

Management Consulting Group PLC

Advancing Our Vision and Strategy Across the Globe

KURT SALMON ASSOCIATES (KSA) JOINS MANAGEMENT CONSULTING GROUP (MCG) | Staff Writer

KSA MERGED WITH MANAGEMENT CONSULTING GROUP (MCG), A PUBLICLY TRADED COMPANY HEADQUARTERED IN THE UNITED KINGDOM AND LISTED ON THE LONDON STOCK EXCHANGE, OCTOBER 15.

MCG is an umbrella organization for a diverse range of consulting and professional service offerings. KSA's merger with MCG provides the firm with increased opportunities to advance our vision and strategy across the globe. As a member of MCG's family of brands, KSA will retain its brand culture, client ethic, and management programs, while enjoying resources and economies of scale that will help fuel our continued success.

Who is MCG?

With the addition of KSA, MCG is now comprised of several consulting groups that span the globe and operate with their unique heritage and cultures intact. Our sister firms are:

INEUM CONSULTING – Headquartered in France, Ineum provides deep functional expertise in strategy, organization design, development, and implementation. It focuses on manufacturers, financial institutions, utilities, telecommunications, consumer and

media organizations, public sector companies, and transportation companies. Ineum's specialist middle-market group is designed to meet the needs of dynamic and growing businesses.

PARSON CONSULTING – Specializing in financial management consulting, Parson has four service lines: governance and risk management, operational financial management, strategic financial management, and transaction support. Parson's services are provided from 14 offices across the United States, Europe, and the Pacific region.

PROUDFOOT CONSULTING – Proudfoot helps clients achieve significantly increased profitability through the implementation of operational improvements. Its services combine three core disciplines: process improvement, people solutions, and management operating systems. With offices on six continents, Proudfoot clients span all industries and geographies.

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A Few Words from Mark Wietecha, KSA Chairman

"KSA is now a member of the MCG family, and we're off to a new future together. These are exciting times for all KSAers," says KSA Chairman Mark Wietecha, who led the merger process and is optimistic about our firm's prospects.

"Our ability to advance the success of clients and drive superior results is at an all-time high," he says. "Becoming part of MCG's worldwide portfolio of brands strengthens and expands our capabilities."

MCG provides KSA access to a larger base of resources to advance our vision and strategy as a premier management consulting firm in an increasingly dynamic global market. We will look for opportunities for collaboration (e.g., working with Salzer on China entry and start up), growth (e.g., expanding our private equity and health services practices), and cost reduction (e.g., taking advantage of shared services and cost breaks that come with scale).

"We look forward to working with MCG's management team to grow and develop KSA's business for the continued benefit of our clients and employees," Mark says.



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KSA EXPERIENCED ITS BEST YEAR EVER IN 2007. WE ACHIEVED RECORD PROFITABILITY, ENHANCED OUR TEAM, AND FOSTERED BREAKTHROUGH SOLUTIONS FOR CLIENTS SUCH AS AMERICAN CAPITAL, CARREFOUR, EMORY UNIVERSITY, MACY'S, METERSBONWE, RELIANCE, AND UCSF.

We earned a place on *Consulting Magazine's* "Top Ten Consulting Firms to Work For" list for the fifth year in a row and developed compelling thought leadership called Act VerticalSM.

The year ahead promises to be even more interesting and rewarding. We will continue our strategic focus on owning our markets, expanding our reach, and developing our talent.

- In our North American Consumer Products Division, we will explore opportunities to improve our performance in the areas of people, process, and technology.
- In Asia, we will build our delivery capacity and diversify our client mix.
- In Europe, we will focus on our core service offerings, grow key accounts, and look for ways to build our position in India.
- Our Health Services Division will continue to work for leading hospitals, and will explore opportunities to work outside the United States.

Congratulations to all of you on a great year and thank you for your many contributions to KSA's success. I wish you all a happy holiday season and a fabulous start to an even better 2008!

Advancing Our Vision and Strategy Across the Globe

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The **ENTERPRISES DIVISION** is comprised of smaller consultancies that are expected to achieve fast top-line growth. These firms are:

- **CBH CONSULTING** – Specializing in delivering industry-specific performance management solutions — including financial planning, scorecard and metrics management, business intelligence, data warehouse initiatives, and collaboration — CBH is based in Irvine, CA and serves clients ranging from mid-sized to Fortune 1000 companies to state and local organizations, both for profit and not for profit.
- **SALZER CONSULTING** – This broad-based consultancy has deep expertise in helping clients start, manage, and restructure businesses in Greater China and other Asian markets. Its services include helping multi-nationals accelerate start-ups, complete acquisitions, restructure, search for executives, and manage projects.
- **VIADUCT CONSULTING** – This corporate strategy consultancy helps clients make high-yield investment decisions. Based in London, Viaduct specializes in business services, consumer products and services, industrial products, IT software and services, media, printing and packaging, and retail.

Opportunities Ahead

KSA's merger with MCG makes our newly formed company the 23rd largest consultancy in the world. This larger scale will allow valuable synergies in infrastructure, purchasing, and eventually, client penetration. However, our association will not change what makes our firm special to clients and employees. KSA will remain KSA. We will maintain our current vision, mission, and culture. We will continue to pursue three key strategic objectives: owning our core markets, building the best professionals, and expanding our reach. Our new standing with MCG will strengthen our ability to make progress in these areas.



Introducing Kevin Parry, Chief Executive Officer of MCG

KSAers WHO HAVE MET KEVIN PARRY HAVE ENJOYED HIS VISION, PRAGMATISM, AND APPRECIATION OF WHAT IT'S LIKE TO BE A CONSULTANT.

A former KPMG managing partner, Kevin was appointed CEO of MCG January 1, 2000. His education includes a degree in management studies from Cambridge University. After qualifying as a chartered accountant with KPMG in 1986, he earned an appointment as a London partner in that firm in 1994. In 1998, he was promoted to managing partner, joined the UK firm's management team, and was responsible for the Information, Communications and Entertainment practice. Kevin left KPMG to join MCG on December 31, 1999. He is a non-executive director and chairman of the Audit Committee of Schroders PLC and a non-executive adviser to Knight Frank LLP.

Kevin is enthusiastic about the merger. "I am delighted that the KSA management team and staff are joining MCG," he says. "The deal provides a strong platform for further growth. It expands our consulting offering and geographic reach, deepens our talent pool, and creates opportunities to cross-sell our service offerings to the enlarged client base."

The coming together of KSA and MCG is a step change in the size and diversity of the enlarged Group, and also marks something of a seminal moment in the management consulting industry," Kevin says. "The Group will now have more than \$600 million in revenue, with some 2,500 people striving to be the best at what they do."



MACY'S PRIVATE BRANDS ARE THE BENCHMARK FOR SUCCESS IN PRIVATE LABEL APPAREL. WITH NAMES LIKE ALFANI, CHARTER CLUB, AND INC IN ITS PORTFOLIO, MACY'S HAS GONE FARTHER THAN ANY RETAILER IN ITS CLASS IN CREATING TRUE BRAND IDENTITIES.

These brands are the core drivers of Macy's success, with private label penetration at 16% and profitability well above market brands like Liz Claiborne. Department stores and mass merchants view Macy's as the gold standard.

Despite its success, Macy's Merchandising Group recognized the need for continuous improvement to stay ahead of tenacious competitors like JC Penney, Kohl's, and Target. The group hired KSA to provide product development expertise, specifically regarding the color process. A six-month effort to design and implement a visionary color process, organization, and tool was executed by Dave Bassuk, Amy Klaris, Ryan McGookey, Monica Tang, and Tom White.

Following the successful color project, KSA helped Macy's transform the way it thinks about private label. We visioned a leading-class, end-to-end product development process and system that resulted in a three-year initiative with KSA serving as Macy's trusted advisor.

The expanded Macy's team is a cross-functional mix of Product Lifecycle Management (PLM) and process experts. This all-star team includes: Dave Bassuk, Tim Bernal, Phil Chambless, Julie Donaldson, Bryan Eshelman, Amy Klaris, Erik LaValle, Sergio Martinez, George Murchio, Katya Somova, Murli Velmurugan, Tom White, Jason Yeh, and Adi Zukerman.

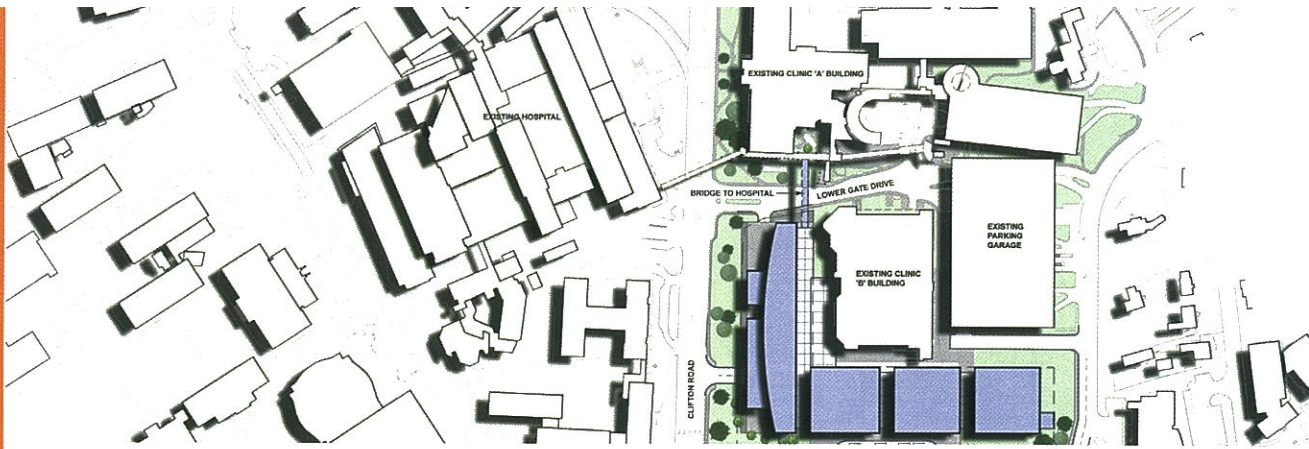
During the next six months the team will redesign an end-to-end process for three moderate brands. In parallel, the technology team will create the functional specs for building a unique PLM/Sourcing process with Tradestone Software to manage product from concept to in-store. Stay tuned for more updates as KSA works with this marquee client.

VISIONING NEW MERCHANDISING PROCESSES FOR MACY'S | By Tom White

A Brighter Shade of Success

Emory Healthcare: Vision 2012

...OR A REALLY BIG COOKIE? | By Pricilla Arsove and Sara Sternberger



EMORY HEALTHCARE IS A LARGE, COMPLEX ACADEMIC MEDICAL CENTER, WITH TWO DISTINCT MEDICAL CAMPUSES IN ATLANTA. KSA WAS HIRED TO LEAD THE CENTER'S PROGRAMMING EFFORTS FOR A NEW 470,000 SQUARE-FOOT AMBULATORY CARE BUILDING; BUT THIS ISN'T GOING TO BE JUST ANY NEW BUILDING.

Emory is embarking on a journey to move into the ranks of the "Top 10" Academic Health Science Centers, focusing on integrated, patient-centered care, discovery and innovation, and predictive health. Emory's Vision 2012 clearly articulates its aspirations; translating that into guiding principles and functional space programming was KSA's task.

Executive and physician leadership's commitment to the Emory Vision 2012 was clear from the start. The KSA team was impressed with the energy and enthusiasm that went into the development of the Vision's guiding principles and key programming assumptions. But when one of the Emory physicians pointed out that the facility programming process was more like the book, "If You Give a Mouse a Cookie" by Laura Joffe Numeroff, we were a bit taken aback.

Haven't read the book yet? You should. This Emory physician wasn't too far off the mark. Not only is this book entertaining in its own right, but it truly captures the spirit of master facility planning work and space programming. It should be required reading for any hospital or health care system preparing for a facility programming project.

"If you give a mouse a cookie, he's going to ask for a glass of milk..."

In our experience, most space programs get larger, not smaller, through the planning process. Having too many up-front constraints often limits free thinking, but ultimately, there are only so many dollars and so much space to go around. Maintaining a balance between vision and reality is always a challenge.

"When he's finished... he'll want to look in a mirror to make sure he doesn't have a milk mustache."

In many engagements, KSA has to hold up the mirror so our clients reach an achievable and sustainable future. This process works best when both the client and KSA team can engage in healthy discourse, challenge assumptions, and consider

various options. Emory leadership held firm on many planning precepts, but was willing to consider alternative scenarios, which ultimately led to a better end product.

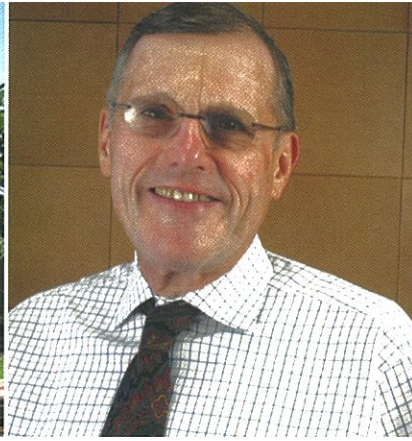
"When he looks in the mirror he might notice his hair needs a trim, so he'll probably ask for a pair of nail scissors."

Trim indeed. Most KSA consultants will tell you they've never seen a "skinny space program." Again, the challenge of asking clients to "think big" in the face of real financial and resource constraints makes the process painfully iterative. Tough decisions need to consider many important, competing priorities. KSA assists clients through this "trimming" process, which is never easy.

"...looking at the refrigerator will remind him that he's thirsty, so he'll ask for a glass of milk. And chances are, if he asks for a glass of milk... he's going to want a cookie to go with it."

It is hard to appreciate the circular nature of space programming unless you've been through it. You may recall that one of our first tasks with Emory was to develop guiding principles and key programming assumptions. These principles become increasingly important when priorities need to be revisited and decisions need to be made for a realistic facility program fit. With Emory, like so many of our clients, there are many more needs to be satisfied than resources will allow. So we're always coming back to "the cookie": vision, mission, and guiding and operating principles.

Emory's new ambulatory building will open in 2012. Between now and opening day, Emory will continue to make gains in level ambulatory scheduling, maximizing clinical space utilization, integration of research and clinical practice, and major system redesign related to its "Ideal Patient Experience" initiative. KSA was pleased to work with Emory Healthcare on this important project and we look forward to Emory's future transformation as a leading Academic Health Science Center.



KSA IS DELIGHTED TO ANNOUNCE THE ARNOLD H. ARONSON DISTINGUISHED PROFESSOR OFFICE IN THE FUTURE TERRY J. LUNDGREN CENTER FOR RETAILING AT THE UNIVERSITY OF ARIZONA.

The University of Arizona's (UA) new facility, McClelland Park, the future home of the Terry J. Lundgren Center for Retailing in the Norton School, is scheduled to open in the fall of 2008. The new building will be a 70,000 square-foot complex at Park Avenue and 4th Street, the main entry point to the west side of the UA campus. The building, designed to reflect the school's identity as a welcoming place for families, business and community members, and students, will have a main lobby and greeting area, flexible spaces for faculty and research, and multiple areas for students.

The Terry J. Lundgren Center for Retailing has 30 corporate partners and serves as an important bridge between the academic retailing program and the real world. The program strives to bring together resources and expertise from academia and the retail industry with a shared goal of developing future retail professionals. UA's retailing and consumer sciences program is one of the few nationwide that offers a dedicated, four-year major, as well as master's and doctorate degrees that focus on consumer behavior, marketing, and business. With an innovative, in-depth curriculum and emphasis on experiential learning, its 400 students are well prepared to enter the workforce.

KSA is proud to honor Arnold. One of the industry's top strategists, Arnold joined KSA in 1997 with more than 30 years of retail experience. His expertise includes merchandising, marketing, supply chain, store operations and design, as well as financial and investment management, and his roster of clients spans all channels of retail and wholesale distribution. Arnold has brought invaluable leadership and mentoring to KSA and its clients, and it is fitting that students of retailing at UA will learn from his legacy.

KSA is excited to be a part of the development of this new facility. Our donation will be used to name two Distinguished Professor Offices on the Fourth Floor of the Center. These offices will be located in the faculty suite of offices adjacent to the Lundgren Center Conference Room. One will be named for Kurt Salmon Associates; the other will honor Arnold.

PLEASE JOIN US IN CONGRATULATING ARNOLD ON THIS WELL-DESERVED HONOR, AS WELL AS HIS VALUABLE AND LASTING CONTRIBUTIONS TO THE RETAIL INDUSTRY.

Gotta Have Heart

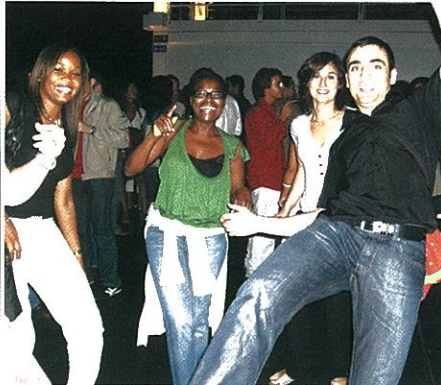


KSA HeartWalk team 2007

As the signature fundraising event for the American Heart Association, the Heart Walk promotes physical activity and heart-healthy living in a fun family environment. This year's three-mile walk took place September 21. Twenty walkers from KSA's San Bruno and San Francisco offices participated and raised a combined \$10,000.

Mixing and Motivating

EUROPEAN STAFF MEETING 2007 | By Senta Trorlicht



THE WARM, SUNNY, AND CULTURALLY AND HISTORICALLY STIMULATING CITY OF LISBON WAS THE LOCATION FOR OUR EUROPEAN STAFF MEETING 2007. IN EARLY SEPTEMBER ABOUT 125 KSAers FROM OUR FOUR EUROPEAN OFFICES CONVENED IN PORTUGAL'S CAPITAL CITY FOR PRESENTATIONS, WORKSHOPS, TEAM ACTIVITIES, AND SOCIALIZING.

Most KSAers arrived late in the day on the first day of the conference. Everyone used this opportunity to catch up with colleagues from other offices, get acquainted with new co-workers or those they had not met before, and enjoy the laid-back atmosphere at the hotel's bar and terrace.

John Karonis kicked off the official program the next morning with a review of the ongoing business year. Everyone was pleased to hear about the company's success in 2007, a performance peak in KSA's history. Motivated by John's positive outlook for KSA worldwide, we were eager to hear Richard Traish's presentation on Europe's strategy 2010, which will focus on core competencies and various training initiatives. Everyone was very optimistic about strengthening our European business and providing even greater value to our clients.

The afternoon was dedicated to various group workshops. In the Consumer Products Division workshop, Cari Bunch and John Karonis gave a valuable overview of the Act VerticalSM program, followed by exercises and Q&A sessions. The Technology Group split into eight sub-teams, each assigned to one client/project. They were tasked with thinking about business outcomes delivered to their client, their client's perception of KSA,

additional project opportunities, and possible improvements. The support staff workshop dealt with effective communication in professional situations.

That evening, we headed to the old town of Lisbon, the only part of the city that remained undamaged after the 18th century earthquake. Here we enjoyed dinner at a traditional Portuguese restaurant overlooking the beautiful river Tejo. After dinner, many KSAers explored Portuguese nightlife in various bars and clubs in Lisbon.

On the agenda for the final day of the conference was the Big Race, an activity that allowed us to discover the city's sights, cafes, retail environment, and beaches. KSAers who had decided to extend their stay gathered for dinner in the docks, one of the most modern parts of Lisbon. Later, nearly everyone moved on to Kubos, a trendy lounge and Lisbon hot spot.

Most KSAers used their remaining time in Lisbon to explore the city or enjoy the beach before heading back to their home countries. Inspired, motivated, and full of energy, we are all looking forward to a successful close to this business year!

Diving into the Deep End



HAVING SURVIVED THE MARATHON RECRUITING PROCESS, I WAS VERY HAPPY TO RECEIVE KSA'S OFFER TO JOIN THE KSA TEAM IN DÜSSELDORF.

Working for a consulting company that specializes in the retail, fashion, and textiles sectors appeared to be exactly the right match for me; one that would allow me to fulfill my desire for a challenging and multifaceted graduate job, in an environment that perfectly suits my personal affinity for shopping.

After a brief administrative introduction, I met my first project team. This meeting confirmed my expectation of a friendly and supportive KSA culture. I was to be part of an incredibly experienced and knowledgeable team, which challenged me from the very first minute.

My first KSA project was a Quick Scan of a German warehouse chain. Our task was to examine the processes, organization, logistics, and IT within the client's highly complex and, as I was to learn, tremendously political organization.

I was immediately introduced to my sub-team, which would focus on the organization's processes. Having never encountered any process-related activity in retail before, I was thrown right into the deep end with my very first client contact. The project manager and leader conducted a broad range of client interviews, during which they discussed processes from merchandise planning to replenishment. I have to admit I struggled to follow the first rounds of discussion. Fortunately, my role was to simply absorb as much as possible (while creating the impression I understood what was going on).

This genuine on-the-job training was not always easy, but I soon reaped the rewards. With the help and support of my fellow team members — who were always happy to answer my questions — I was rapidly acquainted with the main issues related to retail processes. I grasped the core elements of merchandise planning and the key characteristics of a successful (or in this case, rather

unsuccessful) markdown policy. More importantly, I quickly developed an understanding of what was going terribly wrong at our client site.

Due to the monumental time pressure our team was facing, I was soon involved in the calculation of process potentials, and, with some help from my manager, I set up my first quantification model.

Looking back, I would say my first few weeks at KSA were very exciting and enriching, but also truly challenging. Being staffed on an experienced project team, the major task was not to lose track of the high-speed development of the project. I encountered a steep learning curve in terms of both my retail knowledge and analytical skills. Overall, however, I was delighted by the warm welcome and constant support I received from my fellow team members, and I am looking forward to many more great projects at KSA!

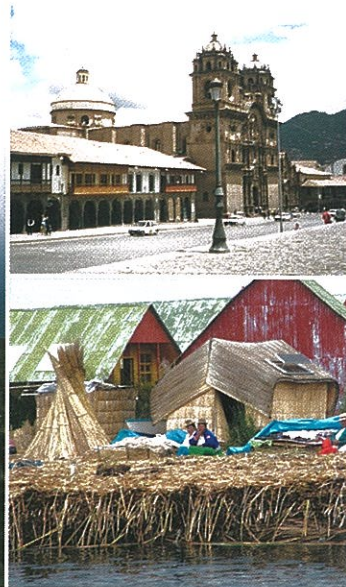
KSA Anniversaries

10 Years

Marcos Corminas
 Chad Doiron
 Winona Garrison
 Debra Hamrick
 Richard Keller
 Katherine Lombardo
 Jason Oliveira
 Todd Soller
 Scott Spring

Ancient Beauty

ARCHAEOLOGICAL ADVENTURES IN PERU | By Lynn Senior



MARCH 2007 TOOK ME ON AN ADVENTURE TO PERU — DESTINATION, THE ANCIENT RUINS OF MACHU PICCHU. MOST EVERYONE ON THEIR WAY TO THE SACRED VALLEY ENTERS PERU THROUGH LIMA, THE CAPITAL CITY.

The neighborhood of Mira Flores was reminiscent of Santa Monica near my home in California with its beachside cliffs overlooking the coast below. An interesting stop on our city tour was the Convento de San Francisco, home of the Franciscan monks. Beneath this large church, built in 1674, are catacombs filled with skulls and bones, neatly organized to form geometric shapes. An interesting place, but one we were happy to exit after the tour!

From Lima, we flew to the city of Cuzco, the historic capital of the sun-worshipping Inca Empire. Situated at 11,500 feet above sea level, it is the spot on earth found to have the highest ultraviolet light level. Typically, visitors to this region spend several days in and around Cuzco getting acclimated to the high altitude.

Between Cusco and Machu Picchu is the beautiful Sacred Valley, home to many well-preserved Inca ruins. Their colorful names pay homage to the incredible feats of engineering found in the precisely aligned boulders sculpted without the use of mortar. Among those we visited were Tambomachay (“Bath of the Ñusta”), Sacsayhuamen (pronounced “sexy woman”), Qengo (pronounced “costco”), and Ollantaytambo.

After a very relaxing train ride through the Sacred Valley, we eagerly arrived in Aguas Caliente aka Machu Picchu Pueblo. This quaint, rustic town, nestled on the banks of the turbulent Urubamba River, sits at the base of the mountain. A bus takes visitors along the winding switchbacks five miles up the mountain to the entrance of the Machu Picchu ruins at an altitude of 7,970 feet above sea level.

The American archaeologist Hiram Bingham brought this forgotten city to international attention when he made the first scientific confirmation of the “lost city of the Incas” in 1911 while searching for legendary Vilcabamba the Old, the last capital of the Incas. Reading articles and seeing photos

did not prepare us for the breathtaking sights and emotions we witnessed and experienced. After climbing a short distance straight up the side of the mountain, our private guide led us to a vantage point overlooking this vast sacred sight. To imagine how a complete civilization built a city and lived on the top of this mountain, and also what caused them to vanish without explanation, is a mystery.

It is believed the Machu Picchu citadel was constructed around 1450, at the height of the Inca Empire, and abandoned less than 100 years later, as the empire collapsed under Spanish conquest. Terraces were landscaped into the side of the mountain both for erosion deterrence and planting of crops — mostly corn. While still a mystery, it is believed the enormous stones (some 50 tons or more) were moved and placed by hundreds of men pushing them up inclined planes.

For anyone visiting the citadel, I recommend at least three days to fully appreciate the visual and spiritual force of this magnificent natural scenery encompassing five square miles. What seemed like just a pile of rocks proved to be one incredible experience after another as we explored the hiking trails of this vast colony high upon the mountain top. It truly is one of the Seven Wonders of the World!

After spending two days at Machu Picchu, we concluded our trip with an overnight stop at Lake Titicaca, high in the Andes on the border of Peru and Bolivia. If altitude sickness does not get to you in the Sacred Valley, it certainly will in Puno, the city found at the shores of the highest commercially navigable lake in the world, at 12,507 feet. The lake is known for its people who live on the Uros, a group of about 43 artificial floating islands made of totora reeds harvested from the lake. The friendly natives, dressed in very colorful traditional dress, welcomed the tourists onto their islands, which felt like walking on a water bed!



ON BEHALF OF OUR WALKAMERICA TEAM KSA, THANK YOU FOR YOUR SUPPORT AND PARTICIPATION IN OUR 2007 FUNDRAISING EFFORTS. A SPECIAL THANKS FROM MY SON, JAMES SEIDL, WHO HAS BENEFITED DIRECTLY FROM THE MARCH OF DIMES, TO ALL WHO SUPPORTED HIM.

The goal for this year's walk, which took place April 28 at Centennial Olympic Park in Atlanta, was to have at least 20 participants and raise at least \$3,600 (to exceed our 2006 total). We surpassed that goal with a record-breaking 25 walkers and a fundraising grand total of \$5,800. James was our top fundraiser this year, with an amazing \$1,710.

This success was strictly due to the support of our KSA family's donations, encouragement, and camaraderie during our fundraising events: WalkAmerica Kick-off Luncheon, Bake Sale, Pancake Breakfast, and Ice Cream Social.

Special thanks to the KSA team members: Pam Beckerman, Josh Benton, Lori Cox, Corleen Crawford, Millie Cruz, Traci Draper, Carol Farmer, Nancy

Freitas-Lloyd, Debi Hamrick, Libby Morgan, Michelle Nelms, Angela Opinya, Butch Price, John Seidl, Raquel Short, Robin Swords, and Christie Temple.

Thanks also to The Social Authority (TSA) for supporting the team through its office events and for sponsoring the Team KSA Brunch following the walk.

Congratulations to the Bake Sale/Bake-Off prize winners: Nancy Freitas-Lloyd, Chocolate Lover's Dream Cake (first place); Lauren Humphrey, Caramel Brownies; and Bob Schneider, Old-Fashioned Oatmeal Raisin Cookies.

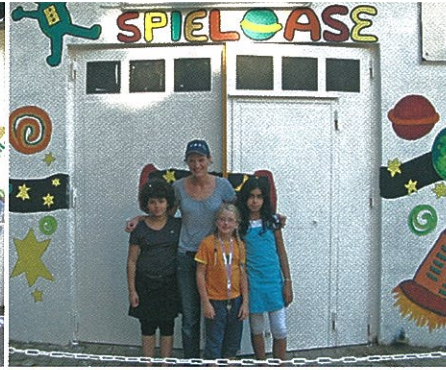
My personal thanks to Josh Benton for the Bloody Marys that got my plump, middle-aged body to go the distance!

About WalkAmerica

The March of Dimes is a nonprofit health organization, founded in 1938. It funds research, community service, education, and advocacy programs to improve the health of babies by preventing birth defects and infant mortality. WalkAmerica is the country's oldest walking event, and the March of Dimes' largest annual fundraiser. The charity event began in 1970 and has raised more than \$1 billion since its inception. The walk takes place in more than 1,500 locations across the United States, with 65 locations in the state of Georgia alone. Georgia has one of the highest prematurity rates in the United States, with more than 300 preterm babies born every week.

Giving Back

GERMAN BUSINESS MEETING 2007 | By Meike Fuhrott



KSAers FROM THE DÜSSELDORF OFFICE GATHERED FOR THEIR REGIONAL BUSINESS MEETING AND GET TOGETHER IN AUGUST. RATHER THAN FOCUS ON STRATEGIC ISSUES, THE MEETING OBJECTIVE THIS YEAR WAS TO ELABORATE ON DIFFERENT PROJECT METHODOLOGIES.

A selection of project approaches was presented to the team, followed by discussions and Q&A sessions.

In the past, the second half of the business meeting has been spent doing some kind of fun team-building activity together with our spouses. This year, we wanted to do something that would also be beneficial to others. We decided to leave consulting work for a few hours to support Spieloase (play oasis), a place where children in a deprived quarter of Düsseldorf can play and socialize.

Traditionally, KSAers have donated to nonprofit organizations dedicated to the care of children; this time we decided to provide hands-on support. Since Spieloase is primarily financed by private donations — which are just enough to cover fixed costs, and leave a limited budget for maintenance work or investments — our tasks were to paint,

build a tree house, and repair a wooden jungle gym. KSAers quickly divided into four groups to tackle these projects. By the end of the afternoon, and to the surprise of the Spieloase team, all tasks were successfully accomplished.

Later that evening we gathered at a restaurant in the Media Harbour, where we enjoyed drinks and a delicious dinner. Realizing and appreciating the comfort we enjoy in our own lives, we collected another €400 for the Spieloase — the amount that had been spent on materials for the construction of the tree house. We all enjoyed this day of fun, excitement, and reflection, and we were happy to have made the Spieloase a more beautiful place for children to play.

Milestones: Marriages

Brad Harmon and **DANA GRANT**, March 31

JONATHAN HARKEY and Jill Kristine DeNigro, April 28

NOAM PARANSKY and Emily Bernstein, May 27

FRANK LAYO and Ann Jarratt Carlton, June 9

SABRINA SAHIB and Thurman Ward, September 1

CLEMENS BACHMANN and Anja Schuppan, September 14

SHANNON STOKES and Rick Sale, October 20



Staying Connected

KSA ALUMNI PROGRAM OFFERS NEWS AND NETWORKING | By Chuck Kaste and Maria Ines Heygate

Milestones: Births

HIDEYUKI and Yasuko **ANDO** welcomed their son, Ryo Ando, March 20. He weighed 6 lbs., 3 oz. and measured 19 inches.

Elizabeth and **DAN PHILLIPS** welcomed their daughter, Peyton Elizabeth Phillips, March 21. She weighed 8 lbs., 10 oz. and measured 21 inches.

Mary Kay and **JIM BERARDUCCI** celebrated the birth of their son, Giacomo Antonio Berarducci, March 23. He weighed 8 lbs., 7 oz. and measured 21 inches.

CLEMENS and Anja **BACHMANN** celebrated the birth of their son, Finn Bachmann, April 16. He weighed 7 lbs., 4 oz. and measured almost 20 inches.

Nicole and **NIGEL MCDERMOTT** welcomed their daughter, Fiona Doireann Lee McDermott, May 16. She weighed 7 lbs., 11 oz. and measured 20 inches.

Megan and **ENRIQUE MORALES** celebrated the birth of their daughter, Sarah Jacqueline Morales, July 13. She weighed 7 lbs. and measured 19½ inches.

RAQUEL SHORT celebrated the birth of her daughter, MaKaia DeLauren Short, July 20. She weighed 7 lbs., 14 oz. and measured 20½ inches.

CARA and John **BOYCE** celebrated the birth of their daughter, Katelyn "Kate" Adelaide Boyce, August 20. She weighed 7 lbs., 12 oz. and measured 19½ inches.

Dana and **ALAN SHEARER** celebrated the birth of their son, Gibson Lee Shearer, October 4. He weighed 7 lbs., 13 oz., and measured 21¾ inches.

KIM and Brooks **ROFFEY** welcomed their daughter, Chelsea Shay Roffey, October 7. She weighed 8 lbs., 11 oz. and measured 20¼ inches.

Rashmi and **SURESH DALAI** joyfully introduced their daughter, Manika Raj Dalai, October 8. She weighed 6 lbs. and measured 18 inches.

Nicole and **ROBERT LANGHEIM** welcomed their son, Finnley (Finn) August Langheim, November 4. He weighed 9 lbs., 5 oz. and measured 22 inches.

TRUE TO KSA'S CULTURE OF COLLEGIALITY AND SHARED VALUES OF MUTUAL COMMITMENT AND RESPECT, THE KSA ALUMNI PROGRAM KICKED OFF IN 2006 AND HAS BEEN GROWING EVER SINCE.

KSA believes that changing business cards should not keep us from staying in touch and remaining colleagues. Our recently launched program has included reunions in New York and Atlanta. These events confirmed that, whatever their reason for moving on, KSA alumni are eager to reconnect and continue sharing experiences with each other. More events are planned, so stay tuned!

In addition to events, we plan to expand our offerings in the coming year. Our alumni newsletter (now available in the Alumni section of the KSA website at www.kurtsalmon.com) will begin to include contributions, career updates, and personal news from alumni and current KSA employees. So drop us a line when you have a big event in your life (promotion, job change, marriage, birth, etc.). We would love to share your news with the entire KSA community.

We will also be more proactive about sharing KSA's point of view on industry trends and topics such as Act VerticalSM, our current view on how the most successful retailers are operating. KSA's aim is to provide you with some food for thought as you chart your own path within your organization. Please let us know how we can help you achieve your career objectives.

KSA's business runs on relationships that transcend employment status, and we are proud to provide our alumni with a network they can tap into as they advance in their careers and move into new chapters in their lives. The alumni program's theme is, "Once a KSAer, always a KSAer..." If you have any questions or suggestions, call or e-mail us.

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Advancing Our People and Practice

2007 HEALTH SERVICES DIVISION CONFERENCE | By Kimmey Hardesty



THE 2007 HEALTH SERVICES DIVISION (HSD) CONFERENCE WAS HELD IN BEAUTIFUL, SUNNY DOWNTOWN SANTA FE, NM NOVEMBER 7 TO 9. THE CONFERENCE THEME, "BULLET-PROOFING HSD" ADDRESSED THE FACT THAT AS THE HEALTH CARE INDUSTRY CONTINUES TO GROW, SO TOO DOES OUR COMPETITION.

The reality of this situation demands we adapt or be left behind. As a practice we must fortify our market position through increased thought leadership and integration among our various services. Perhaps more importantly, we must continue to differentiate ourselves from our competitors through the quality and diversity of our service offerings. According to Jim Berarducci, in order to be the best, for the best, with the best, "we must be and act hungry."

With that mantra echoing in our ears, the three-day conference began with an overview of our impressive performance in 2007. Our new CEO, Kevin Parry, made a guest appearance and offered insight into the future of MCG, and the role of HSD moving forward. Meredith Spear, John Sweeney of the Brave New Workshop Theatre, and John Connellan held workshops on the art of writing, the approach (and attitude) required to be a true industry leader, and how to communicate more effectively. The Paquin Group offered an insider's perspective on the exploding retail health care market and the myriad of business opportunities available today and in the future.

The list of speakers was impressive and our agenda ambitious, but the conference was not all work. The evenings afforded ample time to relax and socialize with colleagues, and new hires took advantage of this time to learn about current and upcoming projects.

Jerry Darby shared several consultants' "stories from the road" during the annual awards dinner, but the pinnacle of the evening was the portrayal of a consultant's life through the eyes of John Sweeney and his Minneapolis actor's troupe. The Minneapolis office might experience a sudden surge in visits over the next few months, and John should expect to see some familiar faces in his audience.

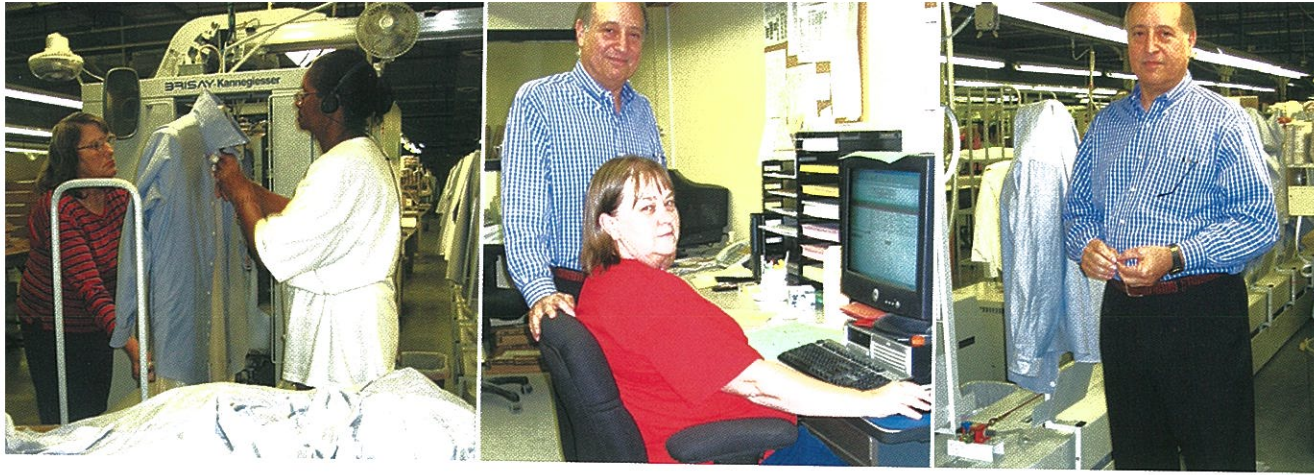
Friday's farewell dinner was held at the LewAllen Contemporary Gallery, where everyone was encouraged to mix, mingle, and reflect upon the previous days' accomplishments. One or two tables became rather boisterous during dinner, undoubtedly the result of the built-up enthusiasm generated during the conference.

Many people stayed through the weekend to take advantage of Santa Fe's historical downtown and numerous art museums, galleries, and shopping opportunities (the weight of our luggage indicates the positive effect we had on the local economy).

In summary, the conference was engaging and educational, and it set the stage for the coming year. The only disappointment is that everyone has to wait an entire year to do it all again! Gratitude and praise go to all those who helped plan, prepare, and ensure the conference's success; we truly appreciate your hard work.

Where are they now?

TAILORED CAREER FOR KSA ALUMNUS | Staff Writer



QUESTION: WHERE ARE MOST OF BROOKS BROTHERS' MADE-TO-MEASURE SHIRTS MANUFACTURED?
ANSWER: GARLAND, NC.

In a bucolic setting in eastern North Carolina sits Garland Shirt Company. In the 1950s, town fathers, concerned there was no industry in the area, had the vision to fund and build a manufacturing plant to employ area residents. Formerly occupied by western and dress shirt makers, Brooks Brothers bought the plant in the early 1980s to manufacture custom dress shirts. KSA engineered the plant in 1986.

Want your left cuff slightly larger to fit over your watch? Want standard or French stitching? Want an extra long shirrtail? Brooks Brothers' Garland plant can handle your order with ease.

KSA alumnus (1972 to 1980) Bill Sand has managed this operation since 1989. A KSA client for more than 30 years, Brooks Brothers, owned by Retail Brand Alliance, is a manufacturer and retailer of fine men's and women's apparel and accessories.

Bill was enticed to join the company when Brooks Brothers' owner at the time, Marks and Spencer, wanted to implement sophisticated technology solutions in its manufacturing facilities. Bill and his team pieced together several systems to create a seamless solution for the high-end made-to-measure business.

Doing Good; Living Well

One day Bill received a phone call from the North Carolina governor's assistant. The assistant asked how the Garland plant could be such a success when the textile and furniture industries were leaving the state. Bill explained that Brooks Brothers' owners were passionate about keeping a U.S. presence. The assistant then asked Bill how the state could help ensure the plant's future success. Bill responded with a request for a pressing system (Kannegiesser HP-V2) in the plant, and later, sophisticated embroidery equipment. Thus, the Golden Leaf Foundation, a training center serving

the state, was born. At Bill's plant, people from around the state learn technical skills they can use in their jobs, or as valuable experience to get jobs.

Since departing KSA (with fond memories of working with Frank Armistead, Dick Bath, Sergio Cruz, Nort Eberly, Jim Hicks, Ken Osborne, and Hal Wilson, to name a few), Bill and his wife, Sharon, have been busy raising and educating their family. Sharon is an elementary school principal in Wilmington, NC. Son, Matt, who married Jennifer last year, received his medical training at the University of North Carolina at Chapel Hill and is a resident in urology at New York University. Daughter Allison married Mark last year, and is a high school teacher in Savannah, GA.

Sharon and the children have undergraduate degrees from the University of Georgia. They voted to make Bill an honorary University of Georgia Dawg, since UGA has a much better football team than Bill's alma mater, Columbia. In 2008, Bill and Sharon plan to transition to semi-retirement when they relocate to Savannah, GA, where they'll be in ear-shot and driving distance of UGA football games.

Bill's e-mail address is wsand@ec.rr.com.

In the photos above (left to right), Vivian Norris and Miriam Smith load a shirt onto the Kannegiesser pressing system; Bill and Landis Ammons review made-to-measure orders; Bill stands in front of the pressing system.

Editor's note: When Beth Souther and Dennis Fish determined Wilmington, NC would be their next home, KSA alum Sergio Cruz connected Bill and Sharon Sand and Dennis and Beth. Beth reports Bill and Sharon were helpful in advising on everything from residential sites (what floods; what is tidal), Thai cuisine, and tennis clubs to physicians, dry cleaners, and manicurists.

Something's Fishy

KSAer LEARNS TRUE MEANING OF FRESH | By Lindsey Price



I'VE BEEN WORKING IN SHANGHAI SINCE MARCH, AND MY VISA STIPULATES THAT I HAVE TO LEAVE CHINA EVERY 30 DAYS. REALLY, TRAVEL TO OTHER COUNTRIES? UH, OKAY!

I decided to head to Japan for a couple of days, and after spending a fantastic weekend in Tokyo (thanks Marcos Corminas, Javi Fernandez, and Jason Yeh), I headed to Kyoto. Visiting the Shinto shrines and Buddhist temples was amazing, and it was really nice to be away from the hustle and bustle of daily city life.

One particular day, after several hours of walking around, I was exhausted and hungry. I had walked through the main part of the city but couldn't really read any of the restaurant menus, so I headed back to the hotel to eat in one of its four restaurants. I had decided I wanted sashimi and tempura — relatively safe and easy choices. The hotel had a Japanese hotpot restaurant with those items on the menu, so I went in.

The sashimi arrived first, and was a beautiful plate containing a shrimp-like creature and several pieces of tuna, scallops, white fish, and salmon. The shrimp head was on the plate for decoration (garnish?), along with the tail. The shrimp was very pretty; it had purple, yellow, and orange tail, which I decided to eat first. I put the tail in my mouth and continued to admire my plate of food. In mid-admiration, I noticed something was amiss. Okay, not amiss, but terribly,

terribly wrong. To my complete and utter horror, the head on my plate was moving! Its little arms were flailing and its eyeballs were rolling around. And then... wait for it... I felt a wiggle in my mouth.

Breathe, Lindsey. Do not lose it. Breathe. Don't look down. Can't stop looking down. Don't think about it. Should you spit it out? Why won't it stop? Please make it stop. Wait, are those tears? Suddenly, I was aware that this must be what it's like to be on "Fear Factor." I never liked that show.

I couldn't stop staring at the shrimp head on my plate because it continued to flop around sans tail: it was mocking me. Finally, all movement ceased — both on the plate and otherwise — and I took that fateful swallow. Afterward, I sat at my table looking dazed and confused for about 10 minutes. I was shell-shocked. When the waitress arrived with the tempura, I almost think she wanted to pat me on the back. I'm sure the restaurant staff was shaking their heads at the silly foreigner freaking out at her table. I mean, I should have just been happy they brought me the freshest thing they had, right?

I'm giving myself a waiting period (and, possibly some therapy) before I order sashimi again!

MEDSHARE INTERNATIONAL | By John Seidl

KSA launched a pro-bono project with MedShare International in July. Headquartered in metro Atlanta, MedShare International, a nonprofit organization, provides vital medical supplies and equipment to economically developing countries by recycling unneeded surplus from U.S. manufacturers, distributors, and health care systems. MedShare recovers and delivers medical goods that are valuable and needed, but which would be discarded due to procedural excess, regulatory requirements, or production overage. Shipments go to qualified health care facilities in developing countries and are customized by direct product orders from MedShare's stock by the recipient institutions. MedShare offers U.S. health care providers and suppliers an environmentally and socially responsible alternative to throwing away medical materials.

KSA's first small effort with this organization was an operational assessment and process gap identification exercise. The objectives of this project were to develop operational best practices to position MedShare as an industry leader, and to align operational methods to take advantage of information systems' functionality. The outcome was a roadmap of operational improvements that can be made in concert with systems improvements and/or be applied to a future distribution center.

Mark Anglin

Mark joined Swander Pace in 1999 and became part of KSA during the merger in 2000. After earning a master's degree from the University of Chicago, Mark quickly gained a reputation for quality delivery at clients such as Basic America Foods and Swander Pace Capital. He was promoted to Manager in 2002. In 2004, Mark and his family transferred to Asia to support the development of the region's strategy and consumer packaged goods practice. He was promoted to Senior Manager in 2005. Upon his return to the United States in 2006, Mark led significant engagements at clients such as Blackstone and Michaels. He has a bachelor's degree in accounting from the University of Illinois and prior to joining Swander Pace, spent five years as an auditor for Price Waterhouse.

Mark has a track record of internal contributions as well. He developed and taught finance classes that were the precursor to KSA's Business Outcomes curriculum. He also led the effort to plan KSA's 2006 Consumer Products Division conference.

Mark and his wife, Jennifer, live in the San Francisco Bay Area with their children, Maggie and Jack. They enjoy traveling, hiking, cooking, and spending time with friends and family.



Amy Klaris

Amy earned a bachelor's degree in textile management from North Carolina State University in 1993. After working for Burlington Industries, she received a master's degree from New York University in 1998 and then joined KSA. Amy has a track record of delivering outstanding results for retail and manufacturing clients in the areas of brand positioning, business and consumer strategies, product development, and merchandise planning. She was instrumental in the successful Federated/May Co. merger integration, and streamlined the merchandising planning process for Lord & Taylor.

Amy was promoted to Manager in 2001 and Senior Manager in 2004. She provides significant internal leadership to the Growth and Profitability Practice, including co-leading the consumer insights practice, mentoring staff, initiating a managers' conference and ongoing manager calls, and leading the development of materials for the Acceleration Program and Act VerticalSM initiative.

Amy lives in Brooklyn, NY with her husband, Josh, and twins, Eloise and Gabriel. They enjoy spending time together on Shelter Island and exploring the playgrounds of New York City. When she has time to herself, Amy likes to read, play tennis, and shop.



Simon Kennedy

Simon joined KSA in the UK in 2004 with significant experience in retail systems and project management. After earning a master's degree in modern history and economics in 1991, Simon worked for Accenture for five years, building a solid foundation in systems implementation and business consulting. He moved to New Zealand in 1996, joined Ernst and Young, and led diverse engagements, including the New Zealand dairy industry supply chain restructuring plan. While in Auckland, Simon also developed Ernst and Young's Y2K consulting service line. Upon his return to England in 1999, he rejoined Accenture as a Senior Manager and immersed himself in the retail sector, serving clients such as Argos, Marks & Spencer, Sainsbury, and Tesco.

Since joining KSA, Simon led a team that won an industry award for the best retail systems implementation of the year for its work at Virgin Megastores. He is currently stationed in India, where he is helping Reliance build a \$25 billion retail business.

Simon and his wife, Mandy, live in Warwickshire, UK with their children, Ben and Megan. His family enjoys sports, at which they are all quite good, and Simon's cooking, which is average.

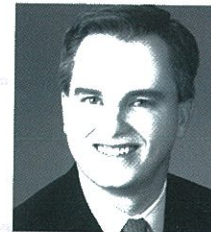


Sherman Moore

Sherman is a leader in the Strategy Group of KSA's Health Services Division. He has a bachelor's degree from the University of Utah and a master's degree in health services administration from Arizona State University. He joined KSA in 1999 after two years with the Henry Ford Health System. Sherman was promoted to Manager in 2003 and Senior Manager in 2005.

A versatile professional, Sherman has extensive experience in strategy and service line development, new hospital planning, and facility master and functional planning. He has cultivated long-standing relationships with clients such as Aigent Health, Intermountain Healthcare, and The Methodist Hospital System. His trusted advisor relationship with The Cleveland Clinic has resulted in \$3 million of work with the Mubadala Development in Abu Dhabi. He is currently leading a team to develop an ambulatory strategy at Rush University in Chicago, and just completed a strategic plan in Bristol, CT.

Sherman and his wife, Jennifer, live in Atlanta with their four children: Emily, Ryan, Abigail, and Luke. They enjoy family time together and vacations at the beach, and they are looking forward to a finished basement.



Principal Promotions (continued)

JoJo Mulder

JoJo joined KSA's Benelux office in June with a background in strategy and marketing, market research and intelligence, information technology and systems, sourcing-supply chain and client management. She has worked in west and central European markets, as well as in the Americas and Asia Pacific. JoJo has a 25-year track record of leading business, brand, product, and format development in the retail, fast-moving consumer goods, and research industries, both in strategic headquarter and practical general management positions. Former employees include ACNielsen (VNU) Ahold, Bijenkorf and Vroom and Dressmann (both Maxeda), Colgate-Palmolive, Management Ventures (Kantar Group – WPP), and PepsiCo Food.



JoJo spent the last three years as Founder and Managing Director of a networked organization focused on providing consulting and financial services to new business ventures and not-for-profit foundations. She helped these organizations develop business models for growth and implement professionally executable market plans.

Born in South Africa and educated in The Netherlands, JoJo has an executive master's degree in business administration from Nyenrode Business School and a bachelor's degree in hospitality. Her favorite personal project is her namesake www.jojothedolphin.com. She also enjoys traveling, dining at new restaurants, attending ballet, opera, and other musical performances, personal fitness training, sailing, and scuba diving.

Jason Oliveira

Jason joined KSA's Health Services Division in 1997 after holding various information technology and financial management roles with Columbia-Presbyterian Medical Center and New York City Health and Hospitals Corporation. A strong project manager, Jason's clients range from complex academic medical centers such as the University of North Carolina at Chapel Hill and Yale New Haven Health System, to health plans, such as Alameda Alliance for Health and the Health Plan of San Mateo.

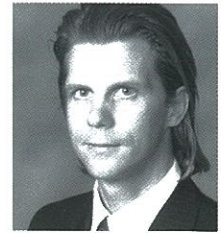


A prolific writer, Jason is a respected authority in the application of business intelligence, data warehousing, and decision support. He has written journal articles and presented at industry forums for professional associations such as the Healthcare Information Management Systems Society (HIMSS), Healthcare Financial Management Association (HFMA), and the College of Healthcare Information Management Executives (CHIME).

Jason lives in Brooklyn, NY with his partner and cat. He enjoys all the city has to offer, including eating, shopping, dancing, theater, cooking, music, art, or just watching people walk by.

Luke Peterson

Luke joined the Strategy Group of KSA's Health Services Division in 1998 after earning a master's degree from the University of Minnesota. Promoted to Manager in 2001 and Senior Manager in 2003, Luke focuses most of his efforts on realigning large regional hospital networks' and referral centers' visions/directions and asset deployment. He leads KSA's cardiovascular and neuroscience service line planning efforts and has been working closely with the Facility Planning Practice to frame and develop strategic capital deployment approaches and methodologies. His clients include: Bronson Healthcare Group, Carolinas Healthcare System, Catholic Health Initiatives, Mayo Clinic, Memorial Health University Medical Center, and UC Irvine Medical Center.

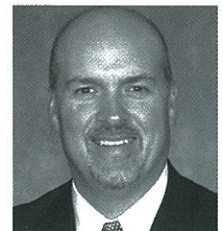


Luke has led the Health Services Division's recruiting efforts and assisted with staff development throughout his KSA career.

Luke and his wife, Emily, reside in Stillwater, MN. He enjoys running, playing with the tractor collection he keeps at his farm, hunting, working with old cars, and reading good biographies.

Ron Strachan

Ron joined KSA's Health Services Division's IT Practice as a Principal in the Minneapolis office in November. As CIO of HealthEast in St. Paul, MN, he was a long-time KSA client. Ron was also the Board Chair of the College of Healthcare Information Management Executives (CHIME), of which KSA is a foundation member, and has extensive contacts with CIOs across the country. He earned a master's degree in administration from Central Michigan University and a bachelor's degree from Davenport University.



After 15 years in CIO roles, Ron decided to pursue the next phase of his career with KSA. He has been impressed with our client focus and quality of work, and is particularly interested in the strategic advisory services we provide. Ron has a broad range of skills and experience, and we look forward to his contributions as we continue to grow our IT practice.

Ron lives in Woodbury, MN with his wife, Chris, and two teenage daughters. He enjoys golf, traveling, and spending time with his family. Originally from the Detroit area, he is an avid Detroit Red Wings fan.

Senior Manager Promotions

Nathan Burkland

A former U.S. Army Officer, Nathan joined KSA in 2000 with a bachelor's degree from Montana State University-Billings and a master's degree in logistics management from the University of Sydney (Australia). Nathan has become known for his expertise in retail distribution, network design, and logistics, which he has successfully applied at clients such as adidas, Avon, C&A, Metersbonwe, Nike, and Wasserstrom.



Nathan's internal contributions include leading KSA's logistics work in China and expanding the firm's Logistics and Supply Chain practice within the Greater China region.

Nathan is based in Shanghai and enjoys traveling, working out, and spending time with his friends, family, and dog.

George Murchio

A new Senior Manager in KSA's Growth and Profitability Practice, George comes to KSA from CSC, where he led the New Product Development and Product Lifecycle Management (PLM) service offering. A Rutgers University alumnus, he has 20 years of business process and large-scale technology consulting experience, including leadership of successful SAP deployments. George also led the services group for IMI, a supply chain software firm.



At KSA, George will focus on PLM, and has already added value in partnership discussions with PTC in Boston.

Based in the New York office, George lives in Wayne, NJ with his wife, Tere, and daughter, Franchu. He also has a son, Thomas, and daughter, Amelia. In his spare time, George likes to hike. He has made numerous trips to far-off places to pursue this hobby, including Chile, where he met his wife.

Denise Trostle

Denise began her KSA career in 1981 with a short stint as an Administrative Assistant for the Physical Distribution Group after graduating from Penn State University. She transferred several months later to the role of Dave Cole's Administrative Assistant as he assumed the office of President. Denise then joined the Technical Services Group (a subset of the group now known as Supply Chain) as an Analyst in 1986. She was promoted to Manager in 2000.



Denise now manages the GoalPost™ (formerly KSA SiteView™) team and is KSA's resident expert on the team's software offerings. She leads installation and customer support initiatives for the Control Plus, CP2, and GoalPost™ software products, which are used in conjunction with the Base Plus® incentive/engineering program. Consultants rely on Denise for GoalPost™ product information, software demonstrations, and customer proposals. She also plays a key role in the visioning of ongoing GoalPost™ enhancements. Clients who have benefited from Denise's skills and knowledge include Big Lots, Federated Logistics, Nike, and UniFirst.

Denise is based in the Atlanta office and enjoys reading, traveling, and shopping.

Manager Promotions

J. Johnathan Bailey

Johnathan joined KSA's Health Services Division as a Senior Consultant in May 2006 with several years of experience directing planning departments within community hospitals and academic medical centers. He has embraced KSA's commitment to delivering quality results and has spent much of the past year leading internal client planning teams at the Medical University of South Carolina and the University of Maryland Medical Center. He has also contributed to several community hospitals' strategic facility plans, and is pursuing Fellow status in the American College of Healthcare Executives (ACHE), where he participates in interviewing and recruiting efforts.



Based in Atlanta, Johnathan enjoys golf, and is planning a trip to Egypt with his wife, Becky. Together, they enjoy raising tomatoes, peppers, and a standard poodle named Samantha.

Jesse Balok

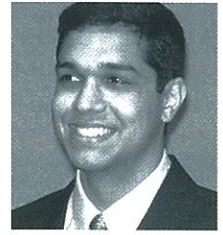
Jesse joined KSA's Health Services Division in 2003 after earning a master's degree from The Carlson School at the University of Minnesota. He has progressively developed his facility and operational planning expertise, leading or playing a significant role in space/programming operations integral to clients' future service and care delivery. Jesse has been involved with several major client accounts, including Parkview Health, Partners Healthcare (for whom he has completed seven projects), and Rush University Medical Center.



Based in Minneapolis, Jesse enjoys spending time with his wife, Tarra, two daughters, Emera and Iliana, and dog, Bernie. Though he spends more time these days doing yard work and less time golfing or fly fishing, Jesse and his family did find time this summer to bike around Lakes Calhoun and Harriet in search of open air concerts and ice cream.

Farzan Bharucha

Farzan joined KSA's Health Services Division in July 2003 after completing a master's degree from Ohio State University. He has worked on a range of strategy and facilities projects and has developed expertise in the academic and pediatric sectors. Recently, Farzan managed parts of engagements at All Children's, Barnes-Jewish, Cleveland Clinic, Kentucky, Maryland, Penn, and Yale. He is also interested in neurosciences work and has developed related service line analyses. Farzan initiated the Atlanta office "consulting caucus," an internal brainstorming/professional development group that explores issues KSA's health care provider clients are facing.



Based in Atlanta, Farzan and his "social coordinator" and wife, Anu, are remodeling their home, recently finishing the kitchen. When asked about home remodeling, Farzan just shakes his head and says, "Don't ask."

Yamel Cuevas

Yamel joined KSA's Consumer Products Division in 2001 after earning a bachelor's degree in electrical engineering and computer science from the Massachusetts Institute of Technology. He has applied his IT strategy, package selection, and system/process design and implementation skills at clients such as, Coach, Kellwood, Kenneth Cole, Liz Claiborne, and Theory. Yamel's internal contributions include participating in MIT recruiting and developing project updates for internal newsletters.



Based in New York, Yamel enjoys eating desserts with his wife, Pennie, watching movies, snowboarding, and playing pickup basketball.

Scott Kern

After earning a bachelor's degree from the University of North Carolina, Scott served as Director of Operations at Bluefly.com, where he focused on fulfillment center process efficiencies and inventory management. He returned to school to earn a master's degree from Vanderbilt University and joined KSA's Consumer Products Division in 2004. Scott has applied his expertise in merchandise planning and store operations at clients such as Aeon, Federated, LL Bean, Lululemon, Nike, and Toys 'R Us. He serves on the core team for KSA's professional development redesign, is the Growth and Profitability Practice's representative on the Act VerticalSM Move team, and assists with recruiting at Emory and Duke Universities.

Based in Atlanta, Scott enjoys live music, adventure travel, and riding his new motorcycle.



Kate Lovrien

Kate joined KSA's Health Services Division in 2004 after earning a master's degree from the University of Washington. A graduate of Carleton College in Minnesota, Kate left the coffee and rain of Seattle to join KSA's Minneapolis team. She has since made a thorough study of the southern United States (courtesy of several CHI-related assignments) while staying in touch with the Northwest (courtesy of Lake Chelan and OHSU). She is consistently singled out for her enthusiasm and curiosity, and has progressively assumed greater project responsibility.

Kate and her husband, Jim, celebrated their fifth wedding anniversary in Scotland this summer, touring nature reserves, golf courses, and distilleries, and avoiding haggis at all costs. Kate enjoys running, golf, book club, and barbecues in Jim McDonald's backyard.



Marsha Kublall

Before joining KSA's Consumer Products Division in 2004, Marsha earned a bachelor's degree in economics and computer applications from New York University and was the Manager of Merchandise Administration at New York & Company. Clients such as Aeropostale, Talbots, and Toys 'R Us have benefited from her knowledge of merchandise planning, product development, and assortment analytics. Marsha is a member of the Act VerticalSM team, serves as the New York office social representative, and participates in NYU recruiting efforts.

Marsha enjoys following the New York Yankees and participating in eating competitions with her friends.



Jim McDonald

Jim joined KSA's Health Services Division in July 2002 after completing a master's degree from the University of Minnesota. Prior to joining KSA, and before graduate school, Jim gained consulting experience during four years with Bain and Company in Boston. At KSA, he has worked on projects ranging from functional and space programming to major strategic planning engagements for clients ranging from 25-bed community hospitals to 900-bed academic medical centers. Recent clients include Cleveland Clinic Abu Dhabi, where he helped coordinate and manage portions of this multi-million dollar engagement, The Reading Hospital and Medical Center in Pennsylvania, where he developed an ambulatory strategy, and Mid-Michigan Medical Center in Midland, MI, where he assisted with campus master planning. Jim also worked at the University of Iowa Hospitals and Clinics on a mysteriously named "Project Freestyle."

A Massachusetts native, Jim enjoys rooting for the Boston Red Sox, as well as running, biking, left-of-the-dial rock shows, and tinkering (sometimes successfully) with old houses and cars. He still cannot believe how cold it gets in Minneapolis.





KSA HELD ITS 132nd ORIENTATION AT THE RESIDENCE INN ADJACENT TO THE ATLANTA OFFICE JULY 23 TO 27.

Among the 61 attendees were representatives from nearly all of KSA's operations, including the Consumer Products Division's Supply Chain and Growth and Profitability practices, the Health Services Division, Human Resources, Department T, Capital Advisors®, and a large international presence.

While everyone had their own unique experience, a feeling of excitement and teamwork resonated with everyone.

The schedule was very busy, with activities seamlessly blending into dinners and socials late into the evenings. Throughout the week, several presentations taught us about KSA's history, current operations, general administrative procedures, and tools and keys for success.

A few highlights from the week included Bill Pace's presentation of KSA's history and vision for the future, Paul Raines' (former KSA Principal and current Executive Vice President for Home Depot) reflection on his experiences at KSA during the orientation class dinner, and last but not least, Chris Shaver's eye-opening look into the wonders of time studies and a performance improvement project at 9 a.m. Friday morning.

Another key aspect of the orientation was a group project that spanned the entire week. Teams of five to six consultants were assigned three Atlanta-area stores to audit. The teams were required

to prepare a 15-minute presentation on their findings, which included improvement opportunities and potential ways KSA could help achieve those improvements. The teams presented to a panel of experts comprised of current KSA consultants and orientation class members. For many, this was the first opportunity to work with fellow KSAers.

In the end, one of the most valuable aspects of orientation was simply having the opportunity to socialize with colleagues. Every night, people hit the town for dinner and Atlanta nightlife. Sharing these experiences brought our global family closer together. Team presentations, interactive case studies, and group interview exercises allowed attendees to feel comfortable in an educational, but social environment. The detailed schedule during the day, coupled with bonding experiences at night, made for a memorable week in Atlanta and a great start to a career with KSA.

Memorable Moments

- Cookout at Scott Kern's residence after orientation
- Getting kicked out of stores for loitering with no intention to purchase items
- Singing in public inspired by KSA's late attendance policy