

**Contact:**

Jillian Perkins  
Tel. 503.239.0475  
[jperkins@am-a.com](mailto:jperkins@am-a.com)

**Arnerich Massena Publishes New White Paper Guide Series:  
*Private Equity: Why, What, How?***

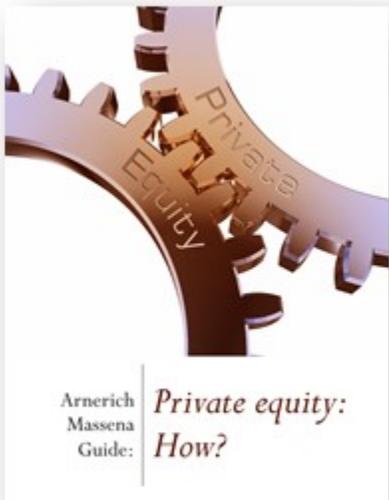
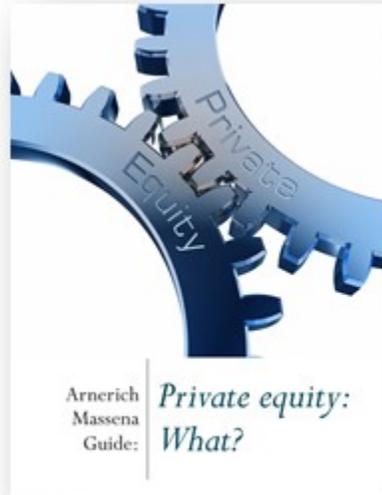
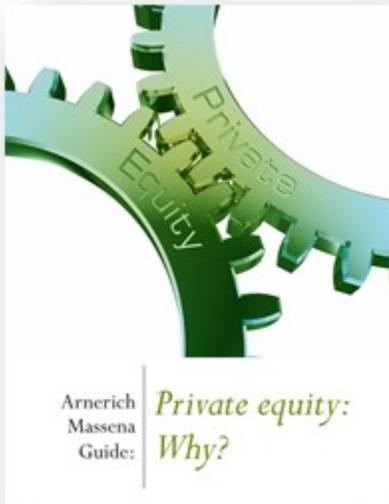
**PORTLAND, Ore.**, July 15, 2019 — Portland-based investment firm Arnerich Massena, an independent investment advisory firm specializing in endowment & foundation, private wealth management, impact investing strategies, and retirement plan consulting services, announces the publication of its newest white paper guide series, ***Private Equity: Why, What, How?***. This three-part guide provides investors with the fundamental information they need to understand what private equity is, how the opportunity set is categorized, the unique risks and benefits for the asset class, and how to build a successful private equity strategy. With Arnerich Massena’s specialized expertise in and long history of private equity investing, the firm offers their knowledge and insights to investors wishing to better understand the opportunities in private markets.

“Investing in private equity requires patience, commitment, and expertise,” says CEO and co-CIO Tony Arnerich, contributor to the series. “But this asset class has so much to offer to investors who are able to tap into the incredible opportunities in this space. We want to help provide some of the fundamentals so that investors can become more familiar and comfortable with private markets.”

Co-CIO and contributor Bryan Shipley, CFA, CAIA, adds, “There are only about half as many public stocks available on the market as there were just 30 years ago. The public equity opportunity set has been rapidly diminishing as companies find it more advantageous to stay private longer. In this environment, capturing the early years of active, rapid growth for many companies requires investing in private markets. Private equity offers access to opportunities that are simply unavailable in public markets, and we are focused on connecting investors with those opportunities.”

Gaining familiarity with the asset class is the first step in developing the knowledge and comfort level required of a private equity investor. These three short papers together provide a primer for interested investors. In Part 1, *Why*, readers will better understand the opportunity set and performance potential of private equity. Part 2, *What*, discusses what makes private equity distinctive, the lifecycle of a private company and how private equity companies are categorized, how financial gains are realized, and what unique risks accompany private equity investing. Part 3, *How*, delves into the specifics of building a private equity strategy, covering different avenues for private equity investing, commitment strategy, and investment selection.

A downloadable version of ***Private Equity: Why, What, How?*** is available at <http://arnerichmassena.com/Research-Resources/> or by clicking the links below:



### **About Arnerich Massena**

Founded in 1991, Arnerich Massena is a Portland-based independent, employee-owned investment advisory firm servicing endowments, foundations, private clients, charitable organizations, trusts and estates, and corporate retirement and profit sharing plans. The firm provides traditional portfolio management and investing for clients, and is also widely known for successfully investing in high-impact areas like water resources, sustainable agriculture, fishing, healthcare, and clean energy technology. Arnerich Massena strives to be a business that exemplifies both corporate citizenship and professional service, and has received awards for its innovations in corporate philanthropy. More information is available at [www.arnerichmassena.com](http://www.arnerichmassena.com).