

Insighter



Summer 2013

KEY MANAGEMENT NEWSLETTER & UPDATES

Working Together...

At STORM our focus is on our clients **“bottom line results” and creating sustainable improvements.** Our experience spans both good and bad times, in successfully navigating through the issues prevalent in today’s business environment. We work with management, guiding them to the appropriate strategies and actions and then assist in executing plans to restore financial health. The key is to get STORM involved early when there is sufficient time and alternatives available for a successful outcome.

Our Focus, Approach, and Experience...

Our focus and experience is with **Business to Business, Manufacturing, Distribution, Technology and Services.** We grew up operating companies in these sectors and our depth of experience can provide an immediate impact from “day one” of the engagement.

We focus on assignments where we have direct and relevant knowledge in operating similar businesses and where we can provide significant impact. It is our policy to turn down assignments outside of our expertise or where delivering the level of improvements required for success is in doubt.

For the past 15 years we have been **“change agents”** on numerous engagements. These include major projects such as taking Delphi (one of the largest bankruptcies in USA History) out of bankruptcy, to smaller assignments. We work directly with both company management and on behalf of Hedge Fund and Private Equity stakeholders. These engagements range from specific project based due diligence to broad and comprehensive operational and profit improvement initiatives.

Our partners have over 25 years each of operational experience as “C Level” and General Management Executives. In all engagements we draw upon our experienced **Executive Partners and do not utilize** inexperienced staff that learn at our clients expense.

See the reverse side for select industries and business types that our Executive Partners have engaged in.

“Knowing where to look and the right questions to ask is where STORM makes a difference. The best plans and processes without prompt and skilled execution are not worth much! At STORM, we focus on actions and results”

STORM Executive Partners Business Experience...

Business Type	Business Description	Experience
Aerospace	Engineering, Manufacturing & Distribution	Direct Management
Agricultural	Manufacturing & Distribution	Interim Management & Consulting Services
Automotive Components	Manufacturing & Distribution	Consulting Services
Automotive Components	Tier One Manufacturing & Distribution	Consulting Services / Restructuring
Automotive Components	Design/Development/ Manufacturing	Direct Management
Automotive Parts Remanufacturing	Manufacturing & Distribution	Consulting Services
Building Materials/ Architectural & Commercial Lighting	Manufacturing & Distribution	Direct Management
Building Materials/ Cement	Manufacturing & Distribution	Consulting Services
Building Materials/ HVAC/R	Internet Services	Consulting Services
Building Materials/ HVAC/R	Manufacturing & Distribution	Consulting Services
Building Materials/ HVAC/R	Wholesale/Distribution	Direct Management
Building Materials/ MRO Supplies	Distribution	Consulting Services
Building Materials/ Tile	Manufacturing & Distribution	Consulting Services
Business Services	Services	Direct Management
Business Systems	Retail Business Systems	Direct Management
Business Conglomerate	Holding Company	Direct Management
Construction	Regional Home Builder	Consulting Services / Restructuring
Construction	National Home Builder	Consulting Services / Supply Chain
Communications and Services	Communications and Services Company	Consulting Services
Electronics	Manufacturing & Distribution	Direct Management
Environmental	Lab/ Testing	Direct Management
Environmental	Remediation	Direct Management
Environmental	Services	Direct Management
Financial	Systems & Services	Direct Management
Food	Manufacturing & Distribution	Consulting Services
Food/ Distribution	Distribution	Consulting Services
Food/ Packaging	Manufacturing & Distribution	Consulting Services
Forestry Products Equipment & Services	Manufacturing & Distribution	Interim Management & Consulting Services
Heavy Transportation	Manufacturing & Distribution	Interim Management & Consulting Services
Imaging Systems	Manufacturing & Distribution	Direct Management
Information Systems	Software Solutions Provider	Direct Management
Insurance	Risk Management	Direct Management
Internet Services	B to B Service Provider	Direct Management
Direct Merchandising	Merchandising & Distribution	Direct Management
Medical	Information Management	Consulting Services
Medical	Software Solutions Provider	Consulting Services
Military	Engineering, Manufacturing & Distribution	Direct Management
Off Highway HD Equipment	Engineering, Manufacturing & Distribution	Direct Management
Office Furnishings and Consulting Services	Distribution	Consulting Services
Oil Refinement	Manufacturing & Distribution	Direct Management
Outdoor Commercial Power Equipment	Design/Development/ Manufacturing	Consulting Services
Outdoor Power Equipment	Manufacturing & Distribution	Interim Management
Plastic Container Mfg.	Manufacturing & Distribution	Interim Management & Consulting Services
Printing	Manufacturing & Distribution	Consulting Services / Restructuring
Printing	Manufacturing & Distribution	Direct Management
Printing	Print Management, Manufacturing & Services	Consulting Services / Restructuring
Safety Products	Distribution	Consulting Services
Specialty Cosmetics	Manufacturing & Distribution	Consulting Services
Specialty Fibers	Manufacturing & Distribution	Consulting Services
Specialty Metals	Manufacturing & Distribution	Consulting Services
Specialty Equipment	Design & Installation	Direct Experience
Sporting Goods/ Golf	Franchiser	Consulting Services
Metals	Foundry	Consulting Services
Technical Field Services	Repair & Maintenance Services	Direct Management
Technology	Internet Services	Consulting Services
Technology	Internet Services	Direct Management
Technology	Manufacturing & Distribution	Consulting Services
Technology/ Software	Software Solutions Provider	Consulting Services
Technology/ Medical	Design/Development	Consulting Services
Technology/ Photography	Catalogue Distribution	Consulting Services
Technology/ Telecom Network	Design/Development	Consulting Services
Technology/ Wireless	Design/Development	Consulting Services
Technology/ Wireless	Logistics Provider	Consulting Services
Telecom Network	Manufacturing & Distribution	Consulting Services / Restructuring
Telecom Network	Manufacturing & Distribution	Direct Management
Transportation	Logistics Provider	Consulting Services

If you would like to see how STORM can help you make your investment a success, please give us a confidential call, or go on-line to our recently update website for more information

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