



**HARVEST**  
Business Advisors

June 2009

Turning Vision into Value



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### **Hello Chris ,**

I am pleased to announce the introduction of "Vision-to-Value" or V2V, a newsletter from Harvest Business Advisors. The purpose of V2V is to communicate and inform our clients, business partners and friends on current trends and best practices regarding growing their companies. As a growth strategy management consulting firm, it is our mission to stay abreast of these trends and practices. In working with our clients, we experience the trials and tribulations of scaling and growing their companies. This newsletter is designed to provide you with the benefit of our knowledge and experience on a near real time basis.

If you wish to continue receiving "Vision-to-Value", do nothing. If you would rather not receive it, simply click on unsubscribe at the bottom of this email. Having said that, please consider staying connected to Harvest via this newsletter and learn more.

The focus of V2V is on what companies do to grow and profit. Secondly, it will explain and show real examples of the benefits that occur as a result of solid growth strategies.

The content is designed to provide you with articles, references, news items and other bits of information in the "how to" and "benefits of" successful growth strategies. So please read on and feel free to share your feedback on topics you would like to see covered in the future.

David Karabinos  
Managing Partner, CEO

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### **"Healthcare is a Changin...."**

President Obama ran his campaign on a platform of "Change." That philosophy may arguably be more relevant within the healthcare industry than in almost any other when we look back in 4 years. Time will tell, but it is probably safe to assume that all stakeholders will be affected by what eventually surfaces from Congress. As Bob Dylan once wrote, "The Times They are a Changin." Indeed, they are Bob.

In an effort to help keep you informed, Harvest will share an

interesting article, white paper or case study on healthcare in each issue to help keep you informed. This month, we'd like to share a white paper, [\*\*Increasing Efficiency and Enhancing Value in Health Care\*\*](#), published by the Institute for Healthcare Improvement (IHI) which proposes what amounts to a paradigm shift for some organizations regarding their approach to cost management. Perhaps you will discover an idea or two you can use with your company.

Andy Karabinos  
Healthcare Practice Leader

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### **Alabama Launchpad Launches 3 New Companies**

The 3rd season of the Alabama Launchpad Governor's Business Plan Competition is now in the books, and the organization helped create three more university-based companies. The 2009 winners are:

- 1st Place** (\$100,000): Innovative Composite Solutions - UAB
- 2nd Place** (\$50,000): Spectrum PhenomX - a collaboration between UAB and The University of Alabama
- 3rd Place** (\$25,000): Direct Injection Flat Head Engine Company - The University of Alabama

Congratulations to this year's winners.

#### **[Full Article](#)**

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### **Partner Spotlight: Siavage Law Group**

We at Harvest highly value the partners and individuals in our ecosystem. Accordingly, we will occasionally spotlight a partner with whom we're working in order to showcase their capabilities. We would like to begin this feature by introducing you to [\*\*Siavage Law Group\*\*](#) (SLG).

SLG is a boutique law firm in Atlanta, GA which focuses on providing legal advice and services to emerging and small companies. Specifically, SLG advises on topics as diverse as corporate formation and structuring, raising of angel and venture capital, mergers & acquisitions, shareholder and operating agreements, business and strategic contracts, employee and employment issues, trademarks and copyrights and intellectual property licensing. They provide experienced advice to start-ups and companies at every stage of development including incorporation, day-to-day issues and special needs up through a liquidity event.

Recently, Mike Siavage (SLG principal) introduced Harvest to Matt Carroll, the CEO of [\*\*Ignition Commerce\*\*](#), a software company who was looking for strategic and tactical assistance with operations, administration, and sales. Ignition Commerce has

been growing so quickly that they were looking for assistance in establishing processes and standard practices to support their extreme growth. Harvest conducted a business strategy review, delivered key recommendations, quickly developed a plan to address the most pressing challenges, and then helped execute the plan through its fractional CxO services. "Harvest helped me clarify our strategy and their on-site COO delivered much needed processes, tools and business discipline," states Carroll. "I'm very happy that Mike Siavage introduced them to me."

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## Harvest Adds Two Partners

**Keith I. Weil** and **Douglas E. "Dusty" Pritchett** have joined Harvest Business Advisors as Partners within the past few months. Both bring deep C-level executive experience in new areas to Harvest.

Prior to joining Harvest, **Mr. Weil** was the Senior Vice President - International and Strategic Development with Wolverine Tube, Inc. He has over 25 years of leadership experience in global operations, manufacturing, marketing and purchasing. Keith is responsible for leading our Manufacturing and Operations Practice and provides strategic advisory services in multiple areas. [Full bio.](#)



**Mr. Pritchett** most recently was Executive Vice President - Corporate Strategy with Avocent Corporation. He has over 30 years of management experience in finance, manufacturing, marketing and strategy. Dusty leads Harvest's Finance Practice and provides strategic growth, finance and operations consulting services to Harvest's mid-sized business clients. [Full bio.](#)

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## Harvest Introduces New Financial Tools

**Harvest Essential:** Ever wondered what financial metrics are important in your industry, how they are trending or how key ratios compare to industry peers? Harvest Essential provides answers to these and other questions in plain language, along with graphical reports. It includes:

Summary analysis of your company's financial health

- 5 star ratings on liquidity, profitability, sales, borrowings and assets
- Current-to-prior period reporting
- Essential ratio analysis
- Real-time industry comparison

Data Mining with key Financial metrics and percentiles.

You will receive actionable recommendations on how to improve financial performance, profitability and cash flow.

**Harvest Total View:** If your situation is more complex, we offer **Total View** which adds the following to **Essential**:

- Borrowing and debt management
- Equity position evaluation
- Computer assisted audit technique and tool (CAATT)
- Help w/ professional standards & guidelines compliance
- Forecasts using historical trends & regression analysis
- Sensitivity analysis - "What if" modeling"
- Evaluation of loans/ other debt instrument alternatives

**Details:** Click [here](#) for more information and sample report.

**Questions:** Keith Weil ([kweil@harvestbusinessadvisors.com](mailto:kweil@harvestbusinessadvisors.com))

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