



November 2009

Visit us @ WWW.ACG.ORG Association for Corporate Growth

Welcome!


www.acg.org

"Private Equity In the Post-Boom Era: What's Next?" Timely Topics in Private Equity from Grant Thornton

Recently, Grant Thornton issued the next white paper in their private equity series exploring some of the major issues facing the private equity community today. Authored by Harris Smith, managing partner of Grant Thornton's private equity group and immediate past chairman of ACG, this paper addresses how the credit crisis and recession have significantly altered the private equity industry. Exit opportunities, fundraising and deal making have all changed dramatically and this paper helps answer the question of "what's next?"

As an ACG Global Growth Sponsor, Grant Thornton produces quarterly white papers that deliver cutting-edge, top-notch thought leadership to the ACG community.

To access "Private Equity In the Post-Boom Era: What's Next?" [click here](#).



UNLIMITED ACCESS TO:

- Company overviews
- Fund size
- Sector focus
- Contact info

New Study on the Relevance of Brand in the Private Equity Industry

Over the past decade, an increasing number of private equity firms have come to recognize the importance of developing a brand in the marketplace. Rather than simply letting their returns speak for themselves, they have made a proactive, strategic decision to build a firm brand that will be compelling, differentiated and clearly understood.

BackBay Communications has just released a new white paper that includes the results of a survey of 320 private equity industry participants and insights from ACG members on the importance of a strong PE brand, especially in today's tough fundraising and deal making environment.

According to the survey, private equity firm attributes that contribute the most to a strong brand are:

- Good investment returns (69%)
- Proven management team (64%)



To learn more about the ACG Cup [click here](#)

- Clearly articulated firm positioning (56%)

The industry as a whole would benefit from an improved brand, and working together through ACG, middle market private equity firms can improve their collective brand as generators of jobs and creators of value.

To read the white paper, click [here](#).

News From the ACG Chapters

A recent meeting of **ACG North Florida** was featured in the [Jacksonville Business Journal](#). Margaret Black-Scott, former managing director and vice chairman of the global wealth division at Morgan Stanley shared her outlook on the current economic climate.

ACG Orange County recently featured Chris Sheldon, director of investment strategy at BNY Mellon Wealth Management. Sheldon discussed the long-term implications of recent Federal policy measures on capital markets, global growth, and inflation.

ACG Raleigh Durham hosted Carolina Hurricanes coach Paul Maurice for a presentation on building a winning team. The event was covered on [NewsObserver.com](#).

Dr. Satish Tadikonda, CEO of Virtify, a provider of enterprise content compliance software solutions for life sciences companies, was a featured speaker at **ACG Boston's** Fall Conference and Private Company Expo held November 17th.

U.S. Bancorp CEO Richard Davis addressed a recent **ACG Minnesota** luncheon. His appearance was covered by the [Pioneer Press on its TwinCities.com](#). Mr. Davis discussed TARP and the general state of the banking industry.

With more than 700 events every year, ACG chapters bring members and opportunity together. To view a list of chapter events, [click here](#).

Save the Date - ACG InterGrowth 2010 - May 4-6, 2010 at Fontainebleau Hotel, Miami Beach

ACG InterGrowth[®]
CAPITAL | CONNECTIONS | DEALS

[Click here](#) to find more information on InterGrowth 2010.