

**AUTHOR ROB SLEE PRESENTS “IN SEARCH OF THE MIDAS TOUCH”
TO BROWN SMITH WALLACE CLIENT CONFERENCE IN ST. LOUIS**

FOR IMMEDIATE RELEASE

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ST. LOUIS, Dec. 2, 2008 – Author Rob Slee presented “In Search of the Midas Touch” to clients of Brown Smith Wallace at the Hilton St. Louis Frontenac as part of his *Midas Managers* book tour.

Midas Managers recounts and explains the real-world strategies of some of the world’s most successful private businesses. Applying the theories outlined in Mr. Slee’s first book, *Private Capital Markets*, which launched the field of Private Finance as a research and practice discipline, *Midas Managers* provides detailed examples of how successful private business owners have built value into their companies.

The “In Search of the Midas Touch” series has reached enthusiastic audiences who have participated in 24 separate presentations in 15 American cities over the last 12 months.

Rob Slee is a private business owner, investment banker and the nation’s foremost speaker on the topic of [private capital markets](#). Mr. Slee's first book, *Private Capital Markets*, was published in 2004 by John Wiley & Sons and launched the study of Private Finance as a research and practice discipline. His second book, *Midas Managers*, recounts and explains the real-world strategies of some of the world’s most successful private businesses. Applying the theories outlined in *Private Capital Markets*, the work provides detailed examples of how successful private business owners have built value into their companies. Mr. Slee’s forthcoming book – [Midas Marketing](#) – shows how Midas Managers have used creative marketing strategies to build their businesses. Mr. Slee is widely published, having written more than 150 articles on private finance topics.

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SLEE “IN SEARCH OF THE MIDAS TOUCH”**ST. LOUIS****2**

Brown Smith Wallace is a St. Louis-based CPA and business consulting firm comprising 185 professionals.

MidasNation is a gathering place for America’s private businesses, creating opportunities for private business owners to learn how to build value into their companies. The organization’s mentoring and instructional programs leverage the insights of successful private businesses owners and the theory and practices of private capital markets. MidasNation supports and promotes the development and programs of Midas Institutes aligned with the nation’s leading universities to serve their alumni, students, faculty and business communities.

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