

## Miller Canfield Co-Sponsors "Selling Your Business For the Most Profit"

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February 11, 2003

The law firm of Miller, Canfield, Paddock and Stone, P.L.C. will co-sponsor "*Selling Your Business for the Most Profit: How, When, and Why*," February 27, from 8:00 a.m. to 1:00 p.m. at the MSU Management Education Center in Troy. The program will allow business owners to draw on the expertise of a distinguished panel of private sector and academic experts for the practical, step-by-step business applications of value building and exit planning strategies.

The conference will include discussions on the difference between profitability and business value, what premium buyers look for, how to determine when to buy and sell, how to use market research to discover hidden value, and how to protect against litigation.

Miller Canfield attorney Joseph D. Gustavus is a guest speaker, along with representatives from Michigan State University and The Geneva Companies. Gustavus will be giving a presentation on the legal aspects of selling a business. Gustavus is an associate in the firm's Detroit office and is a member of the firm's Business and Finance and Automotive Industry Practice Groups. His business practice includes mergers and acquisitions and their related tax aspects, and intellectual property licensing, as well as general tax and immigration matters. He is also a Certified Public Accountant.

The conference is \$95.00 per person and lunch is included. Space is limited. To make reservations, call 1-800-243-6382 x1428.

The 300-attorney law firm of Miller, Canfield, Paddock and Stone, P.L.C. was established in Detroit in 1852 and has offices in Ann Arbor, Detroit, Grand Rapids, Howell, Kalamazoo, Lansing, Monroe, and Troy, Michigan. Other offices are located in New York City, Pensacola, Florida, Washington, D.C., Windsor, Ontario, and in Gdynia, Katowice, and Warsaw, Poland. Visit [www.millercanfield.com](http://www.millercanfield.com).