

The KSA OBSERVER

Published by and for the personnel of Kurt Salmon Associates

I Met Chris Evert and Dave Winfield at the Super Show . . .well, almost

by Madison Riley with Beth Souther

The Super Show is the world's largest annual trade show of sporting goods equipment, apparel, footwear, and just about any related sporting goods product. Manufacturers show their wares in a variety of settings, and buyers, from mammoth retailers like Footlocker, to independent Mom and Pop stores, converge on Atlanta's Georgia World Congress Center to buy product for their stores, and rub elbows with the rich and famous sports stars and legends.

More than 90,000 people attended the four-day spectacle. Not open to the public, a Super Show pass is one of the hottest tickets in town, and some of the top CEOs in Atlanta have been known to call *Dave Cole*, after seeing a KSA story related to the Super Show, to ask for a courtesy pass.

The booths were the next best thing to Disney World. The Nike booth, covering a three-story area, costs about \$4M for the four-day event. A Nike representative told me the floor space alone cost \$400,000. Makers of tennis and golf apparel featured fashion shows three times a day. LA Gear sponsored a private cafeteria for customers with gourmet

food selections. Tennis backboards and putting greens were erected for customer competitions. Celebrities who endorse products created traffic jams as lines of fans waited for autographs. The Hulk signed comic books, Billie Jean King was interviewed for TV. I stumbled over Dave Winfield as he signed baseballs, and I ran into Chris Evert (literally) as I was

looking for a booth number.

KSA became involved with the Super Show five years ago when *Dudley McIlhenney* was invited to speak. After the presentation, Dudley, *John Wilcox* and *Joe Scheines* were chatting about what a great event the Super Show would be for KSA. Many

cont'd on page 3



L to R: Madison Riley; Steven Nichols, president, K-Swiss, recipient of KSA Management Excellence Award; Daniel Raskin, vice president of sales, Starter Corporation, recipient of market innovation award; and John Horan, publisher, Sporting Goods Intelligence newsletter.

Stig Kry: bridge builder

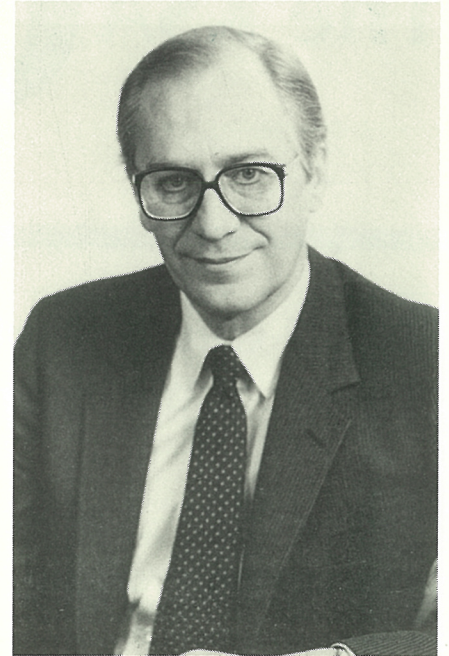
For more than twenty years, I have had the pleasure of working with Stig Kry; first as a staff consultant on projects he managed, and subsequently, when we both served on KSA's Executive Committee and Board of Directors. During much of the time, Stig was Chairman of the KSA Board.

Our long-term association has been characterized by Stig's professionalism, keen mind, and integrity. It has been a continuous and productive learning experience for me, and many of us are fortunate to have had the benefit of his guidance and counsel. Stig always has KSA's best interest in mind, and he has applied good judgment and commitment to KSA matters, and to the many clients he has served.

All of us in KSA owe a great deal to Stig for his efforts on behalf of our firm. He retired this summer, according to his plan established some years ago, and for this issue of the Observer, this column is devoted to an appreciation of Stig. Many KSAers recall the recognition we had on Stig's superb career at the conclusion of his tenure as Chairman. We cannot replicate that tribute in this article; however, we do want to again recognize his invaluable contributions.

Joe Scheines worked closely with Stig in the New York office from the 1950s to the 1990s, and his article provides a unique perspective.

—Dave Cole



Stig has been one of the main bridges between the original KSA and the one that has been evolving over the last decade. His presence has helped to insure the continuity—both external and internal—that is so essential to maintaining a consulting firm's image and reputation.

When he joined KSA in 1957, we were highly regarded specialists in apparel engineering—period. Since only a few sectors of the industry used consulting firms at that time, opportunities for growth were ample and the direction obvious: expand from the sewing room into the rest of the company, and break into women's wear and tailored clothing.

That growth was achieved in due time, with Stig one of KSA's pioneers in cutting room engineering and, later, management systems applications in production planning. But the greater world of consumer products and services that lay beyond—retailing, home furnish-

ings, direct marketing, health care, recreation, etc.—remained terra incognita for a while.

Thus, Stig's leadership helped KSA bridge the considerable gap between sewing room engineering and corporate strategy—between technical implementation and consulting to management. His career also connected the firm's first generation of senior management—Kurt Salmon and Karl Striegel—with its third set of leaders—Dave Cole, Bob Frazier, and Barry Moore. His long involvement with KSA's international practice also helped us bridge oceans.

New challenges as chairman

When Stig became Vice Chairman in 1973, and Chairman in 1976, his challenge was to lead KSA into new directions while broadening its foundation as the largest and best international consultancy specializing in soft goods. Among other things, that called for the ability to raise the sights

of veteran apparel IE's and blend their experience with the energies of young MBAs to build a more valuable package of services for new and larger clients. Managing that transition was no easy task for Stig and the other members of KSA's managing triumvirate in the Seventies and early Eighties—*Jack Ullman* and *Dean Vought*. Their ability to work together effectively for over a dozen years was a critical factor in the company's progress.

Stig's trademark is a highly analytical, inquisitive mind that he brings to bear on any subject—world trade, the true source of a client's problems, or KSA initiatives. He punctures windy hypotheses quickly (but always politely) and gets to the bottom line in a hurry—thus perpetuating a noble KSA managerial habit. He holds fast to tradition and is not one to be swept away by fads (e.g., dictating machines, or new luncheonettes that I happened to like.) Most of his

articles and speeches were written out by hand, carefully organized and clearly expressed in elegant syntax. (Like Kurt, he learned English as a second language and uses it better than most. Also like KSA's founder, a keen and often irrepressible sense of humor lies just beneath his sober demeanor.)

Pursuing lifelong interests in retirement

Stig plans to stay in touch with soft goods following retirement by working with KSA on an associate basis and serving as an outside director of selected corporations. He is already on the board of Paul Harris Stores. He and his wife, *Becky*, will continue to live in New York City, but plan to spend more time in their country place upstate, where Stig intends to pursue lifelong interests like omniverous reading and cross country skiing. He has two children, *Lisa* and *Lars*, and one grandson.

It goes without saying that Stig Kry will also maintain his long interest in the company—and its clients and industries—that he served so well in so many ways. As a cutting room engineer, manager of its international division, developer of its nascent general management, systems, and distribution services, and for a dozen years its CEO and chairman, Stig provided KSA with both continuity and vision.

We needed the former to maintain and build upon our reputation as a premier industry specialist; without the latter, we could never have transformed ourselves into an international, full service consulting firm capable of working for any client in consumer products and health care. For those essential contributions, Stig has the thanks of all of us.

—*Joe Scheines*

SUPER SHOW *cont'd from page 1*

of our clients were represented, and there was no consultant sponsor yet. Joe called the Super Show organizers and learned there was an opportunity for KSA to help sponsor Financial Day, a one-day event for the press, financial analysts and CFO types, held prior to the opening of the show. On this day, successful sporting goods companies give presentations that share their corporate strategies.

KSA's participation begins

Meeting jointly with the Super Show organizers, *Sporting Goods Intelligence* newsletter, and KSA, we decided that KSA would present an award during the Financial Day luncheon to the company that exhibited management excellence.

With his superb financial community contacts, *Jon Amsler* developed a mailing list to market our luncheon and the award. The communications department created invitations and an impressive press kit, and KSA's participation in the Super Show was born.

The first year, an audience of 60 people attended our luncheon and brief presentation as Nike received our first award, a sturdy Revere bowl on a wooden base engraved with Nike's logo and an inscription from KSA.

The second year I opened my preliminary Super Show program to read that KSA was an official sponsor of the Super Show. We expanded our participation, and I gave a presentation about the results of the Sporting Goods Delphi survey in addition to our luncheon speech and presentation to a thrilled Mizuno. Masata Mizuno himself, president of the company and grandson of the founder, attended to receive the award. He brought a camera crew to film the awards ceremony as part of a company video.

Credibility and visibility grow

This past February, I was again on the Financial Day agenda with a speech based on the "Fast, Focused, Franchised" theme, developed by *Peter Harding* (thanks, Peter) and fine-tuned for a sporting goods audience. This year, a banner above the main entrance listed KSA as an official sponsor of the Super Show along with Delta Air Lines, The Coca-Cola Company, and VISA. (Not bad company.) Our Excellence in Management award this year went to K-Swiss, and our luncheon attendance was 170 people—quite a jump from the luncheon's inception three years ago. K-Swiss then honored KSA by placing the trophy in the front of its booth.

The Super Show is only eight years old, but for an industry as young and dynamic as sporting goods, that's a long time. The funny thing about KSA's participation is that everyone seems to think we've been involved in the Super Show since its beginning, and in three short years, our award has become a highly coveted prize. At this year's ceremony, a recipient of another type of award, said, "Thanks, and I'm going to strive for KSA's Management Excellence Award next time."

KSA reaps benefits quickly

This low-cost effort is already paying dividends. We are proposing major work to several large companies. The Super Show provides a vehicle which allows us to market to companies that are difficult, if not sometimes impossible, to contact.

I have often joked that maybe one of KSA's strategies should be to get a list of shows at the Georgia World Congress Center and then develop services to market to those different audiences. Don't laugh—successful company strategies have been developed on less.

KSA establishes a global approach to satisfying clients' information technology needs

Further evidence that KSA is a leader in globalization is our joint venture ownership of Software Sourcing Company (SSC) with Infosys Technologies Limited of Bangalore, India. SSC is the successor of KSA/Infosys, a joint venture established in 1987. KSA owns 50% of SSC.

To help KSAers better understand SSC, *The Observer* interviewed Michael Mason, SSC's President, about his mission and goals.

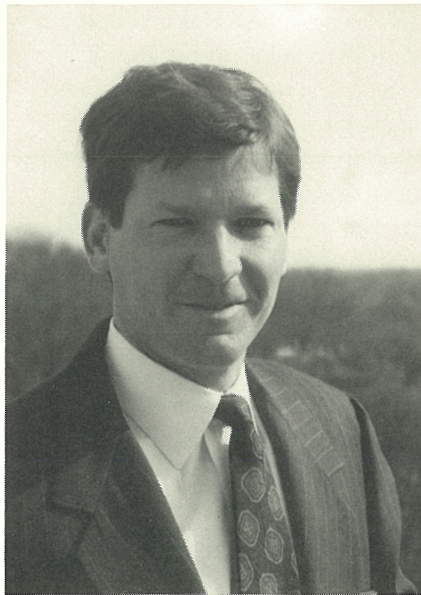
OBSERVER: What does SSC do?

MASON: Software Sourcing Company provides programming and testing services to our clients. This service is done on an outsourcing basis and performed primarily at Infosys's Development Center in Bangalore, India. To ensure quality, an SSC Project Manager resides at the client's site to coordinate and gain approval of all deliverables.

OBSERVER: What is the difference between SSC and KSA/Infosys?

MASON: KSA/Infosys, the original joint venture, has been highly successful for the past five years by providing on-site technical expertise to KSA and to the clients in our industries. The majority of KSA/Infosys personnel were on loan from Infosys. Advancement in data communications and the trend toward out-sourcing data processing functions enabled KSA to jump to the forefront of one of the fastest growing industries of the '90s. The main difference is that previously the worker had to travel to the client's location. Now the work can go to the workers. This allows SSC to offer the client tremendous cost savings and other benefits.

OBSERVER: What do you mean



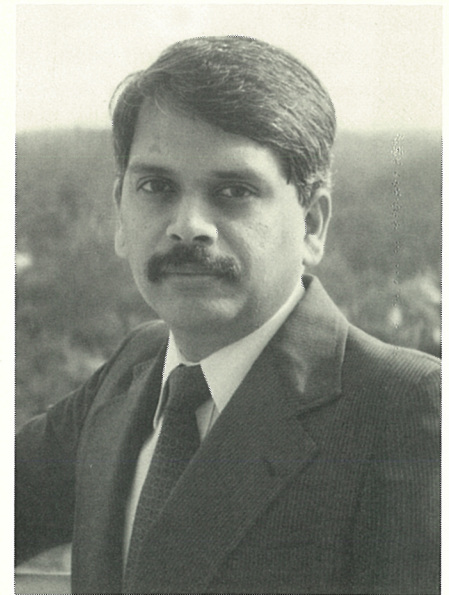
Mason

by the term outsourcing and how much savings are you talking about?

MASON: Outsourcing occurs when a company contracts with another company to perform certain business functions. Traditionally, functions like security, cafeteria services, legal and advertising, were awarded to companies that specialize in this service. Over the past few years, companies have begun outsourcing their data processing much more frequently. They can outsource the entire operation or just parts of it. SSC offers selective outsourcing in that we perform the programming and testing phases of the software development.

Working with KSA's systems groups, SSC provides alternatives to programming and testing phases that allows KSA's pricing to be even more competitive.

Cost savings up to 50% are obtainable. This method of developing software applications also enables client personnel to concen-



Gopalakrishnan

trate on developing the necessary business requirements and to spend less time on programming. Also, we take advantage of the time difference (10-1/2 hours between Atlanta and Bangalore) and offer our continuous work day model. Clients submit their maintenance requests at the end of their business day, which is the beginning of the work day at Infosys. When the client returns the next morning, the work is done. This greatly speeds up the process. In sum, we provide faster service, at a lower cost.

OBSERVER: What is KSA's strategy in owning half of SSC?

MASON: We offer two benefits to KSA. First we complement KSA's growing Information Technology practice. We provide Information Technology an alternative when it competes on full life-cycle projects, providing the entire system from design to implementation. By contracting the programming and testing phase to SSC, KSA can reduce its costs

and either increase profitability, its competitiveness, or both.

Secondly, it is predicted that outsourcing—especially off shore—is a high growth industry for the '90s. Over 40% of the FORTUNE 500 companies say they will outsource part of their data processing, and over half are doing it to save money. This makes KSA a clear leader. SSC anticipates most of its revenue will come from marketing to non-KSA industries. We hope to be a big contributor to the profitability of KSA over the next five years.

OBSERVER: What are SSC's capabilities and limitations?

MASON: Our capabilities mirror the investment Infosys has made in its Development Center in Bangalore—truly a world-class operation. In a very modern facility, Infosys employs over 350 software engineers who are available to work on SSC projects. Infosys has established a satellite link that enables the Development Center to tie directly into the client's computer. From the client's perspective, we could be located across the street. The Development Center also houses three AS/400 and two DEC VAX computer systems, UNIX workstations and a LAN. We use mainframe emulation tools and CASE technology. Infosys will acquire an IBM mainframe this year.

By far, our biggest limitation is our lack of a sales force and marketing muscle. Informing the world of who we are is my primary objective for 1993. We are probably the first company in the computer business that has had the delivery capability before the sales activity has started.

OBSERVER: Why is India a good choice to outsource from the United States?

MASON: India has the world's

largest English speaking population outside the U.S. A survey of 150 major hardware and software manufacturers ranked India's Programmers as Number 1 out of 8 countries for both onsite and off shore software development. Another study shows that the average productivity of an Indian computer programmer or systems analyst is 150 percent more than his or her American counterpart. India

Infosys has established a satellite link that enables the Development Center to tie directly into the client's computer. From the client's perspective, we could be located across the street.

ranks high in global programming talents with a computer trained manpower pool of over 250,000 people. We are witnessing the globalization of the work force.

OBSERVER: How does SSC fit in with KSA's Information Systems Group and the Development Group?

MASON: We want to be their partners and hope they are two of SSC's biggest clients. Not all projects can be sent off shore. There are times when the work must be done at the client's facility. The plan is that by having alternatives to offer clients, the Information Systems Group can increase its win ratio in competitive situations and there

will be plenty of work for everyone. The pie gets bigger.

SSC only does the programming and testing phases. As we call on non-KSA industries, we will uncover opportunities that will need the Information Systems Group's and the Development Group's expertise.

OBSERVER: Where are SSC's headquarters?

MASON: We are located in KSA's Atlanta office on the 8th floor. Kris Gopalakrishnan, one of the founders of Infosys, was the

Technical Director for

KSA/Infosys and will continue

in that role

for SSC. He

is responsible

for ensuring client

satisfaction with all

deliverables, sales

support and our Project

Managers. *David*

Cochran is our

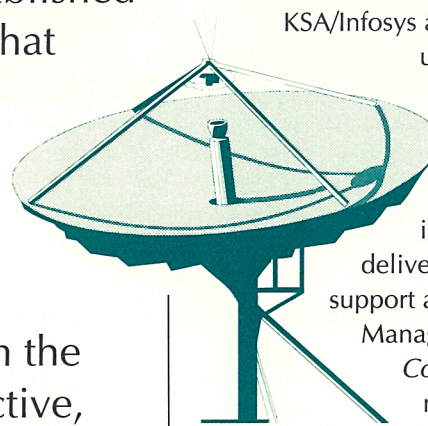
new account

executive.

OBSERVER: And finally tell us about yourself.

MASON: I got into the information technology business immediately following graduation from the University of Maryland, almost twenty years ago. I got involved with a start-up company that wanted to develop technology for use by the blind. We created some leading edge tools, such as talking computer terminals and Braille printers. From there I joined Martin Marietta Data Services. From 1984 until I joined SSC, I managed Cap Gemini America's Atlanta operation. CGA is part of Cap Gemini Sogeti, a \$3 billion dollar, French based Systems Integration firm.

The future looks bright for SSC. We are at the beginning of an exciting new opportunity.





The Miami office staff formed an impressive sales force against the background of a new booth at the recent Bobbin Contexpo Show. Left to right: "The Miami Boys" (not the youth gang) plus Gilda: *Juan Echeverry, Gilda Hernandez, Don Burkhalter* (living in Atlanta, but spending so much time in Latin America that he's getting an accent), *Paul Raines, Sergio Cruz, Lisandro Sagastume*.

KSA Delivers Another Successful Breakfast Event

At KSA's 19th annual Soft Goods Breakfast in June, more than 125 executives from leading consumer products companies and financial analysts heard the results of the Profile analyses and learned more about trends in the consumer products industries.

Barry Moore served as host, master of ceremonies, and chief time keeper as he was determined to keep the event punctual. KSA's podium was rich with new ideas and information. *Chad Mellen* tackled retail problems when he discussed how consumer change and consolidation will alter retailing and soft goods. *John Wilcox* explained how market share is shifting.

Bill Reed dashed many stereotypes about Mexico. Mexico offers a trainable work force, low labor costs, and proximity to the U.S. that fits Quick Response needs. Mexico is also shaping up as a good market for U.S. products. Being very brand

conscious because they watch tv programs that originate in the U.S., Mexican consumers spend money on U.S. brands. Of every dollar earned, 15 cents is spent on products from the U.S., compared to only 2 cents on products from Europe and Japan.

Featured guest speaker *Jennifer Hillman*, recently appointed Chief Textile Negotiator, spoke about the implications of NAFTA (North American Free Trade Agreement), and shared the Washington view about progress and timetable for enactment. (Note: *Howard Cooley*, a KSA alumnus, was a member of the original negotiating team that hammered out initial terms of the agreement.)

Ms. Hillman shared the podium with Senator *William E. Brock*, former U.S. Trade Representative and Secretary of Labor under President Reagan. He made brief pro-business remarks about global trade that played well to a like-minded audience.

The New Healthtex

Healthtex was acquired in 1990, during a very low ebb in its history, by VF Corporation. Since the acquisition, the company has been revitalized through a strong team headed by *Ellen Rohde*, the new president, and *Tom Austin*, KSA alumnus, as executive VP.

Healthtex is re-building the business and is now over \$100 million in sales. Sales are expected to climb to \$250 million in the short run and possibly \$500 in the not too distant future (including acquisitions.)

Corporate offices were recently moved to Greensboro and a new distribution center was built in Reidsville, North Carolina. KSA is currently helping the company develop the facility and its systems. *Steve Szilagyi, John Champion, and Britt Dayton* are involved in the project. Healthtex has manufacturing plants in Danville, Virginia; Warrenton, Georgia; and Luverne and Centreville, Alabama.

The company is also looking at an overall Sourcing Strategy to include significant capacity in the Caribbean. KSAers involved in this effort are *Sergio Cruz, Bryan O'Malley, and Damon Shuman*.

KSA will support Healthtex in these and other areas as the firm continues to grow.

—*John Wilcox*

The annual Soft Goods Breakfast is the culmination of a three-month project for the Communications Department, which begins April 15 when public companies file their annual reports with the Securities and Exchange Commission. The Profile highlights and breakfast generate massive publicity for KSA in the leading business papers.

Cherrypicking Chinese Textile Mills

by Alan Braithwaite

On February 18 of this year I was privileged to attend a reception and dinner in the Great Hall of the People in Beijing hosted by Zhu Ronji, the deputy prime minister and Madame Wu Wenying, Minister of Textiles. The event was held to celebrate the signing of six joint venture textile projects between a US client, Cherry Pickers Limited (CPL) and Jiang Su Province. CPL is investing \$80 million in these first projects and is currently evaluating several other textile opportunities as well as retailing and property development.

Jiang Su province has a population of 60 million and is a major textile and apparel manufacturing region with approximately 1,200,000 workers in these industries. Two of the joint ventures are start-up companies headquartered in Nanjing, the provincial capital (and until 1948 the capital of China). The new companies will

engage in marketing, retailing and trading, and will provide design, testing and other support services for the Jiang Su textile industry. The other joint ventures are with textile firms in Yangzhou and in the silk city of Suzhou. They involve cotton fabric weaving, finishing and garment manufacturing; and silk fabric printing and garment manufacturing. Current employment is around 6,000.

Escort service necessary?

During the four weeks leading to the February 18th contract signing, *C.Y. Loo, Ing Chuan Kau* and *Alan Braithwaite* were members of the due diligence and contact negotiation team in Jiang Su province. The 18-person team comprised client management (including Bob Matura and Ben Fox who used KSA at Carters and Warnaco), lawyers, economists, interpreters, textile consultants, and an architect. We also had our own

medical doctor and an ex-State Department security and communications specialist. A total of ten textile firms employing 17,000 people were evaluated in four cities. (Dave, I suggest motorcades with police escorts as part of our standard travel conditions for China.)

A new team with more KSA participation has started work on developing business plans for the joint ventures. The plans will include the major reconstruction of existing mills and the start-up of new mills and garment plants.

China has embarked on a major initiative to attract the foreign investment and expertise needed to make their textile industry internationally competitive. KSA will have a major role to play in this process. I am looking forward to the involvement of a number of KSAers from North America and Europe over the next months and years.

KSA Establishes Marketing Support Services Department

Expanding the role of home office executive (HOE), *Jon Amsler* has been named manager of Marketing Support Services for KSA and Hamilton/KSA.

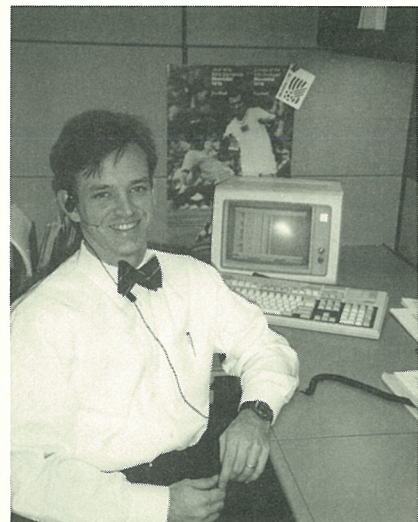
For four years, Jon has worked with account executives to coordinate appointments with CEOs for KSA and Hamilton/KSA consultants. He has been effective in coordinating direct mail campaigns among our service groups to market KSA services and events.

As manager of Marketing Support Services, Jon will direct marketing activities and measure the effectiveness of different approaches. He will maintain a

comprehensive marketing calendar to coordinate service group marketing activities. Using the EXSELL marketing database, and Status system, he will track current, as well as potential, client contact.

In addition, Jon will work closely with the communications department in marketing special events such as the Financial Breakfast, trade shows, and seminars, and he will serve as technical consultant on financial data for the Financial Profiles.

The enviable task of maintaining mailing lists now falls to Jon and his assistant, *Scott Sherwin*, who moves from HSD, to focus on our marketing effort.



Amsler



Geraldine Carter (AO) collapses after hosting a lunchtime cookout fundraiser for the March of Dimes WalkAmerica on KSA's Atlanta office balcony. She managed a variety of breakfast and lunchtime events in her bid to raise the most money for the charity. She raised a grand total of more than \$5,000. Last year, *South Fulton Today*, sister newspaper of the Atlanta Constitution, published her picture as she trained for the Walk. This year, the *Atlanta Daily World* featured her on its front page. Now that she has celebrity status, Geraldine will probably start selling her autograph to raise pledge money for the Walk.

“Sole Asylum” walks for MS

Anne Hamre, Julie Johnson, and Sheryl Snitkin (aka “Sole Asylum”)

carried the fund raising torch for the Minneapolis office as they walked 15 grueling miles in the melting snow for the Multiple Sclerosis Society. The MS Walk route took the Minneapolis team from Lake Harriet in Minneapolis to the State Capitol in St. Paul. Lunch was served at the halfway mark, Minnehaha (a name you’ll remember from Longfellow’s poetry) Park.

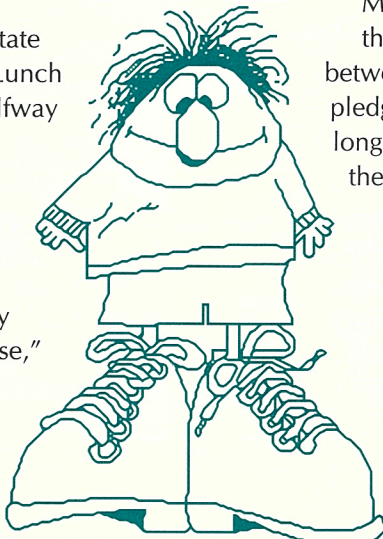
“We didn’t exactly walk the whole course,” Anne explained. “Toward the end, we spotted a rescue shuttle bus that had stopped

to assist an injured walker. We hijacked the bus, and

demanding that the driver take us to the finish line.” The walkers did walk more than 15 miles when they factored in the distance back and forth from the parking lot and the detours to indoor plumbing.

Thanks to the Minneapolis office, the threesome raised between \$500 and \$600 in pledges and earned longsleeved sweatshirts for their efforts.

CONGRATS
ON YOUR
GREAT
FEAT!



Princeton Office Donates Office Equipment to Help the Needy

The Princeton Office is donating outdated office equipment to the Telephone Pioneers, the very active volunteer group of AT&T and Bell systems, for refurbishing and distribution to charitable groups. Princeton staffers *Arlene Ialacci* and *Nancy Halcak* are both retired AT&T/ New Jersey Bell employees and members of the Telephone Pioneers.

The Pioneers sponsor a variety of projects throughout the country.

Princeton Staffer Feeds the Homeless

Through the Knights of Columbus in Lambertville, NJ, *Tracy Bauer*, of the Princeton office distribution staff, and her husband, *Mark*, regularly serve meals to 80 homeless people at a Trenton-area Church. The food is donated by various business organizations, and then prepared and served by volunteers. The need is especially critical in the winter when the shelter meal is the only hot food available to the homeless.

KSA begins new tradition, adopts needy families for the holidays

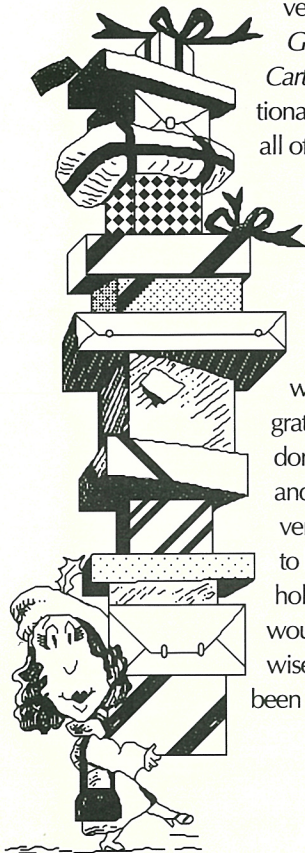
by Tami Opland

Many people in the KSA AO contributed to the Adopt-A-Family program during the Christmas holidays. We had an overwhelming response in the form of clothing, food, a turkey(!), bedding, personal items for the mothers, toys, children's books, a bike(!), more toys, and money. We were able to pay an overdue light bill, past due telephone bill, and purchase \$200 in Kroger Gift Checks with the money received. We donated the overflow of toys to the Center for Battered Women and Children.

A very special thank you to *Chris Hays, Debbie Sullivan, Jule Kennedy, and Kasey Pickett* for helping organize and collect the items for our two families.

We delivered the donated items with the help of *Tina Knight* and her roomy

vehicle, and *Geraldine Carter's* navigational skills. For all of us in attendance, it was an eye opening experience. The families were very grateful for our donations—and we all felt very fortunate to be part of a holiday that would otherwise have not been so happy.



Grip and grin for United Way. Representing KSA, *Barry Moore* accepts the Pacesetter Award from *Nadine Lang*, United Way's campaign director. KSA increased its total pledge 15% over last year. KSA has been participating in the program for more than 20 years. United Way is the umbrella organization for more than 100 charitable agencies.

KSA Computer Jocks to Help Jerusalem House

Jerusalem House is an Atlanta-based non profit organization that provides a permanent home for 23 people with AIDS or symptomatic HIV disease who would otherwise be homeless. One of the founders and most active volunteers of Jerusalem House is *Evelyn Ullman*, wife of retired KSA chairman, *Jack Ullman*.

Through *Evelyn*, KSA has become involved in helping the organization make the best use of donated computer equipment. KSAers, on an on-going basis, will help staffers organize and use their office systems. Coordinated by *Bettina Neumaier*, volunteers, to date, include *Lorie Brinson, Sharon*

Rogers, and Denise Trostle. Numerous volunteer slots remain.

Jerusalem House opened to six residents in 1989. In 1992, a completed expansion project enabled the capacity to increase to 23 patients and a volunteer live-in house manager.

The facility is a cost effective answer to the AIDS epidemic. Residents avoid long hospital stays, because of the personal care support available "at home," At Jerusalem House, one day of housing costs approximately \$40 per person, compared to an average of \$846 for one day in the hospital for HIV/AIDS-related care.

Bill Williams celebrates 25th anniversary with KSA

In 1968, Bill was working with General Motors in the UK when his wife, Ruth, noticed an ad promising: "Only exceptional men will be considered—and be offered salaries and career prospects substantially above those normally associated with this age group even by American standards."

Bill naturally could not pass up such an offer and joined KSA in July 1968. Not long after, he and Ruth boarded an ocean liner (this was a long time ago) to the U.S.

Over the years, Bill has developed very strong client relationships, particularly in the tailored clothing industry, based on his strength of character and, most importantly, on his ability to help them achieve meaningful results. His client list reads like the "Who's Who" of tailored clothing: Palm Beach, Hartmarx, Shoeneman, Grief and Pietrafesa. Bill's credibility can be illustrated by a recent



Bill Williams "test drives" the handmade saddle given to him by KSA (Note the Elmer's glue provided by Ruth to keep him in the saddle!)

comment during a client meeting. "Bill has estimated that the savings are 15%, but we know from talking with his previous clients that he always achieves *much* more than he estimates."

Bill has maintained an excellent balance between his professional and personal activities. He and Ruth own a beautiful farm in western New Jersey where they raise horses. Few people are aware that Bill also possesses a fine singing voice, no doubt resulting in part from his time as a member of a boys' choir in England.

Bill and Ruth have a daughter, *Fiona*, who is pursuing her doctorate in developmental psychology at the University of Minnesota.

Doug Moore shifts to role as part time associate

Doug Moore has shifted from a full time KSA principal to part time associate in order to pursue development of some very innovative systems tools. Doug will continue to provide marketing, project management and technical assistance to KSA on information systems projects. He will fully support all ongoing client projects and, while he hopes to devote the vast majority of



Joe and Rita Scheines pose on the deck of their recently completed home in Hilton Head, SC. Behind them, one of the live oaks that are scattered around the place. Two blocks in the other direction, the Atlantic Ocean. Not bad for a former ink-stained wretch! Nominally retired, JS writes occasional pieces for KSA just to keep his hand in. To help fill out the time, he sometimes gives golf lessons to the unwary. Joe says there is always room for KSAers in good standing (they never welched on a deadline) who need a drink or help with their short games.

his future time to the systems tools development, we expect that he will continue to make major contributions to KSA's textile information systems work.

We are happy that Doug will continue an important association with KSA—and we are very pleased that Doug can pursue his dream. We admire his innovative spirit and wish him all the best.

Ten hints from "Life's Little Instruction Book"

1. Write "thank you" notes promptly.
2. Look people in the eye.
3. Sing in the shower.
4. Use the good silver.
5. Be the first to say, "Hello."
6. Forgive yourself.
7. Learn three clean jokes.
8. Return all things you borrow.
9. Take lots of snapshots.
10. Have a dog.

KSA names two vice presidents

Bill Cobb

Bill has led the development of KSA's Distribution Systems practice. This had included assembling a strong team and developing an advanced software platform, the Distribution Center Management System (DCMS) with wide applicability in our industries. DCMS was designed and written over the course of a major project with Polo Ralph Lauren Corporation. This was a very large project with 28 people on the team at its peak. The excellent results for the client and KSA are testimony to Bill's outstanding leadership and management skills.

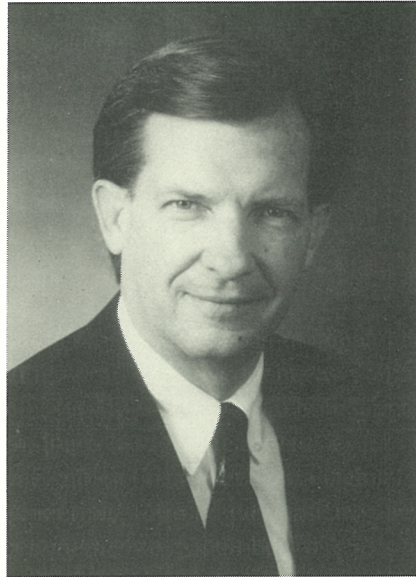
Prior to joining the Distribution Group, Bill built a solid track record in designing and implementing information systems for KSA's textile, home consumer projects, and apparel clients.

His clients include industry leaders such as Girbaud, Women's Specialty Retailing, Egghead Discount Software and Fieldcrest Cannon. Bill's breadth of successful project development and leadership experience includes all key segments in the Consumer Products and Retail portions of our practice. He has represented KSA well in speeches to groups such as the NRMA, ScanTech, and at Quick Response/AIM, as well as authoring several articles.

Bill is a graduate of the University of Tennessee. He and his wife, *Jan*, live in Atlanta with their children, *James* and *Julie*. Their free time is currently devoted to being avid spectators of their children's activities in gymnastics, baseball, and basketball. Son, *John*, has graduated from Georgia Tech and married.

Sergio Cruz

Sergio has been a key participant in the development of KSA's Caribbean/Latin American practice. He now has overall responsibility for our work in that region, which includes local clients, North American, and European clients with operations in the region as well as government



Cobb



Cruz

agencies. Sergio has a wealth of knowledge on the countries in the region and is adept at guiding clients in selecting the location that is right for them and developing effective and efficient manufacturing. In early 1992, Sergio opened KSA's Miami office as the focal point for our colleagues assigned to the region. Currently, his clients include firms such as CONISA, the Agency for International Development (AID), and FIDE/CADEAU (Honduras).

He has been a frequent speaker at conferences involving the Caribbean/Latin American region. Last year, he addressed the International Apparel Federation (IAF) at its annual meeting, and he currently represents KSA on the AAMA 807 committee.

Before he turned his full attention to the Caribbean/Latin American region, Sergio was a major contributor to our domestic operations practice with particular expertise in cutting room and material utilization services.

Sergio has a Bachelors and a Masters degree from the University of Florida. He and his wife, *Miriam*, settled in their new home in Miami just in time for Hurricane Andrew. Fortunately, they did not sustain significant damage. *Miriam* has transitioned from teaching to real estate sales, and concurrent with their move, Sergio is reported to have traded lawn mowing for golf and boating to be in tune with the Miami climate. Son, *David*, has graduated from Vanderbilt and is now working in Miami as well.

Coming in the September 4 issue: many more promotion announcements. Stay tuned!

Edie Gardner—AA to CPG, Atlanta. Edie has a corporate background in administrative and technical assistance in training and human resources at IBM, GE Capital, and GTE. After moving all over the country with her family (her dad was a minister), Edie has lived in Atlanta 15 years, and considers herself successfully transplanted. Her Bachelor in Anthropology has enabled her to become an on-her-feet, flexible trouble-shooter who is up to the day-to-day challenges of KSA administrative support. An active volunteer, she is a docent at the new Fernbank Museum of Natural History and does preservation work at Oakland Cemetery, Atlanta's oldest public cemetery. Always up for a challenge, she will be musical director for Atlanta's Theatre Gael's upcoming fall season.

Elisa Martinez—AA, Health Services, Atlanta. Elisa and her husband, Jeff, recently relocated from New York, where she was with World Communications, Inc. (WorldCom). She managed desktop publishing and computer graphics. She created a uniform design for



Gardner



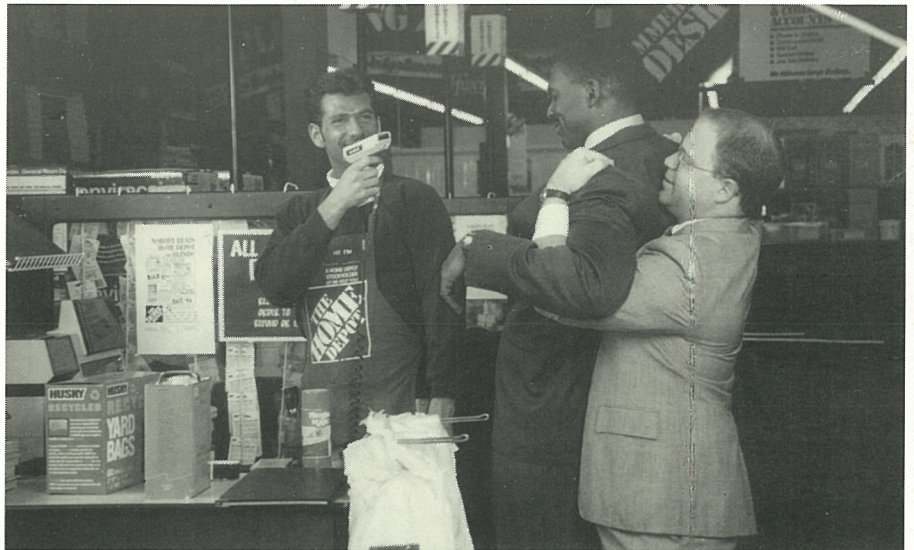
Martinez



Scanlon



Thomas



Home Depot served as a setting for QR93 trade show booth photos. With the assistance of *George Glinisky* (R), who conducted a comprehensive strategy project for the home improvement giant, a Home Depot employee scans *Chuck Easley's* forehead to determine his worth. The register rang up "priceless."

WorldCom's reports and telecommunications schematics. She then decentralized, trained and managed desktop publishers in Chicago, Washington, D.C., Miami, San Francisco, and London. Elisa and her husband are active members of the Group B Association. Group B Strep is a very common virus that is harmless to adults but is fatal to fetuses and newborns. The Association's goal is to promote public awareness and to legislate mandatory testing during pregnancy. Elisa enjoys fishing with her husband, trips to the mountains for snow skiing, reading and sketching.

Kathleen Scanlon—Accounts Payable Coordinator, Atlanta. Kathleen brings over 15 years of accounting experience to KSA. "Kat", a native Atlantan, attended West Georgia College, the University of Oklahoma and is now an honor roll student at DeKalb College. She came to KSA from Peachtree DeKalb Airport where she was controller for Flight International and location bookkeeper for Hangar One. While she isn't a pilot, she catches free rides whenever she can. In her spare time she

enjoys gourmet cooking, any beach activities, scuba diving, and "shagging" to beach music.

Mary S. Thomas—AA to Dave Cole, Atlanta. For nine years, Mary was executive assistant to the managing director of Manning, Selvage & Lee, a national public relations firm and lobbying group. Originally from Savannah, Georgia, she has been in Atlanta for much of her career. An avid tennis player and fan, she is the mother of two grown children, *Todd* and *Lori*, who, she is happy to report, are on their own. Mary is accustomed to unreasonable demands, long working hours, and poor penmanship. She should fit in well.

Milestones

Congratulations to *Gene and Patty Collett* on the birth of a daughter, *Blaise Breton*, March 5.

Bruce and Susan Kroeschell on the birth of a son, *Tyler*, March 10.

Fernando and Carol Silva, on the birth of a son, *Jonathan Fitzgerald*, May 1.

Clay and Kathleen Parnell, on the birth of a daughter, *Abigail Ione*, May 7.

To *Kristi and Danny Weiss*, a girl, *Sara Carley Weiss*, May 10.