



The National Hockey League begins its 99th season and the only constant has been change! **Unlike baseball or football where the action tends to follow a structured process, hockey is just like business, constantly adapting on the fly while still being discipline enough to follow an overriding strategy. Here are the rule changes for the 2015-2016 season:**

- Overtime during the regular season will now have 3-on-3 (instead of the usual 4-on-4)
- Video review has been expanded to include a coaches' review (similar to the NFL)
- Inside the final minute of regulation and during overtime all reviews will be initiated by the NHL's "Situation Room" in Toronto
- During face-offs not at center-ice, the player who is on the defensive side of the red line will now be required to put his stick down first (as opposed to the visiting player)

According to The DAK Group, here are some of the **changes we are seeing with middle market business owners** that may help you win the face-off.

- Business owners have been students of the cyclical nature of the economic environment, **they are smart enough to know what goes up, often comes down**. Although it seems the economy may continue its slow ascent from March 2009, making this the 3rd longest bull market in history, **it may be time for business owners to start a conversation with you to ensure they capitalize on their earnings growth** during the next couple of years.
- Business owners have also **seen the nature of their customer base changing**. In the past, if you produced a good product at a fair price you could reasonably expect customer loyalty. In **today's markets business owners are constantly trying to stay ahead of their cheaper competition or international options, customer loyalty is hard fought**.
- Although the baby boomers have finally reached retirement age, **shareholders of privately-held middle market businesses are actually becoming younger**. They are looking at their businesses as one step in a longer business career.

Hamilton Robinson has been **successfully changing and adapting with middle market businesses for over 30 years**. We bring in **a strong board of directors - a coaching staff, to help set a sound strategic path**, and then let the players show us their strengths. We **support younger business owners and management teams** with a few rookies who may be looking to take some money off the table now but continue to run the business and achieve even greater earnings in the future. We **capitalize our companies intelligently** and they have been just as successful on defense during the most recent recession as they have been on offense driving growth as we came out of it.

Let's explore how together, you can win more face-offs!

ABOUT HAMILTON ROBINSON

Hamilton Robinson Capital Partners was founded in 1984 to invest directly in small, privately held manufacturing, distribution and service businesses. The firm has maintained its singular focus on this dynamic market to become a valued resource for equity capital and growth strategies for small businesses. Based in Stamford, CT, the firm has completed over \$1.3 billion in transactions supporting 43 companies. Investors include leading financial institutions, funds, family offices, and individuals in the United States and Europe. For more information, visit www.hrco.com.