



A·D·R Associates
at **Red Hawk Ranch**
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About ADR Associates, Inc

ADR Associates specializes in strategic marketing and communications counsel.

Founded in 1994, ADR's expertise lies in the areas of marketing and communications research used for strategy development. ADR specializes in helping clients deal effectively with changes in their competitive environment.

ADR has earned a strong reputation for helping clients understand their competitive position in the marketplace and for research providing clear, useful and insightful strategic direction for managing change.

Based at Red Hawk Ranch, a unique executive off-site location in the Temecula Valley Wine Region, ADR brings the customer voice into management's focus. Thru the use of executive team ideation, customer focus groups, in-depth executive interviewing and quantitative telephone studies, ADR helps executive teams better understand customer perceptions...a level of involvement that is often the foundation of ADR's involvement and becomes a driving force for creating and fine-tuning successful business strategies.

A "virtual" company comprised of contract consultants with various specialties and backgrounds ADR Associates affords a unique opportunity to provide a specially tailored team that fits precise project needs and timing requirements. Existing client projects include work throughout the United States as well as in Western Europe.

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Consulting Associates:

Phyllisann Maguire, PhD

Dave Wisnom III

Karen Garza

Julie Kiotas, PhD

Joachim Glaser, PhD

Thorsten Bagschik

Susan Fox

Kay Lavish

Bren Chasse

Why ADR Associates?

Over the years, ADR has distinguished itself from other research firms by focusing on the concept of *interfusion* with our clients.

We prefer to maintain a short list of current clients where we can provide the level of support more typically expected of an internal staff. Our success comes from developing relationships that are responsive, easy to deal with and fiscally responsive to your needs.

This becomes a win-win for everyone involved. You tap into highly skilled associates who are specially trained and suited for their role on your team. We are *flexible resources* to use as necessary, but not carried on your payroll. We maintain extensive relationships among like-minded research professionals who can be called in on your work on an as-needed basis. In return, we have the fun of seeing our work get used and seeing it make a difference in your organization.

We are all motivated as entrepreneurs who are not satisfied until the client is happy. And here's something we are VERY proud of...In the 12 years we have been in business, ALL of our clients have been referrals from happy clients.

A·D·R Associates
... at **Red Hawk Ranch**™



Consulting Team

Lynn Randle



As Principal Consultant, Lynn Randle has over 25 years experience on both the consulting side as well as the client side of the business. Lynn was the original founder of ADR Associates.

Prior to starting ADR, she was responsible for Business Development at M/A/R/C Inc., a leading custom marketing and research-consulting group. While at M/A/R/C, Lynn focused on industries facing dramatic change in their competitive sets: telecommunications, public utilities, healthcare, insurance and high tech. Utilizing the full range of research techniques and sophisticated analytical tools, Lynn further cemented her reputation for providing clients with actionable information with a value-added approach to consulting on strategies and tactics that is rarely duplicated among consultants.

Prior to joining M/A/R/C, Lynn was Vice President and Western Regional Manager of The Wirthlin Group, a political and communications Research Company headquartered in Washington, D.C., and known especially for their strategic counsel to former President Reagan.

Her research experience includes the full range of quantitative research methodologies and sophisticated analytical tools, as well as in-depth executive interviewing, values interviewing and focus group moderation.

Prior to joining the consulting side of the business, Lynn spent 11 years in government public affairs. Her last position while in government was on the staff of the Secretary of the Air Force where she was responsible for providing strategic communications counsel on such issues as military involvement in the drug war and the public announcement of the Stealth Bomber.

Lynn holds a Master of Arts degree in Communication Research from Stanford University, as well a Master of Science Degree in International Relations. Her undergraduate studies were in public relations and marketing.

Bob DeGour

Bob brings a practical perspective to our consultancy with over thirty years in leadership positions within military service, international corporations, corporate turn-arounds, and mergers. He has a reputation for creative observation, candor and integrity helping companies look at their business strategies in new, inventive ways of doing business. He is especially known for coaching clients through strategic marketing and sales decision processes. Bob completed his B.S. in Annapolis at the U.S. Naval Academy before embarking on his military and private sector careers.



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Phyllisann Maguire, Ph.D.

Phyllisann, former Director of Analytical Services at J.D. Power & Associates, specializes in organizational behavior and business practices within a broad range of industries. She is especially known for strategic research designs and statistical models that yield results that are biased for action. Phyllisann completed her graduate work at The University of Southern California in 1987 and has worked with ADR since 1998. A sharp mind that quickly focuses in on core issues, Phyllisann is often our dissenting voice who keeps us focused on solving the issue at hand.

David Wisnom III

As our Brand Strategist, Dave brings a unique perspective to our team from years of assisting companies around the globe create, refine and manage their brand strategies. More than creating a logo, his work at the highest corporate levels helps clients focus on creating comprehensive brand strategies that align and support long term business strategies. Co-author of the book, *“Before the Brand: Creating the Unique DNA of an Enduring Brand Identity”* (Published by McGraw-Hill), Dave likes to remind us that success springs from experience, not luck, and with over 20 years experience collaborating with clients and over 100 branding projects, he describes his education as an MBE – Masters of Business Experience.

Karen Garza

Karen lends the ADR Team a strong background in strategic planning, business development and collaboration. She has built a reputation in the medical technology industry where her leadership in cross-functional, multi-level teams has been a vital component to success. Karen brings us a pragmatic approach based on years of experience in growing new business opportunities that helps our clients focus on reality and avoid mistakes.

Julie Kiotas, Ph.D.

Based on her background in clinical and social psychology, Julie brings a unique mindset from years of qualitative and quantitative behavioral testing. She is considered a specialist in research and gender issues.

Joachim Gläser, Ph.D.

During the German “Unification” Joachim was dispatched to Eastern Germany to assist businesses transition to capitalism. In addition to his current duties as an Associate Dean in Heidelberg, his international consulting projects take him to European Union countries, Russia and USA.



Thorsten Bagschik, Ph.D.

Bringing an entrepreneurial background to the ADR Team, Thorsten provides a strong strategic mind that is the foundation of his reputation as a consultant, as well as his success in key executive positions at start up technology companies in the EU. Based in Heidelberg Germany, Thorsten provides a necessary interface for our Western European needs, as well as his unique view of business situations.

Project Management Team

Sue Fox

Sue Fox has been working on SCE projects for the past decade. She has been conducting B-2-B customer satisfaction reviews for ECS and Wireless over the past three years with special experience in getting feedback from difficult to reach respondents. Sue's past experience as a sales manager offers a useful management dimension to her listening ear. Sue will be acting as project manager on this project.

Bren Chasse

Bren is a recent UCLA graduate with significant experience managing large longitudinal behavior studies. Bren has been with the ADR team for over a year working on a variety of consumer and B-2-B studies...including the recent executive interviewing done for the B-2-G strategy team.

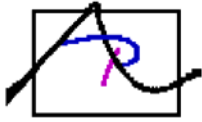
Kay Lavish

Kay has over 20 years experience in market research and is often called upon to manage our qualitative analysis efforts. Most recently, Kay did 70 transcripts of our executive interviews with government customers as part of the B-2-G profiling project. She manages the initial analysis and coding tasks of all our depth projects.

Steffi Naegele

Steffi has recently earned her M.A. in English Literature from Mainz University. Prior to this she has spent over four years in the UK working in a variety of different fields including the hotel trade with demanding front of house duties, as well as the public relations sector working with high profile clients of the luxury goods industry. During her studies, Steffi was part of the research task force of a large German Media Consultancy working on quantitative analysis and coding projects.

She also worked as creative assistant on cultural and literary projects for the Annual Frankfurt Book Fair making perfect use of her love of literature and her cultural understanding. As a German native, Steffi brings to the ADR team the proverbial efficiency as well as hands-on experience in event-management, organisation and administration. Her attention to detail crossed with a keen eye for the bigger picture make her an asset to any project.



Team Experience

- Healthcare / Medical (providers, insurers, manufacturers, pharmaceuticals, outcomes, quality management)
- Communications (cellular/ long distance)
- Human Resources (employee satisfaction, coaching, corporate culture)
- Financial Services (credit cards, leases)
- Insurance (healthcare, automobile, life, homeowners, cross-selling product lines)
- Transportation (Auto manufacturers, consumer satisfaction)
- Real Estate (strategic positioning)
- Convenience stores (strategic positioning, concept design, new product development)
- Energy / Utilities (service satisfaction, new service/product development)
- Travel (airlines, lodging, rental cars, services)
- Government / Political (consumer opinions, strategy development)
- High tech (hardware, software, website functionality testing)
- Sales force training, coaching

Partial Client List

- Roche Diagnostics,
- Kaiser Permanente,
- PacifiCare,
- Southern California Healthcare System,
- California Hospital
- Lovelace Healthcare System,
- Catholic Healthcare West,
- Toyota Credit Corporation,
- The Auto Club of Southern California,
- ampm Convenience Stores,
- BP-Arco,
- Disney,
- Direct Sales Association
- The American Red Cross,
- U S WEST Communications,
- Southern California Edison,
- Southern California Gas Company,
- Century 21,
- Boeing Aerospace,
- Mazda Motor of America,
- Ingram Micro,
- Avery Dennison,
- Epson America,
- World Vision,
- Columbia Music, and
- The United States Air Force.