

OPPORTUNITY PROFILE

Chief Executive Officer



OF

OVERLAND PARK, KANSAS

The originators of Industry Peer Networks (est. 1947)

AUTOMOTIVE RECRUITERS INTERNATIONAL, INC.
A Division of Lordstone Corporation

Consultants To Management for Executive Search & Selection

INTRODUCTION

Thank you for your willingness to review the enclosed profile. I believe the following pages describe a relatively rare opportunity for an experienced leader who would thrive on repositioning a profitable business for future growth, while fully developing a talented family of associates to meet the challenge.

The following profile was written as a result of spending a week's time in both onsite meetings and conference calls with the board, management and staff of NCM. This unfettered access within our client enabled us to assess the culture of the company, the personalities that make up the team and the company's goals, objectives, capabilities and hindrances. I believe this is important for you to know because unlike NCM, the HR practices and procedures within much of corporate America today emphasize hiring speed over quality and performance over values and cultural fit. These hiring practices are further perpetuated by headhunters, who by seeking to maximize revenue through a high volume of assignments, are eager to oblige client requests for little consulting, quick delivery of resumes and fast hires. The behavior of both groups encourage a never ending cycle of executive turnover, unfortunately at the expense of employees and shareholders. It also represents the antithesis of our approach which aims to thoroughly assess each client who retains our services and each individual desiring candidacy. Only then can we insure the right match has made those results in long-term economic value for clients and career satisfaction for the individuals our clients employ.

By documenting our findings in the enclosed profile, we hope to elicit positive responses from successful candidates. We trust the following pages will achieve this goal and would welcome the opportunity to talk with someone you know who meets most or all of the requirements described in this profile. As to how they can expect to be treated:

1. **They can be assured of complete discretion on our part.** Neither their comments nor any other information they might share with us will be distributed to anyone, including our client, without their permission.
2. **We treat everyone the way we would want to be treated if our positions were reversed.** This practically translates into doing what we say we are going to do in a timely manner, promptly returning phone calls and providing frequent and honest feedback to both candidates and clients

As to our veracity in adhering to the above mentioned points, we would invite all interested parties to "check us out" by contacting anyone we have done business with before. You'll find we are unusual: we would much rather conduct a handful of searches each year in an exceptional manner than executing many in an average or mediocre manner. Why? Because we feel it's not only our mission, but our calling: To perform the highest quality, most ethical search work that results in an exceptional long-term value for both client and candidate.

Thanks again for your willingness to review the following profile, and we appreciate your interest.

Jeffrey R. Ketchum, President
Automotive Recruiters International, Inc., a division of Lordstone Corporation.

THE OPPORTUNITY

Known throughout several segments of the transportation industry, NCM & Associates assists both automotive and non-automotive companies in identifying opportunities for increased profits and revenue growth. Founded in 1947, the firm is known for pioneering the concept of peer group networks whereby 20 individuals, from non competing firms within an industry, meet together to exchange ideas, experiences and expertise.

Poised well for both a redevelopment of services and intensive focus on top line growth, this profitable \$15 million dollar, 100% ESOP owned consulting and training firm has a bright future ahead. Talent is abundant within NCM, and when combined with new vision and inspiring leadership should propel the company well beyond its traditional twenty percent appreciation in stock value, which the firm has achieved over the last two decades.

This opportunity would be well suited for a seasoned leader who would appreciate the strong morals and traditional values reminiscent of many firms found throughout the country's heartland. Likewise, the right candidate will appreciate the participative management style required by firms of a similar structure and will find a hard working family ready to carry out the new strategies and plans of the new CEO.

Many reasons may lead an experienced leader to explore this very unique opportunity. However, the primary reason will be their passion for and belief in the services that NCM provides. Additional reasons may include:

- Perhaps a candidate is working within a larger company where they are a small spoke in a large wheel. What is attractive to them is the opportunity to work within a smaller company where they could have a significant impact on the entire organization, enhancing equity.
- Another candidate may be working for a publically traded company whose focus is bent on meeting quarterly earnings estimates rather than managing for maximum long-term value.
- Still another individual may be attracted to the organizations participative leadership structure and phenomenal growth prospects.

The right candidate will be attracted to the company's people, its services and the tremendous potential for growth. This is truly an exceptional opportunity for the right CEO.

THE COMPANY

NCM is a very unique organization with deep roots within the automotive industry. The firm evolved from what was originally The Dealers Analysis Bureau, founded in 1947 and Central Services, a Kansas City based dealer management group. In 1966, the corporation of Nichols, Campbell and Morrow was established. In 1988, Messrs. Campbell and Morrow, the remaining principals, sold their interest in the company to an Employee Stock Ownership Program (ESOP) and the corporation of NCM Associates was formed.

The mission of NCM is to provide financial analysis, meeting and consulting services to clients in the business community. Their mission is three fold:

1. To be prepared to provide for clients' ever-changing needs by continually improving their own products and services.
2. To provide for all associates the opportunity to develop both professionally and personally.
3. To ensure that NCM will prosper as a business and, therefore, provide a reasonable return for stockholders, the employees and owners of the firm.

NCM Associates, Inc. is best known for pioneering the original 20 Group process, which is an organized forum whereby 20 individuals, from non competing firms within an industry, meet together to exchange ideas, experiences and expertise. In addition to automotive 20 groups, NCM has formed a division call Xscend to introduce the 20 group concept into a number of other industries including power sports, construction, food and beverage distribution, transportation services and the travel industry.

The company also is growing business in other divisions, all providing a full menu of in-house consulting and training services within automotive dealerships. These divisions include:

- In Dealership Solutions
- Dealer Services Corporation
- Jeff Sacks & Associates

The firm currently employs 93 talented individuals and is known for being a big, friendly family where all enjoy coming to work. Recently though, morale has been deteriorating due to prior leadership practices that created both physical and mental segregation between management and staff. Whereas employees once felt they had a voice in running the business, many have been reluctant to offer ideas and input, due to a lack of objective consideration or for fear of criticism. To correct the situation, the Chairman of the Board, Paul Stowe, has stepped in as interim CEO and is implementing policies of open communication and transparency in the decision making process. By doing so, he aims to pave the way for a new CEO who demonstrates a participative leadership style and who can reinvigorate and energize a team of highly talented, dedicated stockholders.

THE POSITION

It will be the overall responsibility of the CEO to make decisions and act in a manner which will carry out the mission of the company as previously stated. In keeping with the mission statement points, several focus areas are noted:

- To better meet the realities of today's marketplace and the reinvented automotive industry, the board of NCM recognizes that its core services and how they are delivered need to be critically assessed and redeveloped in order to continue business growth. Additionally, a unified and up to date marketing and business development strategy needs to be established across all divisions to maximize revenue opportunities. Achieving both will provide NCM with a sure footing for delivering the very best consulting and training programs in the 21st century, while creating value for all shareholders.
- To prepare the firm for continued growth and stability, the board recognizes the need for a formal recruitment, training and development plan. The new CEO will play a key role in designing such a plan to prepare all for future expanded roles and increased responsibilities.

The new CEO of NCM Associates, Inc. will serve at the pleasure of the Board of Directors of NCM Associates, Inc. and will manage the company based in Overland Park, Kansas, on a day-to-day basis. He/She will be tasked with planning, rebuilding the family spirit, keeping the team motivated and running the business rather than "doing the work" and being bogged down with day to day producer responsibilities or travel. The new CEO will need to eliminate all departmental and divisional silos, while incentivizing communication and business development so that every team member feels just as important as the next. He/She will build consensus around how they are going to grow revenues and will establish strategic, tactical and budgetary plans to carry out the chosen direction.

He/She will manage all executive level staff and will have oversight of all divisions and locations. The right candidate will be proficient in setting up the right organizational structure and be a person who can challenge the way things have been done, to insure optimal architecture and employee performance. In conjunction with the board, they will help establish a compelling vision and strategy for the business. They will then translate these into an action plan, with accountability/performance measurements and will be charged with executing the plan in an accelerated, transparent manner.

The new CEO will need to be aggressive about getting new business both inside and outside of the automotive industry. Although much growth and market share remains obtainable within the automotive sector, non automotive business will be critical to the firm's short, medium and long range objectives of increasing shareholder value. The new CEO will need to establish a formal marketing function, which utilizing e-marketing concepts, enables all targeted industries to be aware of NCM's services and capabilities. He/she will need to be technologically savvy.

He/She will need to unify the company by bringing together all staff and divisions into one functioning unit that gels rather than grinds, with standardized processes, procedures and incentives. He/She will need to clearly define the roles and

responsibilities of all divisions, departments and team members, not just on paper, but practically. He/She will see that training procedures are developed and that mentoring and development occurs at all levels to insure fully active participation. The right candidate will patiently encourage all to be proactive, empowered, creative, vocal and to be equally valued.

QUALIFICATIONS

Given that NCM is an ESOP, the inspiring CEO will need to build vision through consensus and obtain results with a participative management style. They will have a strong record of effective, collaborative leadership. They should possess a high degree of intellectual firepower, combined with the ability to communicate exceptionally well. They will be skilled at relationship building and will be approachable by all, willing to speak and listen to anyone, regardless of their position. He/She will be comfortable around people, and when listening, gives others their full and undivided attention. In prior positions, they will have put their time and energy into developing and growing people.

As to character, the new CEO should be honest with themselves and others and possess a degree of humility and sincerity. He/She must be beyond reproach morally and operate in a mode of transparency and trust. He/She will have a strong work ethic and possess a high degree of energy. At their core, the new President/CEO will be a "principled leader" and will exude integrity in the highest degree. He/She is progressive in nature and maintains an insatiable desire to improve themselves and the company on a daily basis.

Ideally, the CEO will be coming from an industry where they have experienced declining revenues or restructuring. He/She will have realigned a business to an altered reality resulting in products and services being developed for a new or redefined customer base. They will have a head for business and be revenue driven rather than focusing primarily on cost containment.

Given that the core of the firm's business is in the automotive industry, it is highly preferred that prospective candidates have a "retail" facing background within the industry. This will enable the company to continue to grow as a great deal of opportunity exists within the automotive sector and many dealers are not aware of NCM's market presence. However, what is also important is someone who can capitalize on opportunities outside of the auto industry as fresh perspective and new ideas would be well appreciated.

The right individual is confident in their decision making skills and history has proven them right. They are collaborative in their approach and foster respectful, open discussions, carefully considering opposing viewpoints and perspectives.

The right candidate will have an accounting or technical background and be able to understand budgets, cost contracts and financial analysis, yet also have a talent for developing business with a salesman's mindset.

THE LOCATION

Americans are flocking to places that offer big-city opportunities and amenities with a lot more green space and a lot less stress. Overland Park is frequently distinguished with national awards in business and quality of life rankings. It was ranked #6 in *Money* magazine's "Top 10 Best Places to Live" in 2006. It is the largest city in Johnson County, which was ranked #3 in the best counties in the nation to raise a family by *Forbes.com*. The March 2005 issue of *Expansion Management* named Overland Park as one of America's "Best Places to Live and Work" and also rated it a "Five-Star Community." Johnson County's quality of life quotient was ranked seventh among all 3,150 U.S. counties by *American City Business Journal*.

With a rapidly-growing population of nearly 160,000 residents, Overland Park is the second largest city in Kansas. Yet, less than 50 years old, it is one of the youngest cities in the nation. It is located in thriving Johnson County in the southwestern reaches of the Kansas City metropolitan area. While maintaining its own identity in the Greater Kansas City area, Overland Park steadily has built a wider reputation as one of the nation's most dynamic corporate centers. It is home to more than 3,800 companies and the headquarters of major employers such as Sprint Nextel Corporation. Its campus occupies 240 acres in the city, and employs about 18,500 people. The city is also the headquarters for YRC Worldwide, local telecommunications carrier Embarg, restaurant chain Applebee's, and the employee-owned Black & Veatch Corporation.

The city recently began building a dozen soccer fields to host national tournaments. Development hasn't paved over the green space, though, and the Arboretum and Botanical Gardens covers 300 lush acres. There are six major medical centers in Overland Park and schools are among the best in the nation. Public education is provided by several school districts including Shawnee Mission School District, Blue Valley School District and Olathe School District. The Johnson County Library serves the city. Overland Park is the location of five branch institutions and highly-ranked educational institutions including 22 colleges, universities and professional schools all within 30 miles.

In Overland Park, workers and residents enjoy a beautiful and safe suburban setting, plus excellent restaurants, theatres, fine shopping, miles of walking/biking paths, golfing, fishing, boating and several tourist attractions. The median age is 38.4 with 84.9% completing some college. 61.3% are married. The median family income per year is \$99,078 and the median home price is \$233,887.

The city's close proximity to Kansas City also means easy access to the amenities and diversity of a metropolitan area.



Our client is an equal opportunity employer and does not discriminate on the basis of race, age, color, religion, sex, ethnic or national origin, or physical handicap.

If you know someone who meets most or all of the requirements described in this brochure, please feel free to suggest that person for consideration. If possible, it would be helpful if that person were agreeable to your nominating them.

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone, including our clients, without their prior consent. Additionally, reference contacts will not be made until mutual interest has been established.



Automotive Recruiters International, Inc., a division of Lordstone Corporation, is a decade old management consulting firm specializing in retained executive search & selection. We assist automotive OEM's, suppliers, dealers and distributors in locating and hiring leadership within the 90th percentile.

Our mission is to perform the most professional, highly ethical search work, which results in the creation of long-term value for our clients.

Gladstone, MI * Fort Myers, FL * Akland, Norway

For further information on, or consideration for this position, please contact:

CONTACT INFORMATION

Jeff Ketchum
President

Automotive Recruiters International, Inc.
A division of Lordstone Corporation

www.automotivestaffing.com
www.lordstonecorp.com

Tel: (888) 727-2010
International: +1 239 344 9514 ext. 101

1427 Wisconsin Avenue
Gladstone, Michigan 49837
E-mail: info@lordstonecorp.com