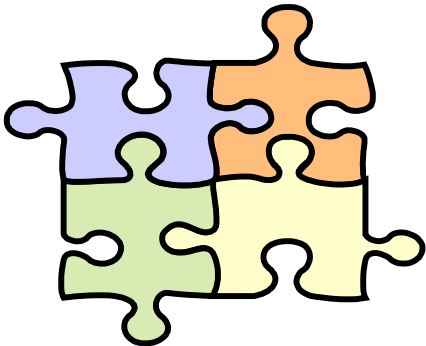


# Four Corners Mission

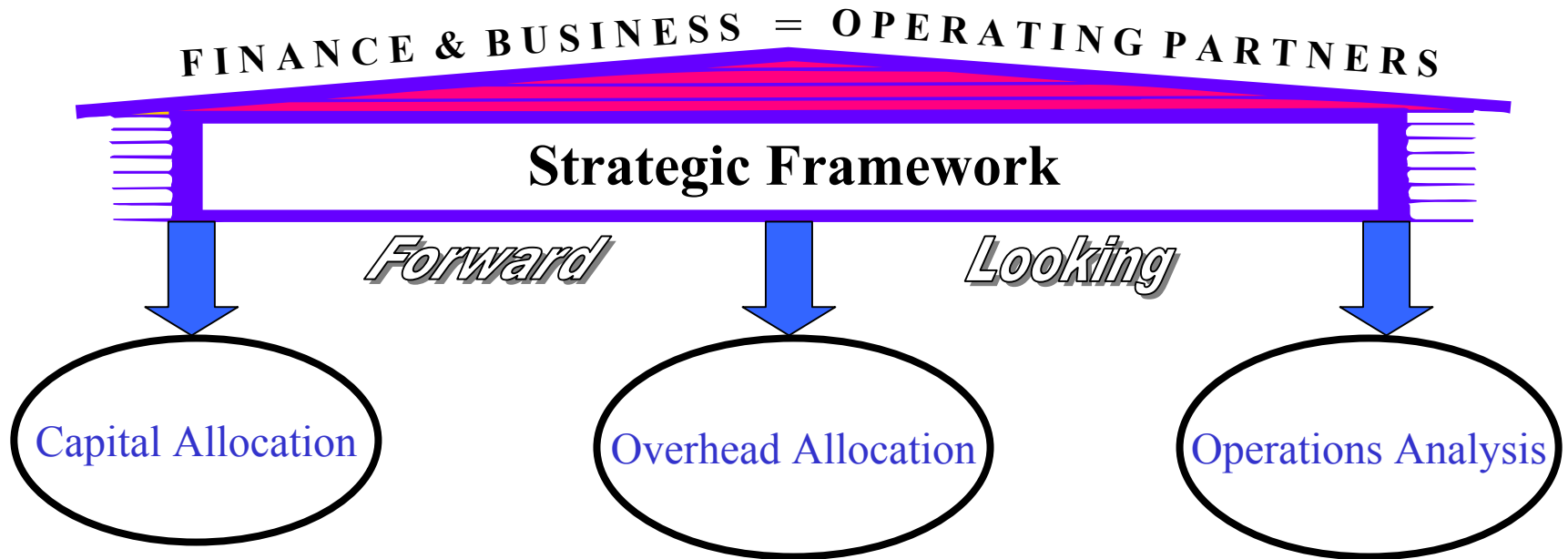


## Helping Each Client Build A Profitable Business With Practical Solutions Using:

- Insightful Competitive Analysis
- Compelling Strategic Plans
- Detailed Organizational and Staffing Plans
- Appropriate Operational Infrastructure and Scalable Systems
- Sophisticated Financial Tools and Controls



# Business Principles



- Winning Strategies Are Executable And Profitable**
- Always Watch the Competition**
- Make Smart Bets / Invest in Innovation**
- Build Systems With Visibility / Use Information to Differentiate**
- Trust But Audit to Verify**
- Infrastructure to Support**
- Make the Tough Decisions**



# Management Philosophy

- ⊕ **Plan For Tomorrow – Build For Today**
- ⊕ **Put Out The Big Fires – Let The Little Ones Burn**
- ⊕ **Focus on What's Important – Forget What's Not**

Crawl



Walk



Run



Fly

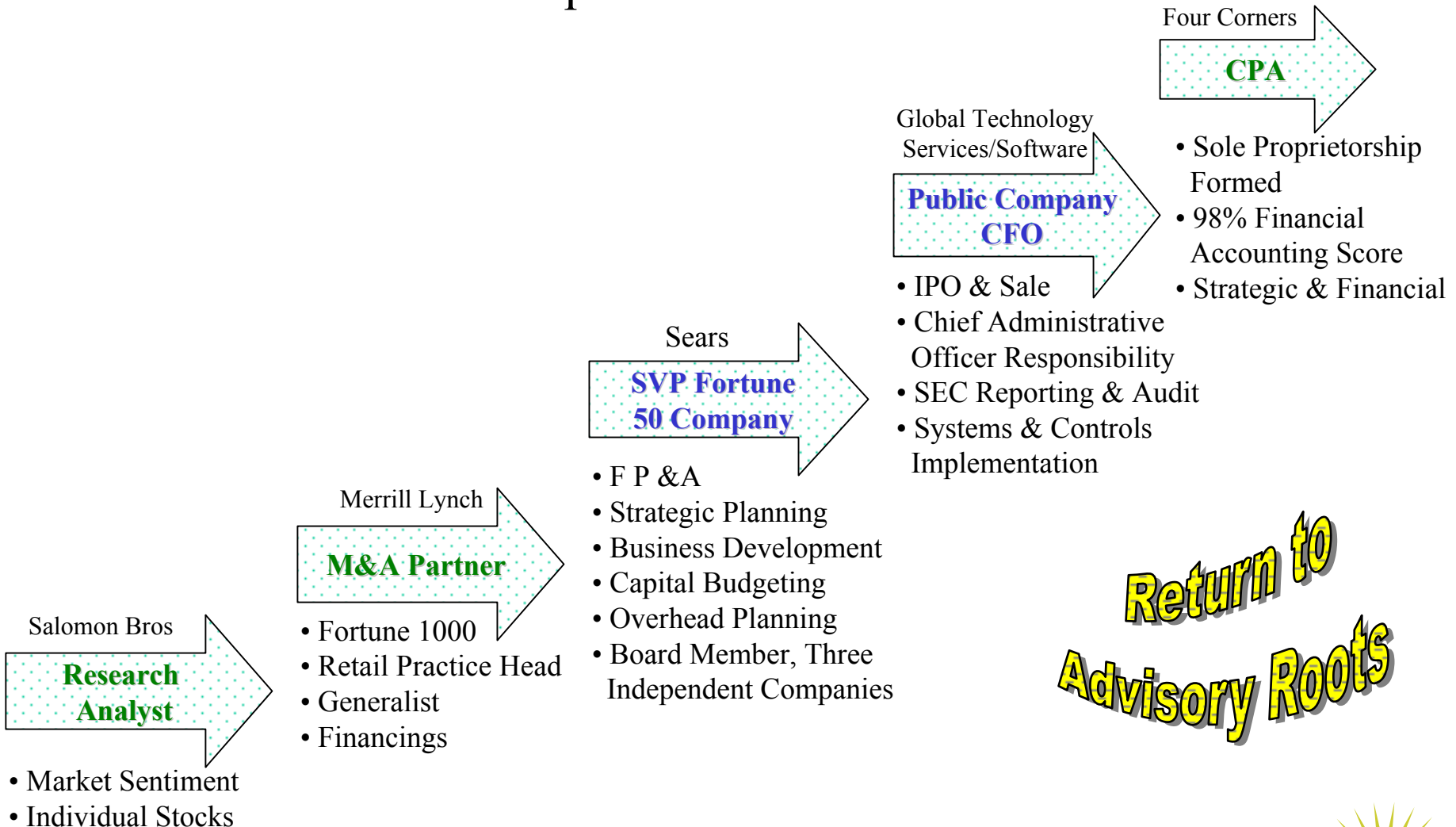


**Prioritize!!!**



# Diverse Background

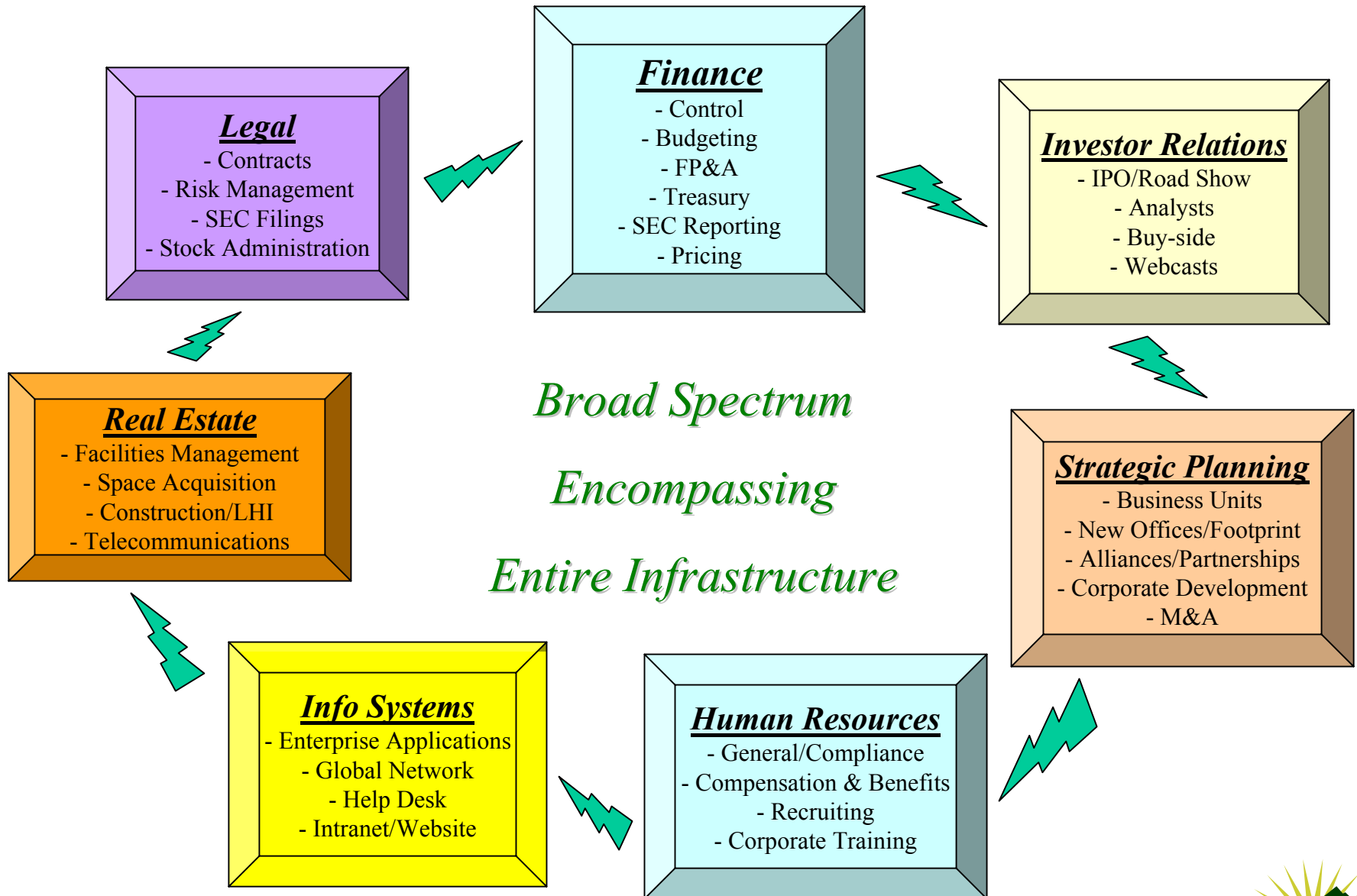
From Fortune 50 to Entrepreneurial Businesses:



**Return to  
Advisory Roots**



# Functional Areas Managed



# Results Achieved



Led  
Successful  
\$135M  
IPO

Managed  
\$1.5B  
Overhead  
Plan

Managed  
\$1.2B  
Capital  
Budget

Implemented  
Systems  
Across 5  
Countries

Completed  
10 +  
Financings

Eliminated  
\$150M in  
Spending

Eliminated  
\$800M  
From  
Capital  
Budget

Instituted  
Public  
Company  
Controls

Negotiated  
Billion \$  
Deals

Managed  
Two  
Reductions  
In Force

Nearly  
Doubled  
Company in  
One Year

Built SEC &  
Management  
Reporting  
Functions



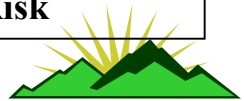
# Case Study – Strategic Focus

- **Rationalized Sears Portfolio**
- **Created Strategy Scorecard**
- **Facilitated Off-Sites**
- **Cut Capital to Non-Performers**
- **Reinvented Off-Strategy Units**
- **Divested Non-Core Businesses**



## *Where Is Your Business Bullseye?*

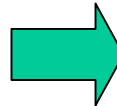
- **Size of Market**
- **Market Growth**
- **Cyclical / Seasonal Characteristics**
- **Ability to Become a Leader**
- **Ability to Leverage Brands**
- **Leverages or Augments Core Competencies**
- **Addresses Strategic Gaps**
- **Customer Authority**
- **Customer Relevance**
- **Ability to Execute Profitably**
- **Multiple Value Capture / Synergies**
- **High Multiple Business**
- **Positive EVA**
- **Accretive to EPS**
- **Raises EPS Growth Rate**
- **Acceptable Regulatory / Compliance Risk**



# Case Study – Finance Accomplishments

## Organization Building & Management

- ✓ Strategic Planning
- ✓ Financial Planning & Analysis
  - Capital Budgeting
  - Operating Plans / Budgets
  - Cost Containment
  - Operations Analysis
    - Pricing
- ✓ Controller Functions
  - US/Int'l Accounting Mgmt
  - G/L, Payroll, AP, AR, Collections
  - Revenue, Purchasing, Payroll, Reporting
    - External Reporting
- ✓ Treasury
- ✓ Tax



- ❖ Reduced Close Time (30 to 5 Days)
- ❖ Bottoms-Up Budgets & Cost Czar Program
- ❖ Centralized AR, AP & Purchasing
  - Improved Cash Flow & DSO's
  - Increased Client Satisfaction With Billing
  - Realized Cost Savings / Better Control
- ❖ Developed Revenue & Expense Accruals
  - Controls, Tools & Processes
- ❖ Built External Reporting Function
  - S-1, 10-K, 10-Q, 8-K and Proxy Filings
  - GAAP M&A and Restructuring Charges
- ❖ Improved Treasury Planning Models
  - Weekly to Yearly Cash Flow Models
- ❖ Developed Accounting Handbook
- ❖ Inter-Company Tax Agreements / Pricing
- ❖ Recruiting / Career Paths



# Industry Experience

<b>Retailing</b>	Direct Response Catalog	Consumer Products & Services
<b>Technology</b>	Software Services	Online/Offline
<b>Services</b>	Distribution Wholesaling	Insurance Credit Cards



# Four Corners Major Service Lines



- Strategic Planning
- Business Plans & Budgeting
- Operational Reviews
- Reporting & Analysis
- Financial Systems & Controls
- Capital Markets
- Interim CFO

See Section II for detailed description of each service line offered



# Why Four Corners?



**Strategic & Analytical**

**Broad, In-Depth Experience**

**Pragmatic & Results-Oriented**

**Proven Implementation Skills**

**Personal Senior Level Attention**



*Run Smarter Not Harder*