

# MARC2016

Intercontinental Chicago Magnificent Mile

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**Navigating Calm Waters...Preparing for Stormy Seas**

*The 2016 MidAmerica Regional Conference is hosted by and features turnaround professionals from the following chapters of the Turnaround Management Association:*

*Chicago/Midwest*

*Detroit*

*Minnesota*

*Missouri*

*Ohio*

*West Michigan*

## ***New this year: Capital Showcase!***

The inaugural event will bring together over 200 individuals from private equity firms, alternative lenders, commercial lenders, consultants, turnaround specialists, and lawyers to facilitate potential deal flow, exchange ideas, and hear the latest trends.

*Only qualifying firms are invited to participate.*



# TMA MidAmerica Conference 2016



Michael J. Egan  
Monroe Capital LLC



Meagan Hardcastle  
Harmon Partners

On behalf of the Chicago/Midwest, Detroit, Minnesota, Missouri, Ohio, and West Michigan Chapters, we invite you to join us for the 9th Annual MidAmerica Regional Conference (MARC) at the InterContinental Hotel Chicago in downtown Chicago on May 11-13, 2016. This year's MARC is bringing together corporate renewal professionals from across the United States to lead interesting, dynamic and thought provoking discussions related to this year's theme: Navigating Calm Waters....Preparing for Stormy Seas.

MARC 2016 boasts an exceptionally strong lineup of relevant and informative panels. With all of us looking for ways to succeed in an uncertain business environment, professionals must consider how to prepare to meet the challenges presented by today's unique economic environment. Our panels are loaded with highly-regarded industry experts and frontline practitioners who will share economic and international considerations that will reveal opportunities for restructuring practitioners. MARC 2016 closes with a panel titled "Reinventing, Why Momentum Matters" which explains how to align and rapidly realize untapped value across categories, channels, and markets.

This year features two prominent keynote speakers, David Houle and Joe Jackman. David Houle is a futurist, thinker and keynote speaker. He has always been slightly ahead of the curve. Houle is consistently ranked as one of the top futurist keynote speakers. Joe Jackman is the founder of Jack Reinventions, a company that has helped numerous multinational companies reinvent their image to unlock enterprise value.

MARC 2016 would not have been possible without the tireless efforts of our MARC planning committee in organizing session topics and securing speakers, panelists, industry experts, and sponsors. The committee has diligently worked to make this year's MARC an enlightening and engaging program. We would like to personally thank and recognize the following committee members: Rhett Rowe, Capital for Merchants; Harold Israel, Goldstein & McClintock; Jim Nichols, James L Nichols CPA LLC; Mark Leibold, Gould & Ratner LLP; Russ Long, O'Keefe LLC; Mike O'Neil, Taft Stettinius & Hollister; Mike Wolf, MB Business Capital; Jacob Neuberger, Monroe Capital LLC; Dave Mack, Pathfinder Group LLC; Barb Yong, Golan & Christie LLP; Rob Meyers, Republic Business Credit; Ben Smith, Huron Consulting Group; David Levy, NRC Realty & Capital Advisors LLC; Larry Fox, Huron Consulting Group; Alex Franky, Monroe Capital LLC; Tom Goldblatt, Ravinia Capital LLC; Mike Deighan, O'Keefe LLC; Matt Dekutoski, Crestmark; Ralph Kourtjian, First Business Capital Corp.; Gail Heldke, First Business Factors; Mike Rosow, Winthrop & Weinstine; Bob Koester, MSI Financial; Brendan Best, Varnum LLP; Aaron Hammer, Sugar Felsenthal Grais & Hammer LLP; Mark Melickian, Sugar Felsenthal Grais & Hammer LLP.

Additionally, we would also like to express our gratitude to Chris Glatz, Sue Fischer, and Sharon Kimble for their administrative support and attention to detail, that has been imperative to the success of this program. Finally, MARC 2016 would not have been possible without the generous support of our sponsors. Their continued financial support is an invaluable resource to MARC. In particular, the MARC planning committee thanks our Platinum Sponsors for their commitments to the success of MARC 2016, particularly our Platinum Sponsors, Dorsey and MB Business Capital.

Thank you for attending MARC 2016 in Chicago!

## Agenda

### Wednesday, May 11, 2016

5:30-7:30 p.m. Welcome Reception

### Thursday, May 12, 2016

8:00-9:00 a.m. Breakfast Buffet  
9:00-10:00 a.m. Concurrent Panels\*  
10:30-11:30 a.m. Concurrent Panels\*  
12:00-1:30 p.m. Lunch & Keynote Address  
*David Houle*  
1:30-2:30 p.m. Concurrent Panels\*  
3:00-5:00 p.m. Capital Showcase & Reception  
9:00-10:00 p.m. Night Cap Reception

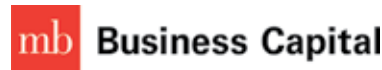
### Friday, May 13, 2016

8:00-9:00 a.m. Breakfast Buffet  
9:00-10:00 a.m. Keynote Presentation  
*Joe Jackman*  
10:30 a.m.-  
12:00 p.m. Closing Panel  
*Capital Markets Update*

\*Attendees will ultimately attend three out of the six panel options

## Conference Sponsors

### Platinum Sponsors



### Gold Sponsors

Accord Financial, Inc. ■ Conway MacKenzie ■ Monroe Capital LLC  
Ravinia Capital LLC ■ Riemer & Braunstein LLP ■ TAB Bank

### Event Sponsors

*Opening Reception:* Huron Consulting Group

*Lunch:* Barron Business Consulting ■ Chicago Capital Holdings LLC ■ Loeb Term Solutions ■

*Nightcap Reception:* Sugar Felsenthal Grais & Hammer LLP ■ Gordon Brothers-AccuVal

*Breakfast:* Republic Business Credit ■ Schafer and Weiner, PLLC ■ Taft Stettinius & Hollister LLP

*Coffee Break:* Golan & Christie LLP ■ Kurtzman Carson Consultants LLC

## Concurrent Panel 1A

### Views from Inside the Special Asset and Workout Groups of Commercial Banks

Back by popular demand, this program will offer a rare peek inside the world of special asset and workout groups. Panelists will provide an update on the current state of their respective portfolios of bad credits and how it has changed over the past year, as well as examine what options or strategies lenders consider when deciding how to move forward with a defaulted credit and how these options and strategies are impacted by federal rules and regulations. The panelists will also discuss the timing and retention of professionals, including providing guidance on the skill sets that are necessary for professionals to compete.

Moderator: Tom Goldblatt, Ravinia Capital, LLC  
Panelists: Ziad Amari, U.S. Bank, N.A.  
Brian McManus, BMO Harris Bank  
Bob Shannahan, Wintrust Bank  
Hugh Wilder, The PrivateBank

## Concurrent Panel 1B

### Getting Deals Done in the Current Senior Financing Market—From Traditional ABL to Unitranche to Fintech and Beyond

How are today's lenders being creative to meet the needs of their clients and prospects? How can different capital providers work together to close more deals? Is Fintech a fad or here to stay? In today's low rate environment, many of the traditional sources of financing remain, but what new developments are there in specialty finance and how are they helping companies in need of capital. Banks are precluded today from some types of financing, but give time and the strength of their balance sheets. Will they be back in the various niches now being filled by non-bank or "alternative" lenders? This panel of financing experts will provide valuable insight into the most recent trends in senior financing and how deals are getting done.

Moderator: Gail Heldke, First Business Factors  
Panelists: Joseph Fobbe, MB Business Capital  
Robert Meyers, Republic Business Credit, LLC  
Paul Schuldiner, King Trade Capital  
Timothy Serritella, Loeb Term Solutions, LLC

## Concurrent Panel 2A

### TMA's Role in the Restructuring World

A panel of past TMA Presidents will discuss the ups and downs of the oftentimes tumultuous restructuring industry. What lessons can be learned from prior downturns, and when are we finally going to catch the next big break? What are the keys to surviving and thriving in good times and bad? How can restructuring professionals leverage the TMA and its members to grow their respective practices? Join us for a timely perspective sure to be of interest to corporate renewal professionals, distressed investors, and deal pros of all types.

Moderator: Mike Egan, Monroe Capital LLC  
Panelists: Scott Eisenberg, Amherst Partners  
Aaron L. Hammer, Sugar Felsenthal Grais & Hammer LLP  
Tom Pabst, HYPERAMS  
Mike Wolf, MB Financial Bank, N.A.

## Concurrent Panel 2B

### Legislative Reform

The call for legislative reforms to the Bankruptcy Code began in the immediate aftermath of 2005's BAPCPA amendments. The high cost of restructuring has directly contributed to fewer bankruptcy filings and increased out of court workouts. With an election on the horizon, will Congress finally seek to reform the Bankruptcy Code? How will the ABI Commission Report impact legislative reforms? From revised Section 363 considerations, postpetition financing restrictions and professional fee payments, all parties stand to be impacted should parts of this report become law. How will the United States Trustee contribute to any such reforms?

Moderator: Anthony Casey, The University of Chicago School of Law  
Panelists: U.S. Bankruptcy Judge Timothy Barnes  
Lynn M. Brimer, Strobl & Sharp, P.C.  
Harold Israel, Goldstein & McClintock LLLP  
Tom Kelly, Dorsey & Whitney LLP

# Thursday, May 12, 2016

## Keynote Speaker: David Houle



David Houle is a futurist, thinker and speaker. Houle spent more than 20 years in media and entertainment. He has worked at NBC, CBS and was part of the senior executive team that created and launched MTV, Nickelodeon, VH1 and CNN Headline News.

Houle has won a number of awards, including two Emmys, the prestigious George Foster Peabody Award, and the Heartland Award for "Hank Aaron: Chasing the Dream." He was also nominated for an Academy Award.

Houle is consistently ranked as one of the top futurists and futurist keynote speakers on the major search engines and in the world today. In the last seven years he has delivered 500+ keynotes and presentations on six continents and 12 countries. He is often called "the CEO's Futurist" having spoken to or advised 3,500+ CEOs and business owners in the past seven years.

He writes the highly regarded futurist blog [www.evolutionshift.com](http://www.evolutionshift.com) with the tag line "A Future Look At Today." For those of you on Twitter, his user name is [evolutionshift](https://twitter.com/evolutionshift), which is also the name of his YouTube channel. He publishes the free Shift Age Newsletter, available at [www.davidhoule.com/newsletter](http://www.davidhoule.com/newsletter). During 2010 Houle was a featured contributor on Oprah.com. His much acclaimed curated visual look into the future, launched in 2013 is [www.futurewow.com](http://www.futurewow.com).

He has been speaking about the future for eight years and his influential first book *The Shift Age* was published in 2007. His second book, *Shift Ed: A Call to Action for Transforming K-12 Education*, written with Jeff Cobb was published in March 2011. *The New Health Age: the Future of Health Care in America*, co-authored with Jonathan Fleece, was published by Sourcebooks in January 2012 and became a #1 best seller on Amazon in the categories of Medicine and Future of Health Care. *Entering the Shift Age* was published by Sourcebooks in January of 2013. It is also a #1 Amazon best seller in the category of Business Planning and Forecasting. Houle published the eBook *Is Privacy Dead: The Future of Privacy in the Digital Age* in November 2013. His latest book "Brand Shift: The Future of Brands and Marketing" with co-author Owen Shapiro was published in August 2014. It quickly became an Amazon top ten best seller in the category of Media and Communications. In February 2015, it was named one of the top five marketing books published in the world in 2014.

Houle is Futurist in Residence and Guest Lecturer at the Ringling College of Art + Design.

## Concurrent Panel 3A Energy

During the past eighteen months alone, the sustained and diminished value of energy commodities has resulted in dozens of energy-related bankruptcy filings, with even more companies facing distressed balance sheets. With the prospects of a recovery in oil and gas prices several years away, many of these entities cannot withstand the weakened returns. Where is there opportunity in this depressed market? When will energy prices recover? What will the market look like in 5 years? 10 years? What are key issues in energy cases that are currently driving chapter 11s and out-of-court restructurings?

Moderator: Mike Rosow, Winthrop & Weinstine, P. A.

Panelists: Annette Jarvis, Dorsey & Whitney LLP  
Charles Kelley, Mayer Brown LLP  
Jeffery Prol, Lowenstein Sandler LLP  
Robert Rice, Sandaton Capital Partners  
Phillip Van Winkle, AEG Partners LLC

## Concurrent Panel 3B Continue Exploring the Future with David Houle

David Houle, our lunch keynote speaker, will lead an interactive session that will expand on his keynote speech. This session will allow attendees to react to his thought provoking speech in a smaller group session and to brainstorm about other changes that will frame the future based on current trends. While YOU will drive the content of this session, possible topics include: What does it mean if we are at the end of the fossil fuel era? How will society be impacted by driverless cars. This session provides a unique opportunity to meet in an informal setting with one of the country's best known futurists.

Facilitator: Daniel Wikel, Huron Consulting Group, LLC

Speaker: David Houle

## Capital Showcase & Reception

*New this year:* The MidAmerica Regional Conference Planning Committee is excited to announce this new event as part of the MARC experience. This inaugural event will bring together more than 200 individuals from private equity firms, alternative lenders, commercial lenders, consultants, turnaround specialists, and lawyers to facilitate potential deal flow, exchange ideas, and hear the latest trends. Only qualifying firms are invited to participate.

# Friday, May 13, 2016

## Keynote Speaker: Joe Jackman



Joe Jackman has proven invaluable to business leaders throughout his 28-year career as a strategist, creative director and marketer. As the CEO of Jackman Reinvents, Jackman leads a multi-disciplined team of retail reinventionists—researchers, analysts, management consultants, marketers, creative directors, writers, designers and activation managers—focused on accelerating value creation and disrupting the status quo. Jackman is a customer experience reinvention company, and brings together all essential disciplines in an end-to-end process: management consulting, research and analytics, brand strategy and marketing and 360° customer experience design—from brand image and digital strategy to environmental design and activation. Working with private equity firms, global retailers and B2B companies, Jackman discovers and rapidly realizes untapped enterprise value in a timeline unmatched by others. Current and past reinvention partners include Walgreens, Duane Reade, Hertz, Dave & Buster's, CD&R, FreshCo, KKR, Oak Hill Capital, Old Navy, Rexall, Beer Store and Sobeys.

## Closing Panel Capital Markets

There were uncertainties the past couple of years, and this year we are looking for opportunities. The U.S. economy is stagnating and the Federal Reserve is providing few reasons for sustained confidence. What deals are investment bankers, commercial banks and asset-based lenders seeing, and which ones are getting done? Where do they see opportunity, and what are the prospects for the remainder of 2016? Will interest rates rise and, if so, how fast will they climb and what impact will this new reality have on the market? Update to focus broadly on middle market, large cap and high-yield opportunities.

Moderator: Meagan Hardcastle, Harmon Partners  
Panelists: Penny Fine, First Merit Bank  
Leanne Manning, The Private Bank  
J. Scott Victor, SSG Capital Advisors, LLC  
A. Jeffrey Zappone, Conway McKenzie, Inc.

## Registration & Hotel Information

The Conference registration fee includes the three-day conference, two networking receptions, two hot breakfast buffets, one lunch, and all breaks. Registered attendees will receive a name badge at the conference that must be worn for admittance into all sessions and networking receptions. The member registration fee is for current and active TMA members only. Please note that TMA membership is on an individual basis.

Registration can be completed in one of three ways:

Mail your completed registration form and payment to:  
TMA Chicago/Midwest Chapter  
Christine Glatz  
P.O. Box 33  
Frankfort, IL 60423

Fax the completed registration form along with your credit card payment information to:  
TMA Chicago/Midwest Chapter  
(815) 469-1901  
Attn: Christine Glatz

To register online, simply visit:  
[www.turnaround.org/chicagomidwest](http://www.turnaround.org/chicagomidwest)

**ALL REGISTRATIONS MUST BE RECEIVED BY MAY 9, 2016.**

Registered attendees will receive confirmation of their registration via email. If you do not receive a confirmation notice within five business days of sending your registration, please contact Christine Glatz at (815) 469-2935. On-site registrations will be taken on a space-available basis only; an additional \$25 on-site registration fee will be applied.

### Cancellation Policy

A full refund will be issued if notification of cancellation is submitted in writing (email is acceptable) by end of business, May 1, 2016. After that date, refunds will not be issued; however, substitutions are allowed. Please contact the TMA Chicago/Midwest Chapter office at (815) 469-2935 or via email at [sue@managementservices.org](mailto:sue@managementservices.org) to advise of a cancellation or change in attendee.

Business casual attire appropriate.

# Registration Form

Please reproduce this form for each registrant.

<b>On or before 05/01/16</b>	<b>Member Rate</b>	<b>Non-Member Rate</b>
Conference	\$275	\$350
NextGen (35 & under)	\$150	\$150
Total:	_____	_____

<b>After 05/01/16</b>		
Conference	\$325	\$400
NextGen (35 & under)	\$150	\$150
Total:	_____	_____

Spouses welcome; please inquire with the TMA chapter office for more information

Full Name \_\_\_\_\_

Name as it is to appear on Badge \_\_\_\_\_

Spouse/Guest name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Payment:

- Check enclosed  
(Payable in U.S. funds to TMA Chicago/Midwest Chapter)
- Please charge my (circle):  
     Visa       MasterCard       American Express

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Total Amount Paid \_\_\_\_\_

Signature \_\_\_\_\_

Special Needs & Dietary Restrictions \_\_\_\_\_

Hotel Information  
Intercontinental Chicago  
505 North Michigan Avenue  
Chicago IL 60611



MARC attendees should make their own reservations by calling 800-628-2112 by April 18, 2016. Please identify yourself as a member of the Turnaround Management Association group for the \$279/night plus tax rate, based on availability. All reservations must be guaranteed and accompanied by a first night room deposit or guaranteed with a major credit card. Reservations received after April 18, 2016 are subject to space availability and at the prevailing room rates. Failure to cancel a guaranteed reservation 24 hours prior to the day of arrival or occupy the room will result in a charge of one night's room and tax applied to the individual's credit card.

CPE Available  
Recommended CPE—7 hours (based on a 50-minute hour); Program Level—BASIC;  
Prerequisites—NONE; Advanced Preparation—ONE; Instructional Method—Group Live

The Detroit and Chicago/Midwest Chapters of the Turnaround Management Association are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. [www.nasba.org](http://www.nasba.org).

CLE credits for attorneys is pending approval.