



# ADP® Complimentary CPE Seminar



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## New Jersey

### Seminar Topic

## The Art of Mergers & Acquisitions in the Accounting Profession

Join us for this interactive CPE workshop presented by a panel of experts in the industry who will navigate the conversation on Mergers and Acquisitions in the accounting profession. These noted speakers will provide keen insight to help you better equip your decision making as you plan for the future of your firm.

### Course Overview:

**Glenn Friedman, CPA, CGMA Co-Managing Partner Prager Metis CPAs, LLC will discuss:**

- Anatomy of a merger
- Assembling the right team
- Identifying, negotiating & closing the deal
- Warning signs of when to walk away

**Steven R. Berger, Shareholder Vedder Price PC will focus on:**

- Accounting firms in transition: how to make it work
- Legal, professional, ethical and business aspects of accounting firm transactions & how they intertwine to assure success of the merger transaction
- Steps firms need to take when contemplating a merger
- Post-closing steps to ensure success

**Phil Whitman, CPA, President and CEO Whitman Business Advisors, will share with you:**

- The Four C's and Five Critical Factors of Every Deal
- Optimal M&A Timeline
- Deal Makers, Deal Breakers

**Scott Martin, VP Client Based Acquisitions, ADP® will guide you through:**

- Payroll processing in the Accounting profession
- Risk factors and measuring profitability to weigh the options
- Factors and strategies to improve valuation in the market.
- What to look for when evaluating a firm in an M&A that handles payroll at their firm?
- Maximizing conversion rates when choosing the right partner

## RSVP Today!

**When:** Tues. Nov. 3, 2015

**Where:** 99 Jefferson Road  
Parsippany, NJ 07054

**Time:** CPE presentation  
begins at 8am.

**RSVP:** Belinda Wilson at  
Belinda.Wilson@adp.com

### CPE Information:

Delivery Method: Group Live

Course Level: Basic

Field of Study: Management

Advisory Services

Prerequisites: None

Credits: 4

# About the Speakers



## **Glenn L. Friedman, CPA, CGMA, Co-Managing Partner**

Glenn L. Friedman, is a Partner in the Advisory Services and Tax Departments of Prager Metis CPAs, LLC a member of Prager Metis International Group. Mr. Friedman serves as Co-Managing Partner of Prager Metis, he has been practicing since 1979. As Co-Managing Partner, he provides leadership for more than 35 partners and principals and 175 staff members working at the seven Prager Metis office locations. Mr. Friedman believes in a holistic approach with his clients and is strongly regarded as a trusted advisor and business consultant as well as a tax advisor.

In 2013, Mr. Friedman's firm Metis Group LLC merged with another partnership, Prager and Fenton LLP to create Prager Metis. Mr. Friedman began his career at an international law firm that specialized in foreign tax havens. He then moved on to a regional accounting firm with a general practice and later joined the tax department of an international accounting firm, where he was responsible for several national and multinational accounts. Mr. Friedman is a noted expert in the area of mergers and acquisitions and has worked with many clients on their mergers and acquisitions as well as spoken at several conferences on best practices prior to and after the deal.

Mr. Friedman is a member of the Large and Medium Sized Firms Practice Management Committee of the New York State Society of Certified Public Accountants and he has been a featured panel discussion speaker at their conferences. He received his Bachelor of Science degree at Rutgers University in New Jersey and is also professionally affiliated with the American Institute of Certified Public Accountants. In his spare time, he loves to travel and spend time with his wife and two dogs Oscar and Teddy.



## **Steven Berger, Shareholder, Vedder Price PC**

Steven R. Berger is a shareholder in Vedder Price P.C. (New York) who is experienced in corporate and finance transactions, regulatory and transactional issues of accounting firms, and general commercial advice. Mr. Berger regularly represents accounting firms in transactions involving the acquisition of accounting practices; Federal and state regulatory issues; drafting partnership agreements, shareholder agreements, and limited liability company agreements; independence investigations, succession planning, and PCAOB and SEC compliance. Mr. Berger also represents commercial entities in mergers and acquisitions, financing transactions, securities offerings and securities law compliance, corporate governance, and general corporate structuring.

Mr. Berger is an author and frequent speaker on the laws and regulations affecting accountants and accounting firms, mergers of accounting firms and partnership agreements of accounting firms. He is a contributing author to PPC's Guide to Managing an Accounting Practice. He is the author of articles in The CPA Journal and The Trusted Professional, as well as selected chapters in treatises on limited liability companies and drafting corporate agreements. Mr. Berger received his A.B. magna cum laude from Harvard College, and his J.D. cum laude from Harvard Law School. He can be reached at Vedder Price P.C., [sberger@vedderprice.com](mailto:sberger@vedderprice.com), (212) 407-7700.



## **Philip Whitman, CPA President & CEO Whitman Business Advisors, LLC**

Firms of all sizes, from sole practitioners to top 10 global firms rely on him. Simply put, Phil helps CPA firms grow. Phil and the Whitman Business Advisors team specialize in succession planning, mergers & acquisitions, strategic talent acquisition, practice management consulting, training & coaching and business development lead generation services.

With firm management experience ranging from three partners, twelve employees, and \$2 million in annual revenues to one of the Top 30 CPA firms in the Nation, with 48 partners, 400 employees and almost \$100 million in annual revenues, there's nothing Phil hasn't seen. Prior to practice management, Phil spent nearly six years as a multi-unit owner-operator of a National restaurant franchise, which is where he began honing his knowledge of labor law, human resources management and organizational leadership. His accounting firm experience includes audit work at Price Waterhouse, and tax work at Spicer & Oppenheim.

Whitman has authored articles and has chaired numerous committees for the New York State Society of CPAs. He has been a featured speaker for various state societies of CPA, international CPA firm associations as well as a presenter for CCH's annual user conference. He has served as conference chair of the Foundation for Accounting Education's Practice Management Conference and the CFOs, Controllers and Financial Executives Conference. For over 20 years he has advised firms across North America, working with top management in overseeing day-to-day operations to ensure efficiency, profitability and growth.



## **Scott Martin, Vice President, Client Based Acquisitions, ADP, LLC.**

After spending 8 years building and ultimately selling a successful startup business, Scott joined ADP in the Connecticut market where he excelled for over a decade in various sales leadership roles. From 2000 to 2011 Scott's leadership responsibilities increased to the point where he led a sales region with multiple offices in Connecticut and New York and a staff of 55 associates.

For the past four years in his current position Scott has helped build and execute ADP's Client Base Acquisition Strategy. A strategy and start to finish process developed with dedicated human resources and with the seller's client satisfaction in mind.

He consults confidentially with both the accountant community and independent payroll processors providing vertical market business intelligence. He shares his vast insight with payroll processors, including the metrics that drive valuation, how to leverage these metrics to improve profitability while processing payroll, and helps develop both short and long term exit strategies for when the time is right for their organization to exit payroll processing.

Scott has been recognized by senior leadership within ADP as well as by numerous payroll providers for his execution of ADP's Client Base Acquisition Strategy. His experience and expertise has led to the conversion of millions of dollars in converted payroll revenue.