

## The Psychology of a Deal

Tuesday, September 14, 2010

8:00 a.m. - 9:30 a.m. **THERE IS NO COST TO ATTEND**

**Holland & Hart LLP** Denver Office [CLICK HERE FOR A MAP AND DIRECTIONS](#)

555 17<sup>th</sup> Street, 32<sup>nd</sup> Floor

Denver, CO 80202

Topics to be covered include:

- Roles and Personalities in a Typical Deal
- Negotiation Tactics
- Importance of the Letter of Intent
- Advice for Buyers
- Advice for Sellers
- Maintaining Sanity and Humor

PRESENTERS: [CLICK ON A SPEAKER NAME TO VIEW BIO](#)

**Chris Groll** and **Lucy Stark**, Holland & Hart LLP

**Craig Abruzzo**, VP of Business Affairs and General Counsel, Associated Content

**Valeria Alberola**, Former Partner, Q Advisors

**Gay Burke**, Managing Director, NP Denver, LLC

AGENDA:

8:00 - 8:30 a.m. Registration and Breakfast

8:30 - 9:30 a.m. Presentation

*1.0 CLE CREDIT PENDING*

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Or visit [www.hollandhart.com/PsychologyDeal](http://www.hollandhart.com/PsychologyDeal) to register online by Tuesday, September 7<sup>th</sup>.

**Questions?** Contact Susan Doyle at [smdoyle@hollandhart.com](mailto:smdoyle@hollandhart.com) or (303) 295-8273.

### IMPORTANT INFORMATION:

This breakfast briefing is similar to any other legal seminar program designed to provide general information on pertinent legal topics. The statements made and any materials distributed as part of the seminar are provided for educational purposes only. They do not constitute legal advice nor do they necessarily reflect the views of Holland & Hart LLP or any of its attorneys other than the speaker. This breakfast briefing is not intended to create an attorney-client relationship between you and Holland & Hart LLP. If you have specific questions as to the application of U.S. law to your activities, you should seek the advice of your legal counsel.



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### **Valeria Alberola**, Former Partner, Q Advisors

Valeria Alberola has over 14 years of international experience in corporate finance and strategic consulting. While at Q Advisors, Valeria executed mergers and acquisitions, equity and debt financings, and strategic financial advisory engagements across the technology and communications sectors for clients such as Baker Instrument Company, Evolving Systems, LightEdge Solutions, Lochard, NuVox, OpSec Security Group and XceedID.

Prior to joining Q Advisors, Valeria was the Director of Business Development for VeloCom, an international telecommunications company, where she was involved in acquisition and capital raising activities. Prior to VeloCom, Valeria was a consultant with McKinsey & Company in Santiago, Chile, and an equity analyst with Citigroup in São Paulo, Brazil.

Valeria is on the Board of Directors of CSIA (Colorado's Technology Association), Graland Country Day School and OpenWorld Learning. Valeria is a past board member of the Boys & Girls Clubs of Metro Denver and the International Business Circle of Colorado.

Valeria received a B.S. in Economics and Business Administration from the Pontificia Universidad Católica de Chile and an M.B.A. from the Kellogg School of Management where she was a Fulbright scholar. She is fluent in four languages, including Spanish, French and Portuguese.

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### **Gay Burke, Managing Director, NP Denver, LLC**

Gay has over 15 years of experience as a senior operator and/or advisor to businesses, primarily those selling consumer products to big box retailers. From 1993 to 2005, Gay was the key executive at the seasonal consumer products company, Pumpkin Masters. During her tenure, the company developed the only consumer brand in the Halloween industry, expanded to an 80 percent market share, transitioned into international distribution and developed off-shore manufacturing. She led the Company through its transition from founder ownership to private equity ownership and ten years later through the transition to strategic ownership. Gay started her career as a national level private practice attorney where she focused on transactional taxation, business law and mergers and acquisitions in a variety of areas including telecommunications, oil and gas and real estate. Gay joined the Blackstreet Capital Management private equity team as an Operating Partner when she became the Chairman and Interim CEO of Houston Harvest, Inc., leading the company through a turn-around and sale to a strategic acquirer. Gay currently is the principal in the company that is developing the Denver-metro area Naked Pizza franchises and holds the exclusive US rights to market frozen Naked Pizza products to grocery. Gay received her J.D. with Distinction from the University of Nebraska and her B.S. in Interpersonal Communications from Nebraska Wesleyan University.



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**Craig Abruzzo**, VP of Business Affairs and General Counsel, Associated Content

Craig oversees all corporate legal matters including financing, privacy, business development and intellectual property issues.

Before joining AC, Craig was Assistant General Counsel for IGN Entertainment, Inc., for seven years. At IGN, Craig was lead counsel on all of IGN's corporate acquisitions, including Game Spy Industries, Rotten Tomatoes and AskMen.com, as well as IGN's sale to Fox Interactive Media in October 2005 for \$650 million. He structured and negotiated deals for all of IGN's lines of business. Craig also led the development of IGN's privacy, community, intellectual property and compliance programs.

Craig completed his bachelor's degree in international relations from the Maxwell School of Syracuse University. He received his J.D. from Brooklyn Law School.

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