

## Meridian Consulting Group, L.C.

Meridian Consulting Group, L.C., is a full-service marketing, financial, economic, and management consulting firm. MCG principals have successfully completed numerous projects for clients throughout Utah and California—past clients of group members include private industry, state and local government agencies, trade associations, and individuals. The group has combined the individual skills and experience of its principals to create a firm that is known for high-quality performance and professional integrity.

The Meridian team has the depth of expertise required for a wide range of projects. Specifically, we have the experience and expertise to offer the following services to support economic planning, litigation, or business-management needs:

- *Business strategy* – including facilitation of strategic planning sessions, business plan development, decision support systems, and risk management.
- *Marketing research & strategy* – including marketing research, needs assessment, segmentation, targeting, positioning, and coaching the strategic implementation and control of product, pricing, promotion/sales, customer service and distribution-channel tools.
- *Financial analysis and strategy* – including financial analysis, planning, projections, financing package development, strategic capital structuring, capital budgeting and investment analysis, and financial management coaching.
- *Economic research and analysis* – including economic impact and development analysis, cost-benefit analysis, demand estimation, and land- and resource-use planning.
- *Quantitative modeling and analysis* – including the development, interpretation, evaluation, and implementation, of a variety of mathematical and statistical models (e.g., econometric, forecasting, linear programming, simulation).
- *Management coaching and training* – including general and customized sales and customer service training; marketing, financial and general management coaching; and team development for a collaborative culture.

In addition, MCG has working relationships with computer systems experts, accountants, attorneys, and scientists. These contacts give us the ability to assemble multi-disciplinary teams frequently required for complex projects.

Our philosophical approach to consulting services includes the following basic principles: (1) We work closely with our clients beginning with needs assessment, and then coaching them through the entire implementation-evaluation-revision process. (2) Projects must be carefully tailored to meet the needs of the client; thus, there must be effective communication and frequent interaction between consultant and client. (3) The approach to research and problem solving must incorporate common sense and practicality as well as the appropriate theories and techniques. (4) Proposed solutions must be feasible for the client, given available resources. (5) Punctuality and integrity. (6) Results must be presented clearly and effectively.

## Qualifications of Meridian Consulting Group Personnel

**Greg Powell** holds a M.B.A. from Utah State University. He is currently an Associate Professor of Management in the School of Business at Southern Utah University, where he teaches Management, and Organizational Behavior and Leadership. Mr. Powell is the former Director of the Southern Utah University Small Business Development Center, where he was involved in the development of a variety of small business seminars, entrepreneur coaching, business plan development, and equity/debt financing.

He is a founding partner of Meridian Consulting Group, LC. MCG offers a variety of services to small and medium-size ventures including, management coaching and development, business strategy, marketing research, and economic research and analysis. Mr. Powell's personal expertise lies in the areas of change management, leadership and executive/supervisor development, and customer service. He is certified with many training providers including AchieveGlobal, NxLevel Entrepreneurship Training, and Vital Learning.

**R. Kim Craft** holds a Ph.D. in Economics from the University of California at Davis, and M.S. and B.S. degrees from Brigham Young University. He specializes in quantitative management science, applied statistics and econometrics, and applied microeconomics. He has been a professor at Southern Utah University since 1996. Prior to joining the faculty at SUU, Dr. Craft taught at UC Davis, worked as an independent consultant, and ran a small manufacturing business. He has successfully completed a number of consulting projects including economic impact studies, economic development analyses, survey research projects, and economic forecasting and demand studies.

**Derek Snow** holds a M.B.A. with emphases in Marketing and International Business from Brigham Young University. He specializes in strategic planning, strategic marketing and sales management, and applied financial management techniques for small to medium-size firms. He has been the director of Southern Utah University's Small Business Development Center since 1995. Prior to joining SUU, Mr. Snow directed sales and marketing in Asia for a Fortune 500 company; he also did business development for an Asian-based German-Chinese joint venture involving leading-edge medical equipment. He has conducted several customized sales and customer service training workshops, coached owners and managers in a variety of industries, and provided financial consulting and training for a number of firms.

## Selected References

### **Maxwell Products, Inc.**

650 DeLong Street  
Salt Lake City, Utah 84104  
Phone: (801) 972-2090

**Contact:** Mr. Larry Allen

*Services provided: Market analysis, strategic planning, financial statement analysis and planning, succession planning, management coaching, etc.*

### **\*Fishlake Lumber Company**

P.O. Box L  
Beaver, Utah 84713  
Phone: (435) 438-5454

**Contact:** Lynn Anderson

*Services provided: Strategic and marketing planning, financial analysis by business unit, financial projections and refinancing package development (coached through bank presentation), management coaching.*

\*Derek Snow did all of the work on the Fishlake Lumber project.

### **Ernst and Young Consulting**

ITS/Transfer Pricing and Economic Consulting  
Chicago, Illinois  
Phone: (703) 747-0925  
Contact: Mark Madrian, Senior Manager

### **Convergys, Inc.**

2460 West Highway 56  
Cedar City, Utah 84720  
Phone: (435) 867-3000

**Contact:** Jennifer Avery

*Services provided: Management development training, consulting on overall management approach.*

### **DCI of Utah**

1024 North Production Road  
Cedar City, Utah 84720  
Phone: (435) 586-8400

**Contact:** Duane Rothstein

*Services provided: Management and frontline worker training, management effectiveness survey and analysis.*

### **Metalcraft, Inc.**

498 North 2774 West  
Cedar City, Utah 84720  
Phone: (435) 586-3871

**Contact:** Nancy Anderson

*Services provided: Management training.*