

SAM WALTZ

& ASSOCIATES

Strategic Capital & Business Counsel

Founded 1993

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About Sam Waltz & Associates LLC Strategic Capital & Business Counsel

Founded 1993, Sam Waltz & Associates LLC Strategic Capital & Business Counsel (SW&A) is a nationally-known and recognized strategic business, management, marketing & organizational consulting firm, with local, regional, national and global capabilities, based in Greenville, Wilmington, DE, 19807...

1. M&A and Capital Development:

Via www.RLSassociates.com, a national "Middle Market" (\$2mil-\$100mil in top line revenues) firm, Sam Waltz offers assistance in...

- **Sell-Side / Divestiture**, where no internal succession plan or exit strategy exists;
- **Buy-Side / Acquisition**, when organic growth is not sufficient, or a business wants to enter a new market or add a new product line; and
- **Equity Capital**, where "Private Equity," provides the critical liquidity to accelerate business growth.

2. New Business Incubation:

Using Risk-Sharing Equity / Fee-For-Services models, SW&A helps entrepreneurs and investors develop and incubate new concepts.

3. C-Level Exec Strategic Services:

Via www.AtlanticLeadership.com Institute **Improved Strategic Business, Management, Marketing & Organizational Counsel**, using research and creative problem-solving strategies to accelerate faster-than-norm business growth.

4. New Business Development (NBD):

Targeted New Business Development:

- "Earned Media" PR / Publicity;
- "Social Media" & Community-Building Engagement;
- "Collateral Media" Sites & Materials;
- Targeted Marketing / New Business Development;
- Special Events, Honors & Awards; and
- Business-Developing Book Publishing;

5. Stakeholder Public Affairs:

Navigating Difficult Events, Trends, Times, People & Issues to Achieve Goals...

- Image & Reputation Management;
- Issues & Crisis Management; and
- Government, Regulatory & Litigation PR.

About Sam Waltz, APR, Fellow PRSA

Native of a Central Illinois farm, with BS & MS degrees from the University of Illinois, and PhD coursework (no degree) in public policy at the University of Delaware, who headed his professional society www.PRSA.org in 1999 as its global president, akin to a local Attorney who might head the ABA, Sam Waltz has worked in three careers, or more...

1. Daily Newspaper / TV Journalist in his 20s, Waltz covered Big Ten sports, then moved to Delaware covering the Governor & General Assembly, where he has worked with three generations of civic and political leaders;

2. DuPont Company External Affairs, for which he worked for 16 years, progressively moving to senior exec status where he managed communications & public affairs for Strategic Business Units with \$2B-\$5B in sales; and

3. Sam Waltz & Associates LLC Counsel

Founded 1993, for which he has built national and international campaigns, including an award-winning campaign that vindicated the "scapegoated" 1941 Pearl Harbor Commanders. SW&A has evolved and developed to reflect his own priorities, interests, skills & talents, experience & capabilities, & "assets".

In addition, he's worked in two other careers...

4. VietNam-Era Army CounterIntelligence

Corps, where he worked in domestic counterintelligence & personnel security assignments 1967-70;

5. University Adjunct Faculty, teaching courses in business, marketing, communications, and organizational development, principally for the University of Delaware since 1989, also for the Universities of Illinois (1970s) and Drexel (1990s).

Sam and his **wife Sandi**, have three adult children, each of them University of Delaware graduates...

➤ **Samuel L. Waltz III**, 36, BA & MA (UD), PhD coursework U Wien, Austria, who teaches languages in Riyadh, Saudi Arabia;

➤ **Rachel B. Waltz**, 34, BS & MSW Columbia U, who is a social worker in the RTP area of North Carolina with the US Veterans' Administration; and

➤ **Andrew E. Waltz**, 31, BFA, in San Diego, CA, where he works in "new media" of web, video and social media, also working free-lance.

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**HELPING LEADERS & ORGANIZATIONS NAVIGATE DIFFICULT
EVENTS, TRENDS, TIMES, PEOPLE & ISSUES TO ACHIEVE THEIR GOALS!**

SAMUEL L WALTZ JR, APR FELLOW PRSA ~ STRATEGIC COUNSELOR, TRUSTED ADVISER & ADVOCATE
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