

The Bradshaw Group has had the pleasure of working with the Ephor Group for the past nine months. Having limited success with outside consultants in the past, our President was skeptical about employing another consultant. At our initial meeting with Garry Meier, we explained the situation we were facing and he immediately understood the dilemma and started crafting a process or as he called it “The Yellow Brick Road” to get us to a solution. The process that he incorporated did not give us the answers to our dilemma; it put us on a path to alternative solutions. His ability to listen to what we knew about our industry and the players in the industry, allowed Mr. Meier to forge a project plan for our situation. By first assessing the players in the industry it allowed us to evaluate where Bradshaw fit within our industry. Mr. Meier then set us on a course to map those players and prioritize them into buckets. Little did we know that this would allow us to get the proper “instruction set” to come up with an educated plan to solve our puzzle. This process allowed us to quickly develop a pipeline of opportunities that formed the basis for a long term answer to our dilemma.

Nine months have now gone by and not a moment of that time have we considered as wasteful during the entire process. Mr. Meier has charted us on a course to a better and brighter future for our Company. Although the process is not complete, we can see the road ahead of us rather than walking aimlessly through a forest. We look forward to continuing on this journey of creating wealth for our owners and allowing our employees to be gainfully employed for many years into the future. We believe that this Yellow Brick Road Ephor has put us on will lead us to a place that we have been searching for as a management team for many years. We thank Ephor and Mr. Meier to putting us on that path to a better tomorrow.

With warmest regards,

Lee Weiner and Monty Milliner