



# DEALTRACC

## Capabilities Overview Presentation

*Haywood Miller*  
*Managing Director*  
*1420 Spring Hill Road, Suite 600*  
*Mclean, VA 22102*  
*Ph: (703) 442-5310*  
*Fax: (703) 893-5289*  
*Mobile: (301) 807-0603*  
*Email: [hmillers@advisoryassoc.com](mailto:hmillers@advisoryassoc.com)*  
*URL: [www.advisoryassoc.com](http://www.advisoryassoc.com)*

**AAI Company Overview**

**DEALTRACC Service  
Offering**

**Management Bios  
&  
Related Information**

## **PRESENTATION OUTLINE:**

- **AAI Company Overview**
- **DEALTRACC Service Offering**
- **Detailed Management Biographies and Related Information**

## AAI IS A MERCHANT BANKING FIRM FOUNDED IN 2001...

AAI's merchant banking activities leverage long-standing relationships with companies, financing sources and decision makers around the globe to provide:

- **Transaction-based advisory services for mergers, acquisitions, divestitures, valuations and private/ public financings**
- **Buy-Side Search Services**
- **Strategic consulting including financing, implementation and restructuring strategies**

## AAI HAS EXTENSIVE INDUSTRY EXPERIENCE IN MANY INDUSTRIES...

No person will make a great business who wants to do it all himself ...  
- Andrew Carnegie

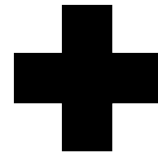
**AAI combines senior partner-level experience with strong analytical skills in identifying business opportunities focused on industries such as:**

- **Business Services**
- **Healthcare/ Life Sciences**
- **Distribution and Logistics**
- **Infrastructure Businesses**
- **Hi-Technology**
- **Homeland Security – Federal Contracting Services**
- **High- Volume Industrial Manufacturing and Merchandizing**

## IN A MATURING MIDDLE MARKETPLACE, INVESTORS MUST ACTIVELY SEEK NEW OPPORTUNITIES

There are no shortcuts to anyplace worth going.  
– Anonymous

Growth in middle  
market investors



Increased  
sophistication of  
middle market  
brokerage  
community



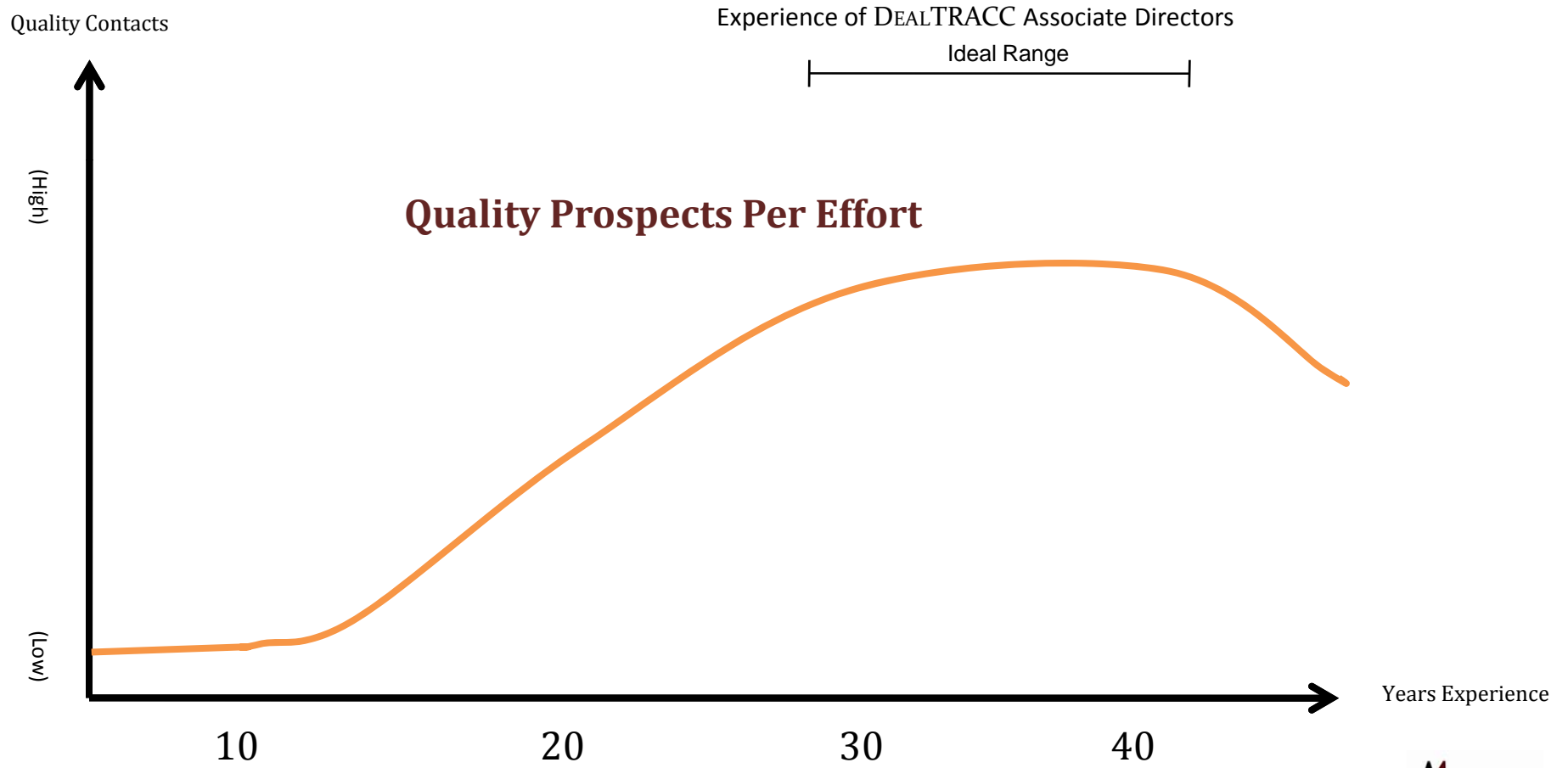
**Increased competition for marketed  
transactions**

## DEALTRACC PROVIDES AN EDGE IN COMPETITION FOR TRANSACTIONS

Even if you are on the right track, you will get run over if you just sit there.  
- Will Rogers

- **Outsource prospect generation and allow your highly-trained professionals to focus on negotiating, structuring and closing transactions**
- **Utilize sophisticated search strategies of DEALTRACC**
- **Increase contact yield using entrepreneurial callers**
- **Maintain or enhance reputation in the industry by eschewing aggressive cold calling techniques**

# CONTACT YIELD SUPERIOR WITH EXPERIENCED ENTREPRENEURS



## DEALTRACC PROCESS

If you build a better mouse trap, you will catch better mice.  
- George Gobel

- **Establish Target**
- **Research Industry Segment**
- **Identify Appropriate Data Sources**
- **Establish Marketing Plan**
- **Client Reporting**
- **Compensation Structure**

## ESTABLISHING TARGET

- **The Client fills out a target-profile questionnaire regarding the size, profitability, capabilities, ownership and geography parameters of a Qualified Seller**
- **The DEALTRACC Team consults with the Client regarding specific parameters of the search**

## RESEARCH INDUSTRY

Persistence breaks resistance.  
- Anonymous

- **Utilize in-house expertise to devise optimal research process**
- **Utilize proprietary databases**
- **Identify industry association affiliations**
- **Identify and contact industry experts**
- **Contact proprietary referral sources**
- **Persistently search and prioritize results throughout the engagement**

## MARKETING PROGRAM

Things come to those who wait, but only the things left by those who hustle.  
- Abraham Lincoln

- **GOAL: Maximize contact yield and Client reputation in industry**
- **Utilize multiple points of contact – mail, email, phone**
- **Tailor message in contact pieces to maximize contact yield**
- **Consult with specially-trained veteran Associate Directors to fine-tune message**

AAI Company Overview

DEALTRACC Service  
Offering

Management Bios  
&  
Related Information

## REPORTING PROCEDURE

- **Identify reporting people to maintain contact and fine-tune process over course of the search**
- **Consult with Client to develop a one page executive summary template for Associate Directors**
- **Hold regularly-scheduled monthly meetings with Client to discuss progress**

AAI Company Overview

DEALTRACC Service  
Offering

Management Bios  
&  
Related Information

# COMPENSATION STRUCTURE

- **Discussion**

## ASSOCIATE DIRECTOR PROFILES

Light is the task where many share the toil.  
- Homer

- **Entrepreneur - electronic products, Gartner Group, GE Capital, Corporate Executive Board, BA Marketing**
- **Entrepreneur - consulting, workout CEO capital equipment and computer/semiconductor industries, PhD Physics**
- **Entrepreneur - medical devices, securities lawyer, medical device industry, London School of Economics, JD**
- **Entrepreneur - finance, GE Capital, Business Development Company, BA Finance**
- **Entrepreneur - transportation, investment banking, BA Finance**

## Pat Scrivens

- **Mr. Scrivens is Chairman, CEO and Founder of Advisory Associates, Inc. Mr. Scrivens has more than 25 years of executive financial and operational management experience, as both CFO and CEO, gained in various U.S. and internationally based industries including pharmaceutical, hi-tech and high-volume manufacturing and merchandising businesses.**
- **Mr. Scrivens has been involved in transactions totaling more than \$3 Billion in value covering private and public equity, debt financings and structuring through mergers and acquisition for globally based businesses. Mr. Scrivens has extensive M&A and strategic advisory experience, and has specialized over most of his career in structuring equity and leveraged transactions for growth companies. Accordingly, Mr. Scrivens has a broad network of equity and debt financing sources.**
- **Mr. Scrivens' industry experience encompasses a broad range of industries, including conglomerates, consumer products, retail, manufacturing, distribution, pharmaceuticals, and electronics. Mr. Scrivens has extensive experience in working with growth companies which have combined organic growth with growth through acquisitions.**
- **Mr. Scrivens is a graduate of the University of Maryland and a non-practicing CPA.**

## Haywood Miller

- **Haywood Miller is a Managing Director of Advisory Associates, Inc. Haywood joined Advisory in 2007, bringing more than 20 years of investment, M&A, legal and workout experience.**
- **After working as a corporate lawyer with the Venable Firm, Haywood was the Executive Vice President in a portfolio management and investment role with Jupiter National, Inc. (AMEX: JPI), a venture capital investing Business Development Company.**
- **Later, he was a co-founder and Executive Vice President with Arguss Communications, Inc. (NYSE: ACX), a telecommunication infrastructure business with more than \$250 million in sales and Argan, Inc. (NASDAQ:OTC: AGAX), a manufacturer and marketer of nutraceutical products. Haywood most recently worked as a Principal with MCG Capital Corporation (NASDAQ: MCGC), a publicly traded Business Development Company with assets of more than \$1.2 billion. While at MCG he had business development and portfolio management responsibilities.**
- **Haywood has a A.B. in Government from Harvard University and a J.D./M.B.A. from the University of Maryland. He was a Captain of the Harvard lacrosse team where he was a three-time All-American and a current member of the Harvard Athletic Hall of Fame.**

## Brian Scrivens

- **Brian Scrivens joined AAI in 2005 and currently serves as Vice President. He has over 16 years of experience in R&D, product development and manufacturing operations across various industries, having been responsible for more than \$500MM in pharmaceutical device product sales.**
- **Prior to joining AAI, Mr. Scrivens served as a Project Manager at Patton Electronics, where he managed a portfolio of 60+ new product development projects for computer networking equipment, and implemented new product development processes for project selection, resource allocation and tracking progress.**
- **Mr. Scrivens also served as a Project Engineer with Becton Dickinson, a Microbiology Systems company, where he managed engineering and maintenance functions for an automated medical device manufacturing plant, contributing to yield improvements from 40% to 95% on a \$13MM installed capital base. Prior to assuming these operational responsibilities, Mr. Scrivens was the principal mechanical engineer in new product development, with direct contributions to the successful launch of the BDProbeTec™ product that reached cumulative sales of more than \$500MM.**
- **Prior to that, Mr. Scrivens worked as a Senior Design Engineer with Coulter Corporation, having technical leadership and supervisory responsibilities in new product development for automated clinical hematology instruments. He has also had product development and process engineering experiences with DX Imaging (a DuPont / Xerox partnership), and E.I. DuPont de Nemours & Co, serving as a Research Fellow.**
- **Mr. Scrivens has a BME and MME from the University of Delaware, and an MBA from Loyola College. He also holds 4 US patents, and has authored several publications.**