



Michael Deitch
Chief Financial Officer



Providence Service's Michael Deitch | On Going Public

About Providence

Founded in January 1997, the Arizona-based company is a multimillion-dollar counseling and social services provider for children and families in government-subsidized programs. Providence provides its services in the home or in community-based settings – as opposed to institutions – enabling state and local governments to realize substantial savings.

On the IPO

“The interaction with the SEC; the preparation of the S-1 and the prospectus – by far the most extensive financial document I’ve ever had to develop – all the data from our bankers, lawyers, accountants, auditors and the SEC; plus the long nights at the printer, combined to make the IPO one of the most exciting, enjoyable, really incredible experiences of my career.”

On the Road Show

“Our road show, which we presented to 114 funds in 23 cities in 11 days, taught me this: After you’ve spent all that money for lawyers, accountants, printers and public relations, don’t skimp on getting a private jet to take you from city to city. Meetings are scheduled literally back-to-back and you can’t afford to have any downtime.”

On Media Value

“Our investment bankers chose The Wall Street Journal for the IPO announcement and we supported it. We’re a very decentralized company with employees in 17 states. Our Journal advertisement not only generated interest – we received several calls from potential investors – it was also a great morale booster for our employees. Many of them cut the announcement out and posted it in their offices. It was a wonderful way to make them feel a part of what we’re doing and to give credibility to our business.”

On The Wall Street Journal

“I’ve been reading The Journal since I was in business school. To this day, I’m a daily reader. In addition to a growing business, I have a growing family; I don’t have a lot of time to search for information. The Journal is one of my primary sources for keeping current with world events. And, I’ve found that as it has expanded its coverage beyond finance and business to include general and personal news, The Journal has become popular with my whole family.”

The **IPO** at a Glance
Providence Service Corporation

Date: August 18, 2003 – 4.3 million shares at \$12 per share

Bankers: SunTrust Robinson Humphrey,
Jefferies & Company and Avondale Partners

THE WALL STREET JOURNAL.
It Works.