

Insightter



2nd Quarter
2006

KEY MANAGEMENT NEWSLETTER & UPDATES

Chairman's Notes

As we progress with the new year, we at STORM would like to provide our clients with additional insight into our company as well as review a partial list of industries that we have served. We value our relationship with your organization and look forward to working with you in the future.

Our Mission

To significantly increase the value of our clients' business through short- and long-term strategic and operational decisions and actions.

Who We Are

STORM, LLC is an operations-focused group of business professionals serving the needs of Equity Providers, Lenders, and Business Owners seeking assistance with "investments in transition". STORM principals have held CEO, COO, president and other senior-level operating positions in successful companies and possess hands-on experience in turnarounds, buyouts, acquisitions, and divestitures.

The STORM Difference

Real-world Experience and Success

Our approach is not based upon theory or unproven business strategies. It is based on practical firsthand knowledge and experience in solving common business problems. We provide a comprehensive suite of services including operational due diligence, advisory, and interim management. We understand the importance of decisive action and the ability to quickly execute in challenging situations.

Where We Bring Value

By applying our extensive operations experience we are able to identify significant business issues that simply do not show up in conventional valuation analysis and financial due-diligence. Knowing where to look and the right questions to ask is where STORM makes a difference.

Areas of Focus

- North American Business to Business
- Technology, Manufacturing, Distribution

Business Dynamics

- Business in Transition / Change
- Start-up Operations
- Accelerating Growth
- Troubled and Under-managed
- Emerging from Bankruptcy

Our Experience

Results Achieved in a Variety of Situations

- Operational Due Diligence
- Strategic Plan Assessment
- Acquisition Integration
- Transitional Management
- Funding Preparation
- Facilities Rationalization
- Pricing Strategy Development
- Organizational Restructuring
- Infrastructure Deployment
- Strategic Alliance Development
- Business Planning
- Team Building/ Coaching
- Start-up/New Business support
- Exit Strategy Development

Our Approach

We rapidly assess the situation from a CEOs' / Owners' perspectives to identify key issues and opportunities. We propose proven real-world solutions and work with management to execute the tactical action plans developed. Where required, we provide interim management capabilities until a viable transition can take place.

STORM takes on those assignments where we have relevant experience, can deliver on what we promise, can offer cost-effective solutions, can achieve significant impact, and have the ability to meet or exceed your expectations. In difficult situations STORM understands the need to act quickly and decisively to achieve dramatic results.

Industry Participation

Aerospace	Medical
Agricultural	Military
Automotive Components	Off Highway HD Equipment
Automotive Parts Remanufacturing	Office Furnishings and Consulting Services
Building Materials/ Architectural & Commercial Lighting	Oil
Building Materials/ Cement	Outdoor Commercial Power Equipment
Building Materials/ HVAC/R	Outdoor Power Equipment
Building Materials/ MRO Supplies	Plastic Container Mfg
Building Materials/ Tile	Printing
Business Services	Safety Products
Business Systems	Specialty Cosmetics
Electronics	Specialty Fibers
Environmental	Specialty Metals
Financial	Specialty Equipment
Food/ Distribution	Sporting Goods
Food/ Packaging	Metals
Forestry Products Equipment & Services	Technical Field Services
Heavy Transportation	Technology/ Software
Imaging Systems	Technology/ Medical
Information Systems	Technology/ Photography
Insurance	Technology/ Telecom Network
Mass Merchandising	Technology/ Wireless
	Transportation

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