



Strategic Management Partners, Inc. Wins Small Business of the Year Award Maryland Chamber of Commerce

The Maryland Chamber of Commerce awarded its annual Small Business of the Year Awards during its Growing Business, Celebrating Success event June 1, 2007. The awards program is designed to recognize the dedication, innovation and entrepreneurial spirit displayed by small businesses in Maryland. Recipients received *Small Business of the Year Award* from the Maryland Chamber of Commerce and the *Governor's Citation* as a special tribute to honor selection from Governor Martin O'Malley, The State of Maryland.

"Small business is the cornerstone of our economy, not just in Maryland but throughout the country," said Maryland Chamber Chairman Betty Buck. "It is you the entrepreneurs who design our newest technologies, improve how we work and how we live, employ the most people, and who form the very fabric of our communities. Small business is our future and today is your day to shine." This year's winner is: Strategic Management Partners, Inc.

"We are extremely honored and proud to receive this prestigious award," said John M. Collard, CEO of Strategic Management Partners, Inc. "We have three goals when we enter an engagement: Gain control of a dire situation; Establish a viable plan and rebuild an enduring management team to implement that plan; and Hire our replacement. We believe true company value comes from a stable competent team committed to company growth and prosperity. We don't build-up the number of consultants on engagements because when they leave all of the value leaves with them. We utilize employees and take them to the next level."

Strategic Management Partners, Inc. was founded in 1988 by John M. Collard, Chairman, and incorporated in Maryland. After hearing from colleagues and friends that he should start his own business, Collard didn't want to undertake such a venture until he was comfortable with a unique product or service that he could offer. Collard figured out that what he was particularly good at, and comfortable with, was Collard himself and his ability to run companies when they were in a distressed condition and restore them to health. The *Baltimore Sun* featured Collard in "Turnaround Specialist Says His 'Product Is Me'".

Nomination because **SMP: Saves Jobs in Maryland**

I. Performance & Growth:

SMP has a different philosophy about business growth; concentrate on growing our clients into viable entities and creating jobs in the process. Our goal is to provide client growth while keeping our shop lean and cost effective. Our client turnaround success stories are many. One Maryland client made *Success Magazine's* Phoenix 50. Crash, Burn & Return! 50 Who Lost it All & Roared Back to the Top. Some selected improvements:

\$33M weapons systems contractor went into the environmental market, grew 118%, 420 jobs, \$12M assets recovered, \$6M profit growth, \$80M backlog

\$59M federal systems integrator entered commercial market, grew 93%, 400 jobs, \$16M assets recovered, \$92M backlog, \$9.6M profit

\$25M NASDAQ Manufacturer was restructured, revitalized, grew 28%, 180 jobs, \$2.5 profit, \$7M assets recovered, then merged with new buyer

\$4.8M commercial printer entered digital delivery markets, grew 129%, 130 jobs, \$3M asset recovery

We measure growth compared to zero if the company were to go out of business. Many clients had faced demise when we arrived. We gain control, jump-start sales, implement plans, and utilize existing workforce to establish a basis for growth. Our Bid Information Review Process provides structure and dramatically improves win ratios. When we are called too late, some can't be saved, — as was the case with Network Technologies Group in Baltimore, where we did save 401(k) plan proceeds for employees, and were instrumental in placing 120 employees. While most clients are in Maryland, we are frequent flyers.

1.5 Recognized for Industry Excellence:

Turnaround & Workouts Magazine twice named SMP as one of the Top 12 Outstanding Turnaround Management Firms; an honor usually reserved for larger



growth oriented firms. Our principal, John M. Collard was inducted into Southern Illinois University (SIU) Alumni Hall of Fame and honored as Business Leader of the Year. SMP has been featured for their work in turnarounds and investing in *Wall Street Journal*, *Washington Post*, *Baltimore Sun*, *Warfield's*, *Baltimore Magazine*, *Buyouts*, others. President Yeltsin honored our World Bank work developing a course to teach Western Turnaround Management and Equity Capital Investing Techniques by naming 'Anti Crisis Management' as a new profession in Russia. John/SMP have been called upon as advisors to Presidents Bush^[41 & 43], Clinton, Reagan, and Yeltsin.

John is a co-founder of Turnaround Management Association (TMA), is influential in the growth of TMA to now over 7,800 members, and reached the post of Chairman [National] of the Association. John was given TMA's Award for Outstanding Contribution to the Renewal Profession, serves on Past Chairman's Council, and on the Standards Committee to oversee curriculum content and selection process for the Certified Turnaround Professional (CTP) program.

SMALL BUSINESS OF THE YEAR



II. Innovation & Creativity:

We believe true company value comes from a stable competent cohesive team of people resources committed to company growth, profitability and prosperity. Nurturing this company-internal approach promotes jobs and community well-being. We build value into a company for employees, investors, all stakeholders. We become the catalyst to change and renewal; and keep them out of bankruptcy whenever possible.

Our marketing approach is simple; we leverage exposure in the press, media, publications, and speaking engagements to allow clients to locate SMP. The approach is never self-serving, but is informative, which allows clients to get comfortable before they pursue our help. We use Internet presence to provide information; credentials and processes are there when we are not available – sort of a silent selling force.

John Collard is a nationally recognized turnaround specialist, interim executive, advisor, equity capital investor; is often quoted by the press, and authored many articles and spoken on the topics; *Early Warning Signs of Business Troubles*, *Changing Leadership Style to Affect a Turnaround*, *Defense Conversion*, *Mission Statement and Focus*, *Prepare A Company To 'Cash Out' at Maximum Valuation*, *Incentive-Based Management*, *Value Creation Model*, *'Distressed Investing' Can Yield Healthy Returns For Savvy Backers*, and *Mining Value From Distressed Companies*, *Building Properties in Which Future Buyers Want to Invest*.

Select published credits include *Buyouts*, *Journal of Private Equity*, *Shareholder Value Magazine*, *Director's Monthly*, *Corporate Board*, *Journal of Corporate Renewal*, *Commercial Loan Monitor*, *Lending and Risk Management News*, *Journal of Working Capital Management*, *Journal of Business Strategy*, *Secured Lender*, *Strategic Finance*, *Financial Executive*, *Successful Restructurings*, *Commercial Law Bulletin*, *Printing Impressions*, *Military Engineer*, *BMDO Update*, *Manage Magazine*, *Fabricator*, *Dow Jones Bankruptcy Review*, *Baltimore Business Journal*, among others. In addition, we have been quoted in the *Wall Street Journal*, *Washington Post*, *Baltimore Sun*, *Baltimore and Washington Business Journals*, *Forbes*, *Newsweek*, *US News & World Report*, *Money*, *Bloomberg*, *Europe*, *Bankruptcy Court Decisions*, and many others.

III. Competitiveness:

The real measure of competitiveness is the ability to stay engaged by our clients. Our quality work, recurring results, and satisfied referral base keep us quite busy. In an industry where you are either 'working' or 'marketing', we find little time for the latter. Teaching competitive posture and implementation within clients is a colossal task; required for survival, yet foreign to employees. Our Incentive-Based Management program promotes growth to meet goals and dynamically compete. Driving a change in the style of leadership is key to bring about fecundity in the company.

We utilize our signature *Growth7* approach to guide engagements and our own firm. *Growth7* equals: Bring Leadership (Focus/Change/Guide), Set Strategy (Vision/Direction), Build Quality Management Team (Credibility/Consistency), Acquire New Business/Sales (Market Driven), Establish Sound Capital Structure (Reasons to Invest), Implement Processes (Cost/Cash/Value) to drive the business, and Nurture Resources (People/Facilities/Advisors). This approach provides a "Transferable Skill Set" to guide a troubled entity through difficult transition times. When the process is completed, only one result can occur — Value Creation. We demonstrate what can be accomplished in a time when many entrepreneurs are lost, confused, and sometimes misguided.

IV. Community Involvement:

SMP is/have been advisor to U. S. President Bush's Business Advisory Council; Clinton's National Economic Council (NEC), Bankruptcy Working Group, Bankruptcy Review Commission, Defense Technology Reinvestment Program, and Commission to Promote Small Business; Bush's NEC, Technology Commercialization Initiative; and Reagan's U.S. Attorney General's Committee investigating use of mobile communications in illegal ventures.

Our *Western Turnaround Management and Equity Capital Investing Techniques* — now 'Anti Crisis Management' course is being taught throughout former USSR, Russia, Eastern Europe, Asia, Canada. The program focus is on building privatization infrastructure to bring companies into world competition. The curriculum is based in part on the *Overview of the Turnaround Management Profession* authored by John M. Collard and used by the TMA for years; including as a basis for the *Commercial Loan Workout Officer's Training Program*, which he co-developed. John was an advisor to President Yeltsin's Privatization Agency and Bankruptcy Law Reform Delegations; Advisor to European Bank for Reconstruction & Development on Restructuring and Turnarounds; Advisor to World Bank on Developing Leaders and Equity Investing Techniques.

John has (or is) served on Boards of public and private

companies, industry associations, and charities. He is speaking contributor to U of MD Dingman Center for Entrepreneurship programs, Thomson Venture Economics' Buyouts Symposium programs, Research Institute, and other venues. All turnaround engagements are sensitive and confidentiality is always maintained; only public information can be disclosed.

V. Why SMP Qualifies? We Save Jobs.

Strategic Management Partners is a nationally recognized turnaround firm specializing in supporting the equity capital community, corporate renewal, and interim executive leadership. SMP has substantial experience advising investors, corporations, governments, and individuals on the strategic and mechanical issues of corporate development, turnarounds for asset recovery, saving jobs, and equity capital investing. We are changing and shaping an industry that only 10 years ago was virtually unheard of. We promote integrity in corporate governance, which stands out when they are troubled and at a time when repairing leadership image is important. We recapture value for investors, stockholders, employees, suppliers, lenders, and the community.

John is an industry luminary regarded by many as a 'Doctor of Turnarounds'. In almost 35 years of corporate leadership, he has developed a well-deserved reputation for quickly assessing problem situations, identifying good people, building consensus, and executing strategies that add value. He has served as CEO/President/COO/Senior Executive of over 30 companies in a host of industries, and non-profits. He is a hands-on operating manager and decision-maker with extensive experience in rapid growth, transition and turnaround environments; can account for new business totaling \$950mil; asset recovery of \$85mil; over 2,450 jobs saved and new growth; participated in over 40 transactions (acquire, divest, roll-up, build-up, pool, IPO) worth \$780mil transaction value and \$1.2B volume; has been party to private equity investing through co-raising/managing an \$80mil privatization venture fund. He specializes in investing in underperforming opportunities.

As Past Chairman of TMA and a CTP he has built a contact network used to manage portfolio companies; more importantly, we know whom not to use. Prior to becoming a turnaround specialist/ investor he enjoyed a rapid rise in corporate America including stints at Martin Marietta, and Computer Sciences Corp. John graduated from Southern Illinois University where he studied design with R. Buckminster Fuller. He maintains a top secret security clearance.

Strategic Management Partners, Inc. leverages client people resources to achieve turnarounds, recapture assets, improve valuation, create and save jobs. We foster value growth.

Library: www.StrategistLibrary.com
Web: www.StrategicMgtPartners.com
Contact: (410) 263-9100

