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WHAT'S
IN A
NAME?

HUDSON FERRY

What's in a name? In the case of **Hudson Ferry Capital LLC**, one letter from each co-founding partner's last name.

"We didn't want to put our names on the firm because we're building a firm that's going to last long beyond our original partners," said Partner **Bruce B. Robertson, Jr.** Picking a partial anagram seemed like the way to have the best of both worlds.

Using Web site www.wordsmith.org, Robertson sorted through a number of words and phrases that incorporated the first initial of his last name, along with that of **Mark L. Deutsch, Paul Huston, Stephen J. Fisher** and **Timothy R.G. Ross.**

One of them, Hudson Ferry, resonated with the partners on a number of levels.

First, all five founders of the firm, which opened its doors last August and began raising a \$400 million debut fund in November, were born and raised in the New York/New Jersey area. The Hudson River is a major geographic feature of the region.

Second, the phrase called up the image of a river crossing, a fitting metaphor for the company's work. "Really what we do as a firm is take a company on a journey to the next level," Huston said.

And third, the Hudson Ferry once brought immigrants from

Ellis Island to Manhattan, a place of great promise, Huston said. In a similar way, the buy-out shop hopes to carry its portfolio companies to success and riches.

But wait. Had the Hudson Ferry ever capsized, sunk or otherwise suffered any catastrophes? A little research showed that it hadn't.

Needless to say, the new name gave the firm a wealth of possible images to use as a logo. The partners settled on a ferry paddlewheel. Said Huston: "It also looks like a Rolodex, suggesting that we look through our Rolodex very hard to come up with potential targets." ♦