



## **TMA NextGen FAQs**

**[Release 1 - May 13, 2013]**

### **Introduction**

The purpose of this TMA NextGen FAQ page is to provide information on the TMA NextGen program and level set on some of the more routine questions so people can more easily connect the dots with TMA Global staff and the Global NextGen Committee. Future releases will build upon the prior content.

If you would like any questions to be added to the next release that you feel will be beneficial for everyone in the TMA NextGen program, please send them to Dan Goldberg, TMA Global Director of Marketing and Communication.

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### **1. What is the TMA NextGen program?**

The TMA Next Generation (“NextGen”) program is designed for professionals involved in turnaround management, corporate restructuring and distressed investing in the early stages of their career who are looking for leadership, networking and educational opportunities tailored to the needs of NextGen professionals.

### **2. What is the NextGen “mission statement”?**

To selectively provide high quality, high impact, and cost-effective networking and education opportunities that will enhance the TMA NextGen brand, and attract and retain new members from target segments.

NextGen = Join. Connect. Advance.

### **3. What are the NextGen target segments?**

Professionals who currently are Attorneys, Financial Advisors, Service Providers, Restructuring and M&A Consultants, Investment Bankers, Distressed Debt Investors / Traders, PE Firms, Hedge Funds, Lenders / Corporate Bankers, Workout professionals. Also, professionals interesting in learning about or joining the ranks of turnaround professionals.



#### 4. Why is NextGen different from other segments of TMA?

- No other professional organization provides the same level of opportunity to meet other young professionals at your peer level from all of the above segments in one place
- Highly active, well developed global NextGen committee and chapter NextGen committee structures
- NextGen membership is linked to being part of a broader organization
- Opportunity to get involved in the leadership of chapter NextGen committees

#### 5. What are the benefits of NextGen membership?

Along with the benefits available to all TMA members, such as a listing in the TMA member directory, JCR subscription, and affinity benefits ([www.turnaround.org/Membership/Benefits.aspx](http://www.turnaround.org/Membership/Benefits.aspx)), NextGen members have additional benefits tailored for the NextGen program category:

- **Join** - Gain access to an existing network of young professionals and targeted leadership, education and networking events at discounted registration prices at both chapter and national level (discounts vary by event and/or chapter).
- **Connect** - Enhance your future prospects by developing new business relationships or managing existing relationships in a fun and relaxed atmosphere without pressure from senior partners being present. Also, other opportunities to interact with more experienced professionals for mentoring and career development, as well as marketing purposes.
- **Advance** - Increasing your social awareness and understanding of the industry by discussing professional experiences with your peers to gain insights and better understand the major players. Access to a strong network of peers at your level to enhance your long term career development. Learn new leadership skills by getting involved with a chapter NextGen committee at your chapter.

#### 6. Who's considered a NextGen member?

At the TMA Global level, participation in the NextGen program is generally open to any young professional member age 45 and under, **regardless of their member type or work experience**. NextGens are encouraged to attend and participate in all NextGen offerings (e.g. education offerings, receptions, etc.). We recognize that restructuring professionals are often in their second career and therefore a little more senior than traditional graduates.

**Chapters may use their own discretion** regarding qualifications for their local NextGen program, such as work experience or other age limits (e.g. some of the larger chapters use 35 and under).

Member records are periodically reviewed by TMA staff and those who fit the criteria are marked as NextGen members. Members may also self-report their NextGen program participation through the online profile page or by contacting TMA Global. Start up and growth chapters are encouraged to complete a one off review of their chapters' membership list to make sure their NextGen members are accurately captured.

#### 7. What is the \$150 Young Professional New Member discount? Is this the same as being a NextGen?

Developed in 2011 to help introduce young professionals to the benefits of TMA membership, the \$150 Young Professional New Member introductory discount is available to new members who are age 35 or under at the time of application (a photo ID is required at application). The reduced rate is available for a total of two years or until the age of 36. This means, that if the member is still under age 36 the following year, they are eligible to renew their membership for one additional year at the \$150 discounted rate.

Members who have received two years of discounted membership OR those who have turned 36 will graduate into the Regular Member rate of \$300 upon renewal. Existing TMA members are not eligible for the discount, regardless of their age or NextGen program participation.

Recipients of the Young Professional New Member rate are automatically NextGens. **However, participation in the NextGen program is NOT limited to only those members receiving the discount.** All members, regardless of their



membership type, can be considered a NextGen if they are age 45 or under (or according to the chapter’s specific qualifications).

**8. How to I access my chapter’s NextGen List, and how do I calculate our number of NextGens?**

Your chapter administrator can provide you with a roster that includes a column labeled “NextGen Program”. Those with a “Y” in this column will include everyone within your chapter’s NextGen program, both members and non-members alike (the column is midway through the report).

To calculate your NextGen members, filter the list by this criterion and then sort it by the membership “Subclass” to find out how many of your NextGen members fall into the various membership types. *Note: Members who are receiving the \$150 Young Professional discount have a membership subclass called NEXT\_GEN. This subclass should not be used as the only measure for calculating your NextGens.*

2	3	4	5	32
TMA Status	Membership Affiliation	Chapter Status	Subclass	NextGen Program
Member of Our Chapter	Our Chapter	ACTIVE	MEMBER	Y
Member of Our Chapter	Our Chapter	ACTIVE	MEMBER	Y
Member of Our Chapter	Our Chapter	ACTIVE	NEXT_GEN	Y
Member of Our Chapter	Our Chapter	ACTIVE	NEXT_GEN	Y
Member of Our Chapter	Our Chapter	ACTIVE	NEXT_GEN	Y
Member of Our Chapter	Our Chapter	ACTIVE	STUDENT	Y

For example, once the list is sort by the “NextGen Program” column, your chapter count could look like this:

Member Subclass/Type	Count
MEMBER (Regular Member)	9
NEXT_GEN (New Member Young Professional)	11
ACAD_GOVT (Academic/Government Member)	1
STUDENT (Full-Time Student Member)	4
<b>Total NextGens (Members Only)</b>	<b>25</b>
Non-Renewals/Prospects	5
<b>Total NextGens (Members and Non-Members)</b>	<b>30</b>

Member records are periodically reviewed by TMA staff and those who fit the criteria are marked as NextGen members. Members may also self-report their NextGen program participation through the online profile or by contacting TMA Global. Start up and growth chapters are encouraged to complete a one off review of their chapters’ membership list to make sure their NextGen members are accurately captured.

**9. Does TMA have any standard welcome materials that can be sent to new NextGen members in their chapter?**

Not at present, however a “welcome to NextGen” letter, several one page fact sheets tailored for NextGen target segments and a toolkit are currently under development through the Global NextGen membership sub-committee. Once complete, all new materials will be uploaded into the NextGen document repository.



## **10. Are there any NextGen templates or materials that have been previously developed by other chapters that we can use for our chapter?**

To help bring structure and efficiency to chapter NextGen programs, there are many templates stored centrally on the NextGen document repository ([www.turnaround.org/Membership/yp/resources.aspx](http://www.turnaround.org/Membership/yp/resources.aspx)). Password is “NextGen2012”. These documents should be used for TMA NextGen purposes only.

The documents available as at the date of this FAQ release are:

### **Financial Templates**

- a) NextGen Event Financial Model (NYC Chapter)
- b) NextGen Post-Event Financial Analysis (NYC Chapter)

### **Meeting Templates**

- a) NextGen Event Planning Checklist
- c) NextGen Breakfast Panel Meeting Presentation (NYC Chapter)
- d) NextGen Committee Agenda (NYC Chapter)
- e) NextGen Committee Minutes (NYC Chapter)
- f) NextGen Breakfast Panel Presentation (New York Chapter)

### **Marketing Templates (emails, fliers, etc.)**

- a) NextGen New Member Flier
- b) NextGen Event Email - Tips from the Titans (NYC Chapter)
- c) NextGen Event Flier - The State of Turnaround (Dallas Chapter)
- d) NextGen Event Flier - March Madness (Atlanta Chapter)
- e) NextGen Event Flier - Thirsty Thursday NFL Draft (Atlanta Chapter)
- f) NextGen Event Flier - Thirsty Thursday (Atlanta Chapter)
- g) NextGen Event Flier - Leadership Breakfast Series 1 (Florida Chapter)
- h) NextGen Event Flier - Leadership Breakfast Series 2 (Florida Chapter)

### **Other (planning materials, logos, graphics, etc.)**

- a) NextGen Chapter Communications Update (Atlanta Chapter)
- b) TMA Logo Grey (jpg file)
- c) NextGen Web Banner (jpg file)
- d) NextGen Membership Join Button (jpg file)
- e) NextGen Membership Web Sidebar (jpg file)
- f) NextGen Membership Web Header (jpg file)
- g) NextGen Event Register Button (jpg file)
- h) NextGen QR Code (png file)

### **NextGen Best Practices Playbook**

First released in 2011 and updated with new content from the TMA Global NextGen Leadership Meeting in December 2012 in New York. The playbook is a combination of NextGen best practices and knowledge sharing around education and networking events, growing your committee, marketing and communications, membership and obtaining sponsorship.

If you have developed materials at your local chapter that could be added to the repository for the benefit of other NextGen committees, then please send them to the NextGen infrastructure sub-committee lead.

## **11. How do I start a NextGen Committee at my chapter?**

The best way to start NextGen efforts within your chapter is to reach out to your local chapter president and express your interest. Many new NextGen committees are in the process of being started and a list of all chapters and their respective chapter presidents can be found on TMA web site – [www.turnaround.org](http://www.turnaround.org)



NextGen efforts within local chapters are guided and facilitated by local TMA board of directors. In the event your local chapter president is unable to be reached, please reach out to either the Global NextGen Chair or Vice Chair, see - [www.turnaround.org/About/CommitteeDetail.aspx?Id=IYP&ChapterId=16](http://www.turnaround.org/About/CommitteeDetail.aspx?Id=IYP&ChapterId=16)

The Global NextGen committee has developed numerous resources pertinent to start-up NextGen chapters. A 10 point strategy presentation is also currently under development and will be uploaded into the repository once complete. The hope is that new chapters will benefit from the planning tools and event templates provided. The TMA NextGen Playbook also provides an additional resource for NextGen chapters in any stage of growth (start-up, developing, mature).

## **12. Are there any plans for TMA Global NextGen events?**

TMA Global hosts 3 national conferences per year, which usually include a NextGen component, such as a networking reception or educational session.

New in 2012, TMA Global initiated the first Global NextGen Conference which brought together 40 up and coming future leaders from 15 chapters. It is expected this annual meeting will continue to grow over time. To be eligible to attend this exclusive annual leadership event, you need to be an existing chapter NextGen Committee member.

## **13. What is TMA Global NextGen's reach? How many chapters are represented?**

At the close of 2012, there were nearly 1,500 NextGen members across various chapters and member types, which accounted for 16% of the total TMA membership in 48 chapters worldwide. Of the 31 North American chapters, there are currently 22 chapters with established NextGen programs. The NextGen committee hopes to see their first international chapter establish a NextGen program in 2013.

## **14. Who is on the TMA Global NextGen committee?**

The full Global NextGen committee list is published on the TMA web site at [www.turnaround.org/About/CommitteeDetail.aspx?Id=IYP](http://www.turnaround.org/About/CommitteeDetail.aspx?Id=IYP). Nominations for the global committee take place in November / December of the previous year and committee members typically have previously served on a chapter committee, preferably in some sort of NextGen, programming or membership capacity, before joining the global committee.

## **15. What is the best way to get involved with TMA Global NextGen?**

The best way to get involved with TMA Global NextGen is to contact Dan Goldberg who maintains a list of people who have expressed interest during the year. The Global NextGen Committee have a tiered structure whereby the first year is served as a general committee member, then leadership opportunities are available to move into a sub-committee operational lead, vice chair and chair role in subsequent years.

## **16. Who is the TMA Global contact for NextGen?**

The main TMA Global contact for NextGen matters is Dan Goldberg, Director of Marketing and Communications. Please contact him for any NextGen related queries.

Dan Goldberg

Director of Marketing & Communications

312-578-2042 | [dgoldberg@turnaround.org](mailto:dgoldberg@turnaround.org)