



## ADVISER OF THE YEAR

Howard & Howard Attorneys · Royal Oak  
Jeffrey A. Hoover · Member

### WHY JEFFREY A. HOOVER IS AN ACG ADVISER OF THE YEAR

Jeffrey A. Hoover was like a football coach directing multiple players on and off the field as the outcome of the game unfolded. But in his case, the competition went into overtime. A member of Howard & Howard Attorneys in Royal Oak, Hoover was the lead lawyer for Livonia-based Alta Equipment Group Inc.'s SPAC IPO, which involved listing the company on the New York Stock Exchange, along with closing two M&A transactions.

"Our core group was 10 to 12 attorneys, and another 40 lawyers from our office worked on the deal," Hoover says. "For the SPAC, it was long nights (and working on the) weekends from November 2019 to Feb. 14, 2020, to close the deal. It was challenging, especially when you add in the acquisition of two companies in Florida and New York (respectively). It was like handling three major transactions all at once."

In addition to managing a refinancing of Alta Equipment Group's existing credit facilities, Hoover negotiated the resolution of other credit facilities held by OEM captive finance partners. To close on the two M&A deals, several dozen legal advisers came into the picture, representing some of the largest law firms in the country. The list included Jones Day, Winston Strawn, Vincent & Elkins, White & Case, Morgan Lewis, and Dickinson Wright.

With negotiating sessions crossing several time zones, there were plenty of deadlines to track and complete. "SPAC allows a different profile of company to become public," Hoover says. "After the initial deal, there were five other transactions we worked on for Alta, for a total of seven in 2020. Alta really is growing fast, and the SPAC brought them to another level in terms of getting better access to capital that private companies don't have."

To complement his legal expertise, Hoover has a degree in accounting and an MBA. He says his understanding of business operations, including the dynamics of operating within a competitive marketplace, allows him to rapidly evaluate and advise his clients on dozens of legal matters, including structuring and negotiating acquisitions and mergers, as well as guiding companies through bankruptcy proceedings.

"The Alta deal was probably the most challenging and rewarding transaction I've been a part of," Hoover says. "Last year was the busiest in my career, and the value of those seven deals is now more than \$1 billion. They've really been on a growth trajectory over the last five years. As for SPAC deals, we'll see more of them as long as everything lines up." ■