?”***

#### ***Grand Oaks A & B***

Panelists:

- **Jeremy Falendysz**, Partner and Managing Director, UHY Corporate Finance
- **Paul Mehring**, Chief Lending Officer, Access Capital
- **Cynthia Umscheid**, Founder, Umscheid Consulting
- **TBD**

Moderated by **David Searns, CEO, Haley Marketing**

David Searns will moderate a discussion about the importance of treating customer due diligence as its own discipline. Panelists will discuss, among other topics, the best practices for:

1. Designing the diligence team and diligence plan,
2. Negotiating the scope of the customer diligence with the Seller,
3. Determining the right method of communicating with Seller’s customers,
4. Determining the right questions to ask the customers,
5. The financial data to request about customer relationships, and
6. Structuring interviews of Seller’s client service team.

3:55 – 4:55pm

**Panel Discussion – “The Modern Trend – Moving Beyond Superficial Diligence about Culture Fit”**

**Grand Oaks C & D**

**Panelists:**

- **Mike Cleland**, Founder, Charted Path
- **Corry Doyle**, Managing Director, White Wolf Capital
- **Jeff Haithcoat**, Vice President M&A, Vaco
- **Matt Lyon**, Chief Development Officer, Talent Launch

Moderated by **Jeffrey Bowling**, Founder, Scale Advisory

Jeffrey Bowling will moderate a panel discussion about the modern trend toward taking a deeper dive in diligence about cultural fit.

5:05 – 6:05pm

**Panel Discussion – “Best Practices for Integrating Sales and Recruiting Talent”**

**Grand Oaks A & B**

Panelists:

- **Mike Alam**, Chief Strategy Officer, Allied Resource Group
- **Susan Dietrich**, CEO, TOPPS Staffing LLC
- **Matthew J. Ripaldi**, CEO, Talent Groups

Moderated by **John McGraw**, Senior Vice President, Access Capital

John McGraw will moderate a panel discussion detailing the best practices for integrating sales and recruiting talent.

6:30 – 9:30pm

**Cocktail Party and Dinner**

**The Sanctuary Terrace AB and Courtyard**

At the conclusion of day 1 of the Summit, Becker and its sponsors will host a cocktail party and formal dinner at **The Sanctuary Terrace AB and Courtyard**. The dinner will feature local Low-country cuisine including premier steaks and locally caught, sustainable fish and shellfish paired with a selection of fantastic wines.

## Agenda Wednesday June 12th

7:00 – 8:00am

**Breakfast:** A continental breakfast will be served before the start of the programs in the Grand Oaks Foyer

8:00 – 9:30am

**Panel Discussion – “Capturing Revenue Synergies: Turning the Unicorn into Reality”**

**Grand Oaks A & B**

Panelists:

- **Corry Doyle**, Managing Director, White Wolf Capital
- **Geoff Goldwater**, Mid-Atlantic Managing Partner, Acrisure
- **Deepak Gupta**, M&A Advisor & former Chief Corporate Development Officer at Employbridge
- **Habib Noor**, Noor Companies

Moderated by **Martin Borosko**, Managing Member, Becker LLC

Martin Borosko will lead a panel discussion about identifying, evaluating and capturing revenue synergies.

9:45 – 10:45am

***Concurrent Session One: Industry Acquisitions 101 – “The Anatomy of an Acquisition”***

***Grand Oaks A & B***

Panelists:

- **Michael Napolitano**, Partner, Citrin Cooperman Advisors
- **Kent L. Schwarz**, Partner, Becker LLC
- **Adam Stern**, Partner, Clarity Growth Partners
- **Ron Walters**, Sr. Managing Partner, 3Humans

Moderated by **Patrick Morin, Partner, Transact Capital**.

Patrick Morin will moderate an interactive discussion between the panel and audience about the anatomy of an acquisition. Topics will include an overview of the process and discussions about key elements of pre-LOI diligence, the valuation of the target, negotiating and structuring economic terms, and how to deal with known risks.

9:45 – 10:45am

***Concurrent Session Two: Master Class – “Private Equity and Large Strategic Acquirers Forum”***

***Grand Oaks C & D***

Moderated by **Martin L. Borosko**, Managing Member, Becker LLC

Martin Borosko will lead an interactive discussion between the PE Firm and large strategic acquirer’s at the Summit about their experience implementing the best practices discussed in the various panel discussions and the lessons they have learned in capturing Seller’s Good Will

11:00am – 12:00pm

***Industry Specific Break Out Rooms***

Industry segment leaders will lead an interactive break out discussion with other acquirers in their industry segment about takeaways from the Summit as well as other trends impacting acquisitions in their industry segment

***Grand Oaks A & B and Grand Oaks C & D***

Facilitators:

**Light Industrial and Skilled Trades**

- Jeremy Falendysz, Partner and Managing Director, UHY Corporate Finance
- Kevin Turner, Vice President, Acrisure

**Information Technology**

- Patrick Morin, Managing Member, Transact Capital
- Steve Norris, M&A Consultant, TechServe Alliance

**Healthcare**

- Valerie Peer - Nixer Comp
- Adam Stern – Clarity Growth Partners

**Professional Staffing**

- Tony Nunez & Michael Napolitano - Citrin Cooperman Advisors

1:45 – 6:00pm

**At the conclusion day 2, we are offering all attendees the choice of one of the following afternoon activities:**

**A round of golf on the world famous “Ocean Course at Kiawah Island Golf Resort”.** Located on the eastern-most end of the island, The Ocean Course boasts the most seaside holes in the Northern Hemisphere with ten holes hugging the Atlantic and the other eight holes running parallel to those. The course is unlike any other golf course in the world, outside the United Kingdom and Ireland.

1:45 – 6:00pm (cont.)

**A guided kayak trip through the marshlands of the Low-country to witness the local dolphins in their habitat.** The Resort will be providing our group with guides that will take you for a 2-3 hour tour of the breathtaking scenery around Kiawah Island, give a historical background of the island, as well as the opportunity to witness the local dolphins as they cruise through the marshland.

**A relaxing afternoon at the spa, pool or the ocean.** Invitees choosing Option 3, based on availability, will have the option of an appointment at the “The Spa at the Sanctuary”. The spa offers a complete escape for the body, mind and spirit inspired by the natural beauty of the Low-country. Either before or after receiving their spa treatments, invitees will have the opportunity to relax on Kiawah’s award winning beaches or by at one of the Resort’s pools. ***Limited spots available.***

**Wine Tasting.** Marty Borosko from Becker LLC and Rob Schild from Nixer Comp are inviting you to a private wine tasting where they will select some of their favorite wines & cheese for a relaxing afternoon tasting at the Sanctuary. ***Limited spots available.***