



Strategic Alternatives for Growth and Success



Presenters:

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Marathon is a specialty financial services and consulting firm founded in 2005 by Ray Melcher and Bob McCormack to serve owners of privately-owned businesses and their professional advisors. Their core business focus is Mergers, Acquisitions, Business Sales, and Divestitures and related consulting services. Firm Competencies are M&A Advisory, Business Brokerage, Strategic Planning, Financial Consulting, Interim CEO/COO/CFO, Debt Restructuring, and Loan Brokerage.



7200A Windsor Drive
Allentown, PA 18106
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No Cost, Registration is required
go to www.mrcpa.org/events

Lunch & Learn

November 6, 2019 | 11:30 am—1:00 pm

(Location)

MRC
7200A Windsor Drive
Allentown, PA 18106
(includes lunch)

This is your opportunity to hear from seasoned Investment bankers and financial advisors. Learn about strategic alternatives for growth and success that are available to companies including organic growth, growth and/or diversification via acquisition, merger or joint venture, geographic expansion, product and service acquisition, divestitures, re-branding, re-positioning, and more. Issues surrounding each alternative such as capital requirements, risk/return, infrastructure, cultural impact, and more, will be discussed.

Why you should attend: Learn the various alternatives that companies can choose from to grow and prosper and achieve success, however they may define success. We will discuss risk/return, capex, HR, technology, and implications to each and what the impact might be on enterprise value. This program will open minds to new ideas and presents a range of considerations to make planning, decision making and implementation more effective. Learn alternatives to grow, diversify, and improve performance.

Audience: Business owners, CEO's CFO's, accountants, lawyers, and anyone responsible for strategic planning and decision-making regarding growth and performance improvement.