

# roadmap to an

# IPO

Friday, March 13, 1998  
Westin Hotel, Waltham, MA

## The Seminar

This one day seminar following on the success of last year's, covers all of the essential steps to prepare yourself and your company to go public. Included on the panels are top names from leading legal, accounting, investment banking, printing, public relations firms, as well as managers from companies who've successfully completed IPOs. Through a series of round table panel discussions, with follow-up question and answer periods, you will learn the route to a successful IPO.

## Faculty

**Jocylen M. Arel**, *Partner*  
Testa, Hurwitz & Thibault, LLP

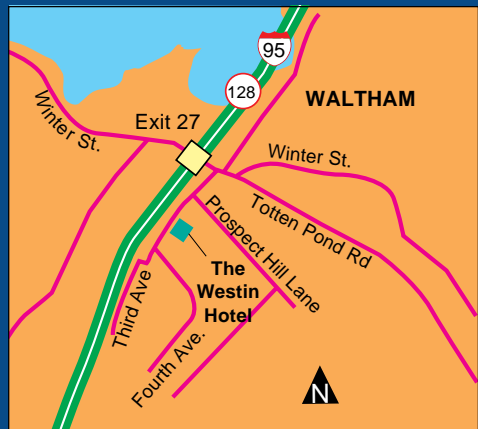
**Robert A. Keefe**, *Engagement Partner*  
Coopers & Lybrand L.L.P.

**Ronald H. Nordin**, *Former CEO*  
SQA, Inc.

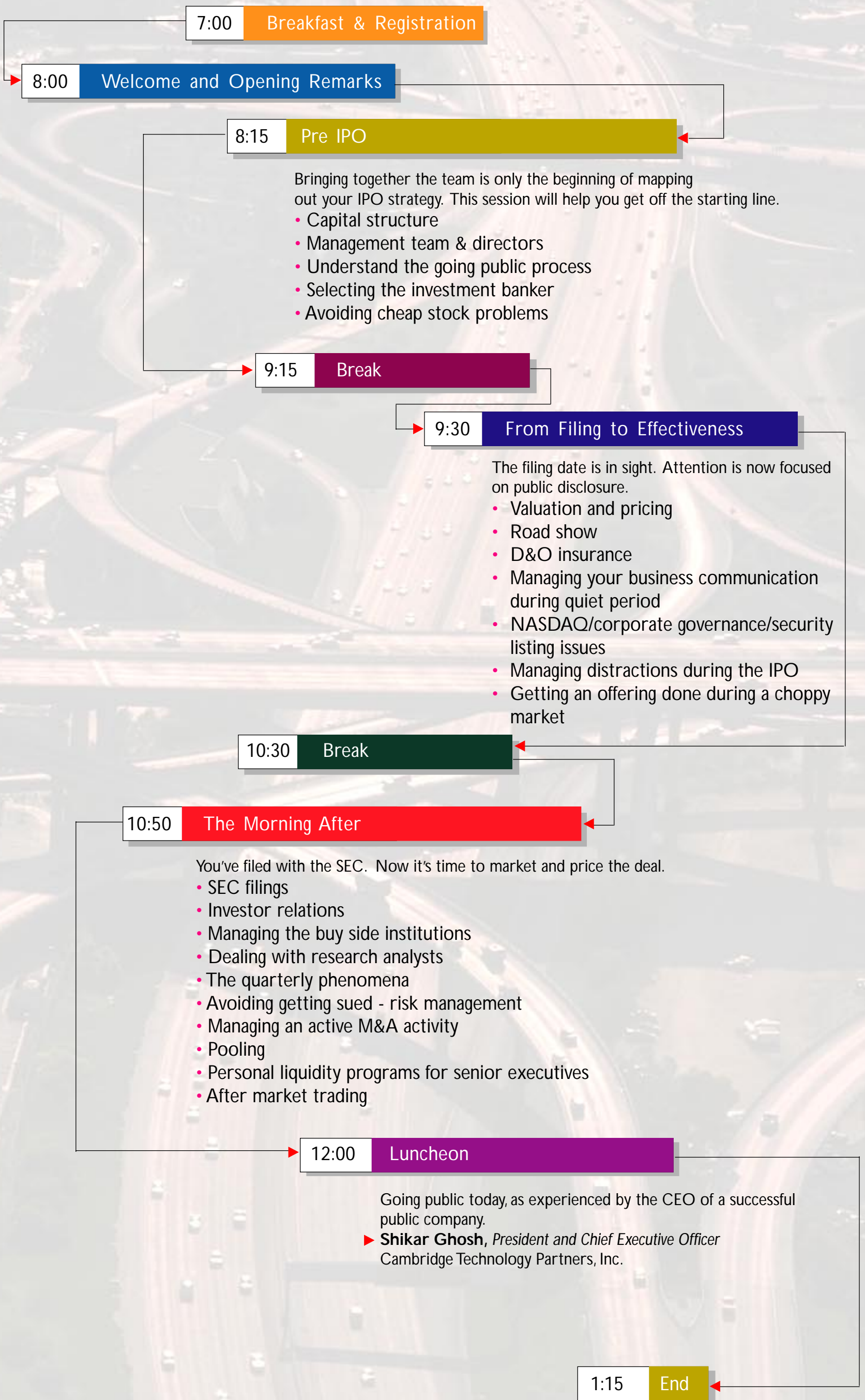
**Michael R. Papetti**, *Engagement Partner*  
Coopers & Lybrand L.L.P.

**William J. Schnoor, Jr.**, *Partner*  
Testa, Hurwitz & Thibault, LLP

**Allyn C. Woodward, Jr.**, *President*  
Adams, Harkness & Hill, Inc.



The Westin Hotel  
70 Third Avenue, Waltham, MA  
Exit 27A, off Route 128



To register or for more information

Reply Card or Fax 617-248-7100

call 617-248-7751

- Adams, Harkness & Hill, Inc.
- Coopers & Lybrand L.L.P.
- Massachusetts Software Council
- Testa, Hurwitz & Thibault, LLP