



Neider & Boucher, s.c.
Attorneys & Counselors

FOR IMMEDIATE RELEASE
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***The Wall Street Journal* recognizes Neider & Boucher Attorney George R. Kamperschroer as one business attorney who helps owners manage the “Art of the Sale” of their business.**

An accomplished photographer, Kamperschroer’s “artful side” can also be seen in many Madison-area venues.

Madison, WI...Neider & Boucher managing partner, George R.

Kamperschroer was quoted in a Monday, March 17 issue of *The Wall Street Journal* article titled, “The Art of the Sale”. In the article written by Arden Dale, a reporter for Dow Jones Newswires, Jersey City, N.J., Dale asserts that, “selling a business can be almost as complicated as running one.” Ms. Dale knew of Neider & Boucher’s business niche expertise from her links to the U.W.-Madison and Joe Boucher’s seminars and teaching at the U.W. Business School as well as his contributions as a member of the Weinert Applied Venture Board of Directors. Ms. Dale enlisted Neider & Boucher to help examine the pros and cons of common methods that owners/entrepreneurs employ to sell their businesses.

The Neider & Boucher firm has extensive experience in sales, mergers, acquisitions and in providing day-to-day solutions for issues facing family-owned or start-up companies – many in the Madison-area’s booming life sciences and technology arena. *Wisconsin State Journal*-- "[Lawyer helps small companies start right](#)" (pdf)

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Kamperschroer has helped many clients artfully transfer the ownership of their company – through outright sale, purchase of stock, management buyout or other means. “Creative thinking is a key element in helping our clients negotiate

well. If the deal doesn’t work out, you may end up getting the business back and trying again”, says Kamperschroer. One step in avoiding this, as outlined in *Business Watch*-- "**Buying a business without buying headaches**" (pdf) is to do a good job in completing the “due diligence” necessary in any sale.

In addition to helping clients negotiate artfully, Kamperschroer demonstrates another “artful” side through photography. His “Capitol Reflections” can be seen in a wall photo mural sponsored by Downtown Madison, Inc. seen by thousands of travelers arriving in Madison at the Dane County Regional Airport. It also appeared in the GMCC "Accomplishments" brochure distributed at GMCC annual dinner September 2007 and on web sites for DMI

<http://www.downtownmadison.org/advocacy/index.php> and the Greater Madison Convention & Visitors Bureau website

http://www.visitmadison.com/newsmedia/index.php?category_id=93

Kamperschroer’s "State St. Banner Series" adds color and whimsy to the downtown Madison shopping and visiting experience. - www.downtownmadison.org/links/index.php as well as his "Union Chairs"

https://www.downtownmadison.org/store/index.php?http_referer=http%3A%2F%2Fwww.google.com%2Fsearch%3Fsourceid%3Dnavclient%26aq%3Dt%26ie%3DUTF-8%26rls%3DGGLD%2CGGLD%3A2003-51%2CGGLD%3Aen%26q%3Ddowntown%2Bmadison%2Binc

Other photographs enhance local websites.

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"State Street, Overture Center and Capitol" Cover of GMCC Member Directory; DMI
website http://www.downtownmadison.org/involved/index.php?category_id=2396

Mr. Kamperschroer is a lawyer with 30 years experience in business acquisitions
– as a lawyer and a business person.

Samples of George Kamperschroer's photography are available for reproduction.

Neider & Boucher is a 14-lawyer firm committed to the highest quality legal
services and counseling to businesses and individuals. Neider & Boucher is
located in the University Research Park at 440 Science Drive, Suite 300 in
Madison.

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