



**LIKE A PRO:**  
**HOW TO ANALYZE AN M&A OPPORTUNITY**

TUESDAY, AUGUST 27, 2019 • 11:00 AM – 12:00 PM PDT • **FREE FOR MEMBERS**

The print industry is ever-evolving and as a result, M&A transaction structures for companies within the industry are constantly shifting.

If selling or merging has crossed your mind, you need to make sure you're familiar with the most up-to-date options and prioritize the creation of a sale or acquisition strategy before you do anything else.

In this webinar M&A expert Joe Polanco of New Direction Partners, will talk about:

- Thinking and Preparing to Buy or Sell – From an Owner's Perspective
- Understanding Value in Current Trends
- Learning lessons from Others Mistakes
- What's Attractive (and What's Not) to Buyers

Who should attend?

CEO's, Owners and Presidents



**ABOUT THE PRESENTER:**

Joe Polanco is a long-time veteran of the Printing Industry who brings insights into trends and business practices honed over 40 years of print and association management. Polanco joined New Direction Partners in the Spring of 2016 after spending 20 years as the President of the Printing and Imaging Association of MidAmerica in Texas, a Printing Industries of America Affiliate. Prior to joining the Printing & Imaging Association of MidAmerica, Joe spent nearly 15 years in various management roles with commercial, financial, and typography firms in the industry. His wealth of experience, and broad portfolio of contacts within the industry, makes Joe a valuable partner to printing businesses looking to make a change.

Don't miss this **FREE** member-only webinar! Log in and be prepared to ask questions.

Register online at [www.piasc.org/events](http://www.piasc.org/events) or contact Emily Holguin at (323) 728-9500, Ext. 200 or [emily@piasc.org](mailto:emily@piasc.org)