

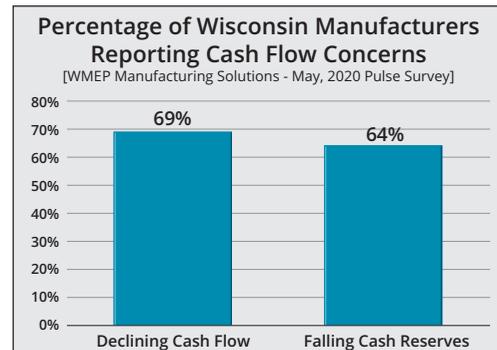
Discover2Recover - Increasing Cash Flow



Is Discover2Recover - Increasing Cash Flow right for you?

If you answer "YES" to one or more questions below, you should strongly consider this service:

- Can you benefit from an objective, external assessment of your cash generation engine of your business?
- Have your cash reserves fallen to or are trending to an unacceptable level?
- Compared with a year ago, is your operation falling short in generating the level of cash you require?
- Do you think there are additional actions possible to maximize cash generation by your business?
- Are you concerned your cash reserve position will erode once your PPP runs out?



The recent WMEP Manufacturers Pulse Survey showed that a significant percentage of Wisconsin Manufacturers are concerned about cash generation and falling cash reserves.

About Discover2Recover - Increasing Cash Flow

Under the CARES Act, WMEP Manufacturing Solutions has been awarded a grant to help small and mid-size manufacturers analyze their current situation and take advantage of proprietary financial and business tools and expertise available under this program. We have assembled a team of the areas brightest financial and business growth minds; they are available to you for a deep-dive assessment and discussion about how you can take your business to the next level.

WMEP in partnership with DSmithCFO has designed a confidential-secure assessment that leads to recommendations to increase cash flow, stabilize and increase cash reserves and give your company more time to address operational concerns.

The process starts with the client providing limited key financial data via a secure portal. This data is analyzed then followed by a virtual input assessment that reviews:

- Critical financial processes.
- Key metrics.
- Main financial statement accounts.

At the final report out, the assessment recommendations will provide the following deliverables:

- A quantitative and qualitative summary of performance in various key operational and financial processes and metrics.
- Identified gaps across key processes or metrics, and recommendations for improvement.

This service will equip you with a list of critical improvement actions to improve profitability and increase cash flow.

Why WMEP and Discover2Recover-Increasing Cash Flow?

- This service provides an objective, external viewpoint from a highly experienced manufacturing CFO/CEO.
- Discover2Recover - Increasing Cash Flow is a \$5000 value but for a limited time there will be no fee to Wisconsin manufacturers.
- The process is confidential, discreet and secure.

Discover2Recover 13-Week Cash Forecast

Learn how to manage your cash flow and use it as a tool to make decisions.

A 13-week cash forecast will help you:

- Understand the cash flows within your business.
- Gain the power to make business decisions on basis of cash.
- Manage working capital.
- Control timing of cash movements.
- Support discussions with key stakeholders

The process starts with discussing cash inflows and outflows with the WMEP consultant.

The key forecast items and financial input will likely include:

- Monthly financial statements for the last 3-4 months.
- Current agings of receivables and payables.
- Forecast of future sales by month and key customers.

When the project is complete, you will have:

- A solid 13-week cash forecast to help them manage cash and support business decisions.
- Comfort in updating the cash forecast on a weekly basis.

As a private non-profit corporation, WMEP Manufacturing Solutions can fully focus on generating positive results for our clients.

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.



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DSmith CFO LLC

Strategic Partner of WMEP Manufacturing Solutions

DAVID D. SMITH - Biography:



Dave is a senior financial and operations executive with over 30 years of experience in manufacturing and distribution. He has served as CFO for both private equity and public entities. He is known for his ability to streamline processes, eliminate waste, improve internal control procedures and develop future leaders. In addition, he has extensive experience in international business operations as well as acquisitions and divestitures. Dave is recognized for ability to effectively lead organizations through times of turmoil and/or rapid change.

His professional experience includes Koss Corporation, Milsco Manufacturing, Alkar-RapidPak, Morris Material Handling, and Harnischfeger Industries. Dave's education includes a BSBA, Accounting, Bucknell University, Lewisburg, PA and an MBA from the University of Pittsburgh, Pittsburgh, PA.

MICHAEL ERWIN - Biography:



Mike boasts a 40-year career in executive management and C-suite experience in a variety of industries. Currently, he is Sr. Operating Partner at Taureau Group and recently served as CEO and co-owner of Tailored Label Products, Inc., Menomonee Falls, WI. Mike also serves on the board of directors for Sentry Equipment Corp.; M2M Machine Group, a portfolio company of Generation Growth Capital; Creative Metal Products, Inc.; and Landmark Credit Union. He also serves on the board of directors and vice chair for ProHealth Care. Additionally, Mike serves on advisory boards for Midland Plastics, Inc., Sanborn Tube, and Milwaukee School of Engineering.

He currently conducts situational advisory work under Erwin Advisory Group EAG, LLC, for M&A planning and implementation, leadership coaching, strategic planning and execution, and organizational and operational development.

Mike's education includes a BS, Management Systems from the Milwaukee School of Engineering, Milwaukee School of Engineering, Honorary PhD, Engineering and Duke University, Fuqua School of Business, Executive Education (Strategy and Leadership).

JON MOREAU - Biography:



Jon is the founder of MoreValue Financial Consulting LLC established in early 2020. His move to a consulting career was born out of a passion to utilize his 27 years of Senior Financial experience and focus on helping businesses to identify and realize the value they have created.

Jon has been the CFO for both privately held and private equity owned businesses in the heavy manufacturing, light manufacturing, foundry, construction, assembly, food manufacturing and service industries.

Jon holds a Bachelor of Science degree in Accounting from Marquette University. He is currently a board member for a service provider and an active member of Executive Agenda.

BILL HEGEMAN - Biography:



Bill is a financial professional with over 30 years of experience, providing financial and operational leadership. He has worked with large public companies, as well as middle market divisions, and small private companies. The manufacturing and distribution companies have served the hardware, electronics, and utility markets. He has engaged his companies to develop strong strategic platforms, which are converted to operational goals with actionable projects and measurable KPIs. His history of cash management success relies on developing accurate forecasts, and includes changing the financial models of two companies that eliminated

their debt. He has financed numerous private projects with public financing. He is experienced in operational improvements through lean initiatives, process improvement with proven change management techniques, acquisitions and divestitures along with integration, IT management including two ERP implementations, treasury, and taxes. Bill is a licensed CPA and MBA.

DSmith CFO LLC

Strategic Partner of WMEP Manufacturing Solutions

BRIAN J. JOHNSON - Biography:



Brian is a senior executive with over 30 years of experience in financial and operations leadership in manufacturing. He most recently was the President & CEO of Poblocki Sign Company, a multi-facility, national company headquartered in Milwaukee. Brian's career began in public accounting, and he held various financial roles before transitioning to operations roles to gain a broader perspective of manufacturing challenges. He's worked in small to mid-sized companies, as well as private, public and private equity entities.

Brian places emphasis on understanding costs, costing methodologies and cash flow, and he considers his strengths to be coaching and developing leaders, defining and building an engaged company culture, setting vision and delivering growth through high customer satisfaction.

Brian holds a BBA in Accounting from the University of Wisconsin Whitewater. Brian is a licensed CPA.

KENNETH A. MINOR - Biography:



Ken is a seasoned financial executive with over 35 years of senior financial management experience in large manufacturing as well as technology companies, including serving as CFO of a publicly held company. In Ken's tenure he's led negotiations and process for many complex equity and debt transactions as well as purchases and sales of business units, including the purchase of companies in Europe and Asia. Ken's background prior to serving as a CFO included treasury and FP&A, leading to a primary focus on cash flow, cost management / reduction and data driven decision making. Ken's career began with the predecessor firm of Deloitte & Touche.

Ken has a bachelor's degree in accounting and finance from Western Michigan University, is a CPA and completed an executive education program with the University of Chicago Booth School of Business.

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TIM WILD - Biography:



Tim is a senior Supply Chain and Operations executive with over 30 years of experience in Planning, Sourcing, Manufacturing, Transportation, Warehouse Management and Global Trade Compliance. He has served in middle market privately owned companies and several Fortune 500 companies in key leadership roles. He has extensive international experience in sourcing, purchasing and contract manufacturing with a focus on China.

His professional experience includes Elkay Manufacturing, Tenneco Automotive, Baxter Healthcare and Brunswick Corporation. Tim is a retired Navy Captain with 30 years of service.

He was mobilized as Commander, Navy Expeditionary Logistics Support Force in Operation Iraqi Freedom in 2007. His education includes a BS, Mechanical Engineering from the U.S. Naval Academy and MBA from DePaul University, Chicago, Illinois. In addition, he graduated from the Joint Forces Staff College where he studied Military Strategy and Force Planning.