



BIRCHWOOD CONSULTING INTERNATIONAL, LTD.

Your Guide to Global Growth

You want to be sure – a lot depends on it.

You and your company face myriad global, regional and local business challenges every day. Success depends on making the right decisions – time after time. You can depend on Birchwood to give you the knowledge you need to make critical decisions.

When reaching your goals requires you to:

- **Increase revenues by entering a marketplace in another region or country;**
- **Investigate the true potential of a new or improved product;**
- **Re-evaluate your current global marketing strategies because they aren't giving you the results you require;**
- **Profitably improve market penetration in a particular country or region;**
- **Improve your understanding of a local market environment;**
- **Lower costs and improve customer satisfaction by solving service, parts or warranty problems;**
- **Better understand competitive strategies and tactics;**
- **Develop or adapt processes or products to suit specific end-user needs and requirements;**
- **Assess the influence of new technologies;**

... rely on Birchwood to help you get there.

Birchwood Consulting is a leading provider of business development and marketing consulting services to the durable goods and capital equipment manufacturing industry. We are known for providing global solutions at cost-effective prices.

We bring a thorough, thoughtful, research-based approach to examining your challenges, and provide you with experienced, insightful analysis and recommendations that lead to implementable solutions.

You want the power that good information provides, because when so much is riding on your decision, you need to be sure.



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When You Need Consulting Services...

Chances are you have already identified your challenges. You may even have solutions in mind.

A management consultant can:

- **Focus the necessary time and attention to the problem.**
- **Provide expertise that you may lack internally.**
- **Lend the objectivity of a third-party perspective.**
- **Build consensus among your internal group.**
- **Offer specific or relevant experience.**
- **Deliver results more cost effectively than you could by approaching the project yourself.**

An effective management consultant provides value in these and other ways. Our consultants come from the industries they serve, having researched and solved problems similar to yours.

The Company You Keep Knows You...

Birchwood Consulting International and the consultants who comprise the Birchwood Global Network have been providing solutions to multinational companies— perhaps even your company – for years. Our experts have worked in mobile and other capital equipment industries both as employees and consultants.

Birchwood is based in Milwaukee, Wisconsin, USA — the heart of the industrial Midwest. We are truly international — consultants in the Birchwood Global Network are based on every populated continent, in countries including Argentina, India, Italy, New Zealand, Hong Kong, Bulgaria, Australia, Peru, South Africa, Thailand, Germany and Austria.

We know your markets and we deal with the data they produce. We have seen how your markets behave. We know their idiosyncrasies – the local customs, laws and traditions. We have seen product lines, product categories and distribution channels come and go. We have met challenges similar to those you are facing.

In fact, we invite you to check us out via your fellow managers and industry peers. Chances are, someone you know has worked with us.

When you hire Birchwood, what you see is what you get: a highly experienced, personalized, consultative approach to analyzing your stated challenge. We use both primary and secondary research to identify relevant factors and marketplace conditions.



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Our work is typically focused in one or more of these areas:

- **Product Positioning and Brand Identity Analysis.**
- **Product/Market Opportunity Assessment.**
- **Product and Product Support Systems & Procedures Formulation.**
- **Competitive Benchmarking and “Best Practice Analysis.”**
- **Global Expansion/Market Penetration/New Market Development.**
- **Functional Specification Development/Product Development Planning.**
- **Market Newsletter Updates.**
- **Distribution Channel Development.**
- **International Market Reports.**
- **Dealer Selection/Evaluation/Development.**

Our client list includes such well known firms such as Caterpillar, Inc., Detroit Diesel Corporation, Allmand Brothers, Agco Corporation, FG Wilson, Ltd., Maxon Industries, Inc., McQuay International, National Crane Division of Grove Worldwide and The Wacker Corporation. Our interactions have involved both domestic and foreign operations in virtually every nation in the world.

A typical Birchwood project is short-term, lasting 90-120 days. We are known for thorough analysis and planning, so you will know precisely what we intend to do before we proceed.

Although every project is unique, we bring a structured approach to our work, including:

- **Creation of, and agreement to, specific project objectives prior to the creation of a proposal.**
- **Letter of agreement with a “Gantt-type” schedule.**
- **Fixed project fees and capped business expenses.**
- **Final payment due only when client agrees all objectives have been successfully met.**

The managers with whom we work have clear and well-defined strategies, and usually come to us for help in designing focused tactics to profitably accomplish their objectives. Our value accrues in knowing how to obtain the right marketplace data and the ability to use it properly to help our clients select the best solution. Our analysis and recommendations are tempered by the experience we have gained working in your industry and your markets.

Because in the end, you want to be sure.



BIRCHWOOD CONSULTING INTERNATIONAL, LTD.

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Birchwood Consulting International, Ltd. Staff

James A. Jurack, CMC – President

- Over 28 years of experience in corporate business, product sales, parts & service sales, quality improvement, new product development, marketing and promotions. Key senior management positions with Caterpillar, Inc., Carver Boat Corporation and Iowa Mold Tooling Co., Inc.
- Certified Management Consultant since 1999.
- Vice Chair, Institute of Management Consultants - USA, and Immediate Past President of IMC - USA, Wisconsin Chapter.
- Trustee, International Council of Management Consulting Institutes.
- Associated with the Association of Equipment Manufacturers, the Metropolitan Milwaukee Association of Commerce, the Milwaukee World Trade Association and the National Federation of Independent Business.
- Business transactions in over 75 countries, on all six populated continents.
- BS, Iowa State University of Science and Technology.
- Language skills in French and German.

Kaaren Kay Jurack, JD, MA – Consultant

- JD, and MA in Public Policy from Regent University.
- Acquired extensive litigation experience while serving as Assistant Public Defender, City of Suffolk, Virginia.
- Developed comprehensive research capabilities while serving as Law Clerk for Seventh Judicial Circuit Court of Virginia and as Research Services Librarian, Regent University.
- Served as US Senate Intern for (then) Sen. John D. Ashcroft, R-Mo.
- Completed undergraduate studies at University of Missouri, Columbia where she graduated with honors, earning a BA in Philosophy; a BA in Political Science; and a BSW in Social Work.
- Member, Virginia State Bar.
- Member, Institute of Management Consultants (IMC - USA) and International Council of Management Consulting Institutes.
- Associated with the Metropolitan Milwaukee Association of Commerce and the Milwaukee World Trade Association.
- Knowledge of French language.

Elizabeth M. Riggs – Consultant

- Extensive international business, research and consulting experience with Rockwell Automation.
- Former Export Manager (for the Woodlore brand) with Allen-Edmonds Shoe Corporation.
- Former Program Manager for the Mid-America International Agri-Trade Council (MIATCO).
- BA in Accounting, International Business, minor in French, Marquette University.
- Associated with the Metropolitan Milwaukee Association of Commerce and the Milwaukee World Trade Association.
- Language skills in French and Spanish.

Domestic Network Members

Dr. Betsy Rush Charles - Associate Consultant

- Over 35 articles published in top marketing journals on marketing innovations and practical applications.
- Taught marketing at Millikin University, American Graduate School of International Management, St. Xavier College; and the University of Wisconsin - Milwaukee.
- Owns Strategic Power, a research and consulting firm specializing in internet data collection and surveys.
- BS in Management, Indiana University; MS in Marketing, Georgia State University; EED in Adult Education with a concentration on Marketing Management, Northern Illinois University.

Danielle Martin - Associate Consultant

- Currently, President of Out Of The Ordinary inc. a company specializing in training, events, results.
- BS in Secondary/Special Education, Illinois State University.
- More than 14 years experience in account management, meeting/trade show/ seminar planning and management, and customer service.
- Danielle has extensive experience with large event projects such as CONEXPO-CON/AGG, Caterpillar's ForestPro University and the University of Illinois' Biennial Conference for Women.

Pam Aiello - Associate Consultant

- Diverse communications background that includes instructional design and curriculum development, training and facilitation, video and film production, multi-media design and production, and marketing and advertising.
- Strong facilitation skills and has helped many groups define processes and learn to work more effectively as a team.
- Currently Training Technologist for Out Of The Ordinary inc. a company specializing in training, events, results.
- B.A. Speech Communications/English Education, Illinois State University, M.S. Organizational Communication, Illinois State University.

Dr. Harry E. Cook - Associate Consultant

- Head of the Department of General Engineering, University of Illinois at Champaign-Urbana.
- Over 17 years of research, engineering and management experience at Ford and Chrysler.
- Member, National Academy of Engineering.
- Fellow, Society of Automotive Engineers.
- Member, General Motors' Science Advisory Council.
- Published over 40 research papers and one book.
- BS & MS in Metallurgy, Case Institute of Technology; PhD, Northwestern University; Post-Doctoral Fellow, University of Paris.

Domestic Network Members (continued)

William T. Satterlee - Associate Consultant

- Over 20 years experience in service organizations.
- Former vice president of strategic services for an organizational development and career counseling firm.
- Former vice president for business development at an international sports membership association.
- BA, Business Administration, Clarion University; MA, Administration, Western Illinois University; PhD candidate in Counseling, Marquette University.

Lisa Sanchez - Associate Consultant

- Nine years of survey research and data management experience at The Blackstone Group, HBRS, Inc. and New England Research Institutes.
- BA in Psychology and Sociology, Indiana University; pursuing MBA, University of Wisconsin - Madison.
- Language skills in Spanish and French.

Terri Matousek - Associate Consultant

- Owner, Matousek & Associates research and consulting business.
- Partner, Wisconsin Research of Northeastern Wisconsin, Inc.
- Over 16 years of market research experience.
- BA, Aquinas College; graduate studies in industrial psychology and statistics, Western Michigan State University.
- Chairperson, Green Bay (Wisconsin) Area Chamber of Commerce.
- Member, Advisory Board, St Mary's Hospital, Neville Public Museum, Bay Area Community Council, Boys and Girls Club of Green Bay, Libertas.
- 1991 recipient of the Athena Award.
- Member, Market Research Association, American Marketing Association, Wisconsin Hospital Marketing and Public Relations Society.

Karl Hoaglund, J.D. - Associate Consultant

- Former programmer analyst, Banc One Corporation; former systems analyst, Baxter Healthcare.
- Served as consultant to CAN Insurance, Ohmeda Corporation, Banc One Corporation, Wolf Appliance and Marquette University.
- BA in English and History, University of Wisconsin - Madison; JD, Marquette University School of Law.
- Member, Wisconsin Bar Association, Metropolitan Milwaukee Association of Commerce, American Management Association, Institute of Management Consultants, US Mexico Chamber of Commerce, and associated with Milwaukee World Trade Association.
- Conversant in Spanish with skills in French.

International Network Members

Valeria Forwe, Consultant – Argentina

- Senior International Account and Project Director, IFOP-Asecom Latin America, since 1998.
- More than 10 years of experience in market research. Expert in the business methods and cultures of Latin American countries.
- Former Research Manager for Molinos Rio de La Plata, major food company
- Former Project Director for Mora y Araujo Noguera y Asociados and A&C – both major research companies locally
- Magister in Public Opinion of the Universidad General de San Martin-Fundacion Banco Patricios
- Bachelor's Degree in Sociology, University of Buenos Aires.
- Strong industry experience in automotive, industrial, advertising, winery, soft drinks and beverages, mass- consumption, financial and services
- Member of: AMA, Asociación Argentina de Marketing; AMBA, Sociedad Argentina de Investigadores de Mercado y Opinión.
- Bi-Lingual in Spanish and English.

Richard Elliott, CMC, Consultant - Spring Hill (Brisbane), Australia

- Over 20 years of consulting experience, currently leading project teams of up to 25 specialists.
- Chief Executive of Pacific Southwest Strategy Group.
- Works in federal, state and local government sectors in building and construction, convention and arts center, meeting facilities, resorts, hotels, sporting venues and associations, racing, regional and economic development and tourism.
- Managed trade missions for local and state governments.
- Chairman of the International Council of Management Consulting Institutes.
- Line experience as marketing manager, general manager, managing director and director for both private and public companies.

Gerd Precht, Ph.D, Consultant - Pressbaum (Vienna), Austria

- Former journalist and leading newscaster for Austrian Television.
- In 1965, formed a media and communication consulting company for business and political leaders in Austria.
- Founded INTRAINING, which specialized in seminars and conferences on the top of the Bartberg in the Vienna Woods.
- Received Ph.D in 1998 following completion of dissertation on "Space and Organization as a Philosophical Issue."
- For more than 15 years, has been President of the Board of the Institute of Management Consultants and Information Technology in the Chamber of Commerce in Lower Austria.
- For more than 10 years, has been chairman of the Management Consultants in the Austria Federal Chamber of Commerce.
- Member of ICMCI since 1991.
- Since 2001, has been a member of the Executive Committee and Vice President of ICMCI.

International Network Members (continued)

M. Saidul Haq, CMC, Consultant - Dhaka, Bangladesh

- Obtained CMC (Certified Management Consultant) certification from the Institute of Management Consultants, Australia.
- Registered consultant of the Asian Development Bank (ADB), Manila, Philippines in the Dicon system and ADB, Dhaka, Bangladesh in the REDIC system.
- Consultant/National Monitor for the Industrial Commodity Program, Canadian International Development Agency (CIDA), Canadian High Commission, Dhaka.
- Founding President of the Institute of Management Consultants, Bangladesh.
- Trustee of The International Council of Management Consulting Institutes/USA.
- National Representative for Bangladesh of European Society for Opinion and Market Research (ESOMAR)/The Netherlands.
- Member of the American Management Association (AMA)/USA and Member of the American Marketing Association/USA.
- ICMCI representative to ECOSOC, United Nations (UN) for the Geneva/Vienna and Asia-Pacific regions.

Ivan Ivanov, CMC, Consultant - Sofia, Bulgaria

- Certified Management Consultant with the London Institute of Management Consultancy.
- Executive Director and Partner, Partnership Delaware International in Bulgaria.
- Management, program development and administration, project and financial management in Bulgaria, Croatia and Montenegro.
- Experience in human resources management, corporate for-profit and NGO governance, training and consulting, training trainers, curriculum design, marketing and promotion of educational and business services and primary research.
- Experience with many international organizations including USAID, EBRD, FAO/UN and WB.
- Partner and member of the Managing Board of International Capital Management (ICM).
- Partner in Flag International, Ltd. Member of managing board and chair of the Certification and Training Commission of the Bulgarian Association of Management Consulting Organizations (BAMCO).
- Member of the Federation of European Association of Consulting Organizations (FEACO).
- Member of the International Council of Management Consulting Institutes (ICMCI).

Jianhua Liu, Associate Consultant - Beijing, China

- Operational Manager of Rich Trend (USA) Holdings Ltd.
- Director of Rich Trend Holdings Limited.
- Extensive expertise in international business, finance, international bidding and government loan.
- Former Planning Department Manager of China Machinery Import & Export Corporation.
- Served as Chief Representative of Parymex France Company.
- MBA, University of Foreign Trade and Economy, Beijing China.
- BS, Beijing Industry Institute of Internal Combustion Engine, Beijing, China.

International Network Members (continued)

Gregg Li, CMC, Consultant - Hong Kong, China

- BS in International Affairs and Economics, Washington University, St. Louis.
- Masters degree in Asian Economics, University of Hawaii; MBA, University of California at Los Angeles.
- Research engineer for the Engineering Doctorate in Educational Technology from Warwick University, United Kingdom.
- Fellow, Institute of Management.
- Honorary advisor to the Vocational Training Council's Total Quality Management Development Group.
- Associate of the International Corporate Policy Group in Oxford.
- Founding president and head of Hong Kong chapter of the Institute of Management Consultants.
- Certified Management Consultant and Fellow, Institute of Management Consultants.
- Chairman and CEO of G. Li & Company, a premium regional management consultancy.
- Former employee of U.S. Federal Government, American Express TRS, Citibank, The Management Development Center of Hong Kong, Price Waterhouse Coopers Management Consulting Services and the management think-tank at the University of Hong Kong.

Stephan Brämer, Consultant - Koblenz, Germany

- Studied economics at Hagen University, including special training in marketing.
- Former managing director for an advertising agency.
- Currently an independent management consultant for MaWeCon, assisting medium-sized companies improve their marketing strategies.
- Consulting experience includes product analyses, target group analyses, sales promotion and growth concepts.

Walter E. Vieira, CMC, FIMC, Consultant - Mumbai, India

- Over 27 years experience as a consultant.
- Founded India's first marketing consultancy in 1975, Marketing Advisory Services (MAS).
- Business journalist with more than 600 published articles.
- Monthly columnist for Business World since 1981.
- Authored eight books. - Lectured on marketing at the Bajaj Institute of Management Studies, Bombay University, 1969-1989.
- Lectured on Marketing at the Administrative Staff College of India, Kellogg School of Management Studies, Northwestern University, Drexel Business School and Boston College (of Zaragoza, Spain).
- President of Institute of Management Consultants of India for five years.
- Founder & Chairman of Asia Pacific Conference of Management Consultants.
- Chairman of the 35-nation International Council of Management Consulting Institutes.
- Industry experience includes Glaxo, Warner Lambert and Boots Pharmaceuticals.
- Has consulted for most of India's 500 largest conglomerates, and many multinationals operating in India.

International Network Members (continued)

Giuseppe V. Cuti, Ph.D., Consultant - Faenza (Bologna), Italy

- Ph.D. in Mechanical Engineering, Politechnic of Milan.
- Fluent in Italian, English, German and French.
- Over 30 years of extensive international experience with Caterpillar, Inc., Asea Brown Boveri and CARER.
- Experienced in multinational and multilingual business negotiations. Experienced in international partnerships and technology transfer agreements.
- Founder of PIRECS, a consultancy for small manufacturers of industrial products.

Peter K. Senior, CMC, Consultant - Auckland, New Zealand

- General manager of a diverse publishing group with a staff of 500 and \$26 million in revenue.
- Management consultant with Deloitte Consulting for eight years.
- Systems analyst for IBM U.K. Director of several companies.
- BS in Engineering, London University.
- Advanced studies in Management at Cambridge University.
- Certified Management Consultant.

Carlos O. Rioja, Consultant - Lima, Peru

- BS in Business Administration, University of Villarreal, Lima, Peru.
- MBA, University of Seattle, Washington.
- Former Export Director for several companies including Volvo Truck, Kenworth and Oshkosh Truck Corporation.
- Over 30 years experience in the U.S., Columbia and Peru.
- Honorary ambassador for the State of Wisconsin.
- Director of EIGER International.
- Recipient of the National Export Excellence Award, U.S. Hispanic Chamber of Commerce.
- Hispanic Businessman of the Year, State of Wisconsin.
- Has advised the White House on NAFTA.
- Served as an Export Trade Advisor for Wisconsin Governor Tommy Thompson.
- Active as a Rotary Officer in Wisconsin and Peru, serving as District President and President Elect, RCLM.

International Network Members (continued)

Richard Lucas Managing Director, PMR Consulting – a Division of PMR Ltd, Cracow, Poland, Central And Eastern Europe

- Economics Degree, Dept. of Applied Economics Cambridge University, UK.
- Consultant for PA Cambridge Economic Consultants specializing in Eastern Europe.
- Business trainer at KTP International Business School, Cracow, Poland.
- Founder Managing Director (to 1999) of SKK, Poland's leading barcode systems company.
- Vice Chairman of British Polish Chamber of Commerce in Cracow.
- Managing Director, PMR Ltd. www.pmrporate.com
- Author of "An Introduction to Market Economics for Poland," as well as numerous magazine articles.
- Conference speaker (Roundtable with Govt. of Poland, British Embassy conferences, UK DTI Trade and Investment conference).
- Importer, agent or distributor for businesses from Argentina, Belgium, Finland, France, Japan, Germany, Sweden, Switzerland, UK, and the USA.
- Detailed experience of representing foreign companies in Central European markets.
- Detailed experience of business start up, command and control of businesses, management of groups of up to 60 people and strategy development and implementation.
- Detailed experience of HR and recruitment. Has personally hired 100s of individuals in the last 10 years.

Ben P.M. Laauwen, Consultant - South Africa

- Currently consulting under Laauwen & Associates in partnership with Blue Arrows International.
- Strong international sales, marketing and consulting experience with Control Data Holland and South Africa, and ICL Sa.
- Business consulting experience with Computer Sciences, University Computing and Nixdorf.
- Former Financial Manager with a forwarding company and a timber company in Rotterdam, Holland.
- Conversant in many languages including Dutch, Afrikaans, English, French and German.
- Obtained qualifications in Business and International Economics, International Organization, and Law and Statistics from Erasmus University, Rotterdam, Holland.



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International Network Members (continued)

Michel E. Gabard, Consultant - Geneva, Switzerland

- Educated in Paris, France and Geneva, Switzerland.
- Joined Caterpillar in Geneva in 1972 as a technical training instructor, spending 14 years visiting international customers and conducting technical and maintenance seminars for customers and dealers.
- Fluent in English, French and Russian.
- Traveled extensively in Western Europe, Africa, the Middle East, Russia and the CIS, developing new equipment dealers' technical service structure.
- Formed Training & Consulting (T&C) in 1986.
- T&C specializes in monitoring customer satisfaction levels for principle earthmoving and diesel engine powers systems clients.
- Market research experience includes projects focused on quality of assembly, design, performance, quality of parts and service provided by dealers as well as competitive information.
- Expertise in Web and database software design to supply customized capital equipment monitoring for quality and service support applications.

Thirasak Sethapane, Consultant - Bangkok, Thailand

- BA in Business Management, Sukthothai Thamatiraj University. Also degreed in Commerce and Accounts.
- Wide industry experience including a well-known assurance company, material handling equipment, automobiles, agricultural, chemical and industrial machinery.
- Current involvements include market planning, product analysis, sales promotion, public relations and customer service planning.

The management and staff of Birchwood Consulting International, Ltd. are active members of the Institute of Management Consultants - USA (IMC USA), and adhere to its principles and Code of Ethics. The IMC USA is the sole institute awarding the Certified Management Consultant (CMC) mark - used to designate members who have reached the highest standards of excellence and distinction in their profession.

We are also members of:

- * Association of Equipment Manufacturers (AEM).
- * International Council of Managing Consulting Institutes (ICMCI).
- * National Federation of Independent Business (NFIB).
- * Metropolitan Milwaukee Association of Commerce (MMAC).

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