

A Perfect Match: The TGI Direct Story



When Doug Bacon realized one of the Medicare enrollment letters he produces would be sent to himself in the not-too-distant future, he decided it might be time to think about selling his business, TGI Direct.

TGI Direct is responsible for a variety of extremely important client communication and fulfillment activities, including responsibility for Medicare communications for one of the country's best known health care brands across multiple states.. These communications include things like Health Cards, Explanation of Benefits, plan information, pharmacy announcements, notifications, bills, etc.

“Our Clients need, and deserve, an orderly succession,” he said. “The type of work we do for them is extremely important. TGI Direct has an incredibly well qualified, and experienced Leadership Team as well as an experienced, qualified, and dedicated staff. It has been my pleasure to be a part of this Team since 1979, and to lead the Team as president since 1988. The president's position is an important one. Our Clients, our Associates, and the Company will be most successful if the president's position is staffed by a bright, energetic, level five leader.”

That's where Jim Russell, Partner at New Direction Partners came in. Jim and Doug have known each other for some time, so he understood TGI's business and what Doug was trying to achieve. He also had known Monica Weaver of Carmel Hill Acquisitions for a couple of years as well, and saw a good synergy between the two. While Monica did not have a background in printing, per se, she has a strong IT background, also a critical element of TGI Direct's business.

Both Doug and Monica stated that they appreciated the patience, knowledge and expertise that Jim exhibited throughout the process, and both are very happy with the outcome. “I'm going to stay extremely engaged with the business until I turn 65,” Doug noted. “And that's coming soon. I'll also be available after that if needed. But this transaction is giving me and my wife, Indy, the opportunity to pursue adventures in life while we are still blessed with good health. So from that standpoint, it was the right time to sell the business.”

Doug states that TGI Direct has experienced exceptional growth as a result of its Client Zone® software system, the dependability of products and services due to its robust quality system (ISO 9001 since 1997), and the fact that the company provides so many connected services under one roof. He adds, “The company, and our Associates, needed a new captain who can help us to build and capitalize on our advantages in the coming decades. And that captain is Monica!”

Another key element that made TGI Direct a good acquisition target, according to Monica, was the strong leadership team Doug had in place. “The staff knows the business and how to get things done,” she says, “but they are also open to new ways of thinking. So, I am really looking forward to digging in and working toward further growth of the business.”

View our video interview with Doug and Monica [here](#).

New Direction Partners is an investment banking and financial advisory services formed by Peter Schaefer, Paul Reilly, Jim Russell and Tom Williams to serve the printing and related industries. Services include merger advisory services through the representation of selling shareholders as well as buy side representation, valuation services, financing and refinancing efforts, turnaround and restructuring services, and temporary/interim management consulting. To learn more about New Direction Partners, visit New Direction Partners' website at www.newdirectionpartners.com.