

Featured Member Spotlight May 2021



[Patrick Bellot](#), Director
[Phoenix Capital Resources](#)
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ACG University Class of 2018

Tell us about your role / firm. I am a Director at Phoenix Capital Resources. Phoenix is a fully licensed boutique investment bank executing special situation transactions across a wide range of industries, situations, and ownership structures. As an industry leader, we provide our clients with investment banking solutions that include M&A advisory, private placements of debt and equity, and complex balance sheet restructurings. We advise clients on both domestic and cross border transactions and have extensive experience in all facets of investment banking.

What are you working on? I am working on the bankruptcy and 363-sale of an industrial food manufacturer. Phoenix was retained as Chief Restructuring Officer and has been participating in the sell-side activity in the case. After a 13-hour 363-auction, we are very happy to announce the sale of the business to a well-capitalized strategic buyer. The sale will continue the business as a going-concern and preserve 150+ jobs at the Company.

What are you looking for? Our expertise shines brightest in the most complex deals where challenges exist across a business's capital structure, operations, and stakeholder group. We want folks in the market to look toward Phoenix for help on the most difficult deals and we lean into those challenges.



[Graham Frazier](#), Co-Founder, President
[GF Data & Private Capital Research](#)
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Tell us about your role / firm. I am a Founder and Co-Manager of GF Data[®], a subscription-based database company featuring proprietary transaction data (valuation multiples, leverage statistics and key deal terms) on private equity sponsored M&A transactions with \$10mm to \$250mm in enterprise value. I'm also the founder and president of Private Capital Research LLC, a buy-side M&A and investment firm that I started in 2002. GF Data publishes quarterly reports and hosts a searchable online utility.

What are you working on? GF Data has just released the Q1 2021 M&A and Leverage Reports that feature transaction data on deals from over 200 private equity sponsors. At PCR we are in the midst of

closing our first buyout transaction of 2021, and we are looking for additional platform acquisitions in business services, manufacturing and healthcare services with \$5mm to \$40mm in historical Ebitda.

What's on your mind? Right now, we are fascinated by how quickly the M&A and private equity markets have recovered from the pandemic shock, and we are thankful to be a part of an industry that is challenged by the demands of such tremendous activity and opportunity.



[Jordan Klear](#), Chairman & CEO

[CM Counsel Management, LLC](#)

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ACG Philadelphia PE-backed Executives Roundtable (PEER) Steering Committee

Tell us about your role / firm. I serve as Chairman and CEO of CM Counsel Management, LLC which manages two outpatient behavioral health practices, CM Counsel in the Philadelphia suburbs and Savia Community Counseling Services in Bergen County, NJ. CM Counsel has been a private, family-owned operation since its establishment in 1989 and Savia Community Counseling was founded several years ago by a well-respected licensed social worker. These acquisitions were made through Centra Capital, LLC, an investment and business development firm which I serve as Managing Director.

What are you looking for? We are currently focused on acquiring outpatient behavioral health practices including mental health providers and substance abuse treatment centers located in PA, NJ and DE. We are seeking outpatient behavioral health practices with revenue of \$1MM-\$20MM and \$0.3MM-\$5MM of EBITDA.

What are your business challenges? The pandemic has created a mental health crisis unlike anything we have seen in our lifetimes due to the enormous personal, family, work, and social stresses facing individuals, leading to increased anxiety, depression, and drug and alcohol abuse. Our biggest challenge today is meeting the demand. We need to hire psychiatrists, psychologists, and licensed social workers asap. We recently hired an internal recruiter in order to make a focused, concerted effort on finding the right people for our team.



[Brandon Schmoyer](#), Senior Vice President – Business Credit

[First National Bank](#)

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ACG Philadelphia Marketing & Young Dealmakers Committee

Tell us about your role / firm: I am responsible for the origination and management of asset-based credit facilities tailored to meet the ongoing capital needs of FNB's clients and prospects. I work closely with mid-sized companies across the mid-Atlantic.

Headquartered in Pittsburgh, Pennsylvania, FNB is a diversified financial services company operating in seven states and the District of Columbia. Founded in 1864, FNB is the second largest bank based in Pennsylvania by assets, with more than \$38 billion, and has nearly 340 branches across its footprint.

What are you working on? My group provides asset-based lending services across a broad range of industries in support of ongoing capital needs such as mergers and acquisitions, strategic growth plans, management and leveraged buyouts, turnarounds, recapitalizations and refinancing.

At FNB, we have a highly collaborative approach across business units, allowing us to leverage our capabilities to provide the most competitive solutions, showing our customers the full breadth of our service offerings and better positioning them for financial success. I welcome the opportunity to discuss FNB's approach.

What's on your mind? We're in a unique position in the market moving forward, as we offer innovative products, services and leading-edge technology of a much larger financial institution but have maintained a genuine commitment to personalized service and flexibility. One example of this was our ability to immediately support businesses through the SBA's Paycheck Protection Program (PPP). FNB processed \$2.6 billion in loans in the first round to nearly 20,000 businesses, with an additional \$1 billion in round two.



[Lorin Cassidy Wolfe](#), Partner

[L2 Capital Partners](#)

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Tell us about your role / firm: L2 Capital is a boutique private equity firm actively acquiring niche market-leading founder-led consumer products and business service companies in the lower middle market. I am one of four partners in the firm, and I focus on value creation from target evaluation through due diligence and post-transaction growth. As a former CEO and operator, I have a passion for process and people, and I utilize demonstrated strategic planning, strategy execution, process improvement, problem solving, and talent development tools to drive breakthrough growth across our portfolio.

What are you looking for? After creating and launching the L2 strategic growth and operations framework, I am at various stages of implementation within our companies. I am facilitating our strategic planning workshops, execution sessions, and working collaboratively with our CEO's and their leadership teams to drive continuous improvement culture in their organizations. We hire in top talent, build dynamic strategic plans with full cross functional buy in, create process to build foundational muscle, and tie metrics to both monitor progress and align incentives. We are actively looking for deals that fit our criteria in consumer products/ecommerce, business services, and industrials where we can support founder transition and add tremendous strategic and operational value.

What on your mind? The pandemic brought significant disruption to many industries and accelerated growth in others, all requiring adaptation of current business playbooks. Having a dynamic strategic planning process proved helpful in doubling down or taking a hard pivot where necessary. I'm eager to learn how others fared in their strategic pivots and how 2020 outperformance in ecommerce will translate in 2021.