

Information for decision makers

Strategic Business Solutions, Inc.

Company Overview

STRATEGIC BUSINESS SOLUTIONS COMPANY PHILOSOPHY

Strategic Business Solutions, Inc. is a full service marketing research company. Our services include designing, and implementing mail, telephone and email surveys, personal interviews, focus groups, secondary research, and other market and feasibility analyses for clients across a broad array of industries.

Regardless of the management question, our personal goal in conducting research is to provide clients with information that will enable them to design and implement “fact based” action plans to achieve their business goals and financial objectives. To ensure that our clients receive the information that they need, only seasoned researchers orchestrate and execute projects.

Thus, talented, business-wise professionals with the knowledge to design accurate, insightful and cost-effective studies, questionnaires, analyses, and reports deliver services to clients. In addition, when the project is completed, we work closely with our clients to help them understand, plan and act on the business implications and findings.

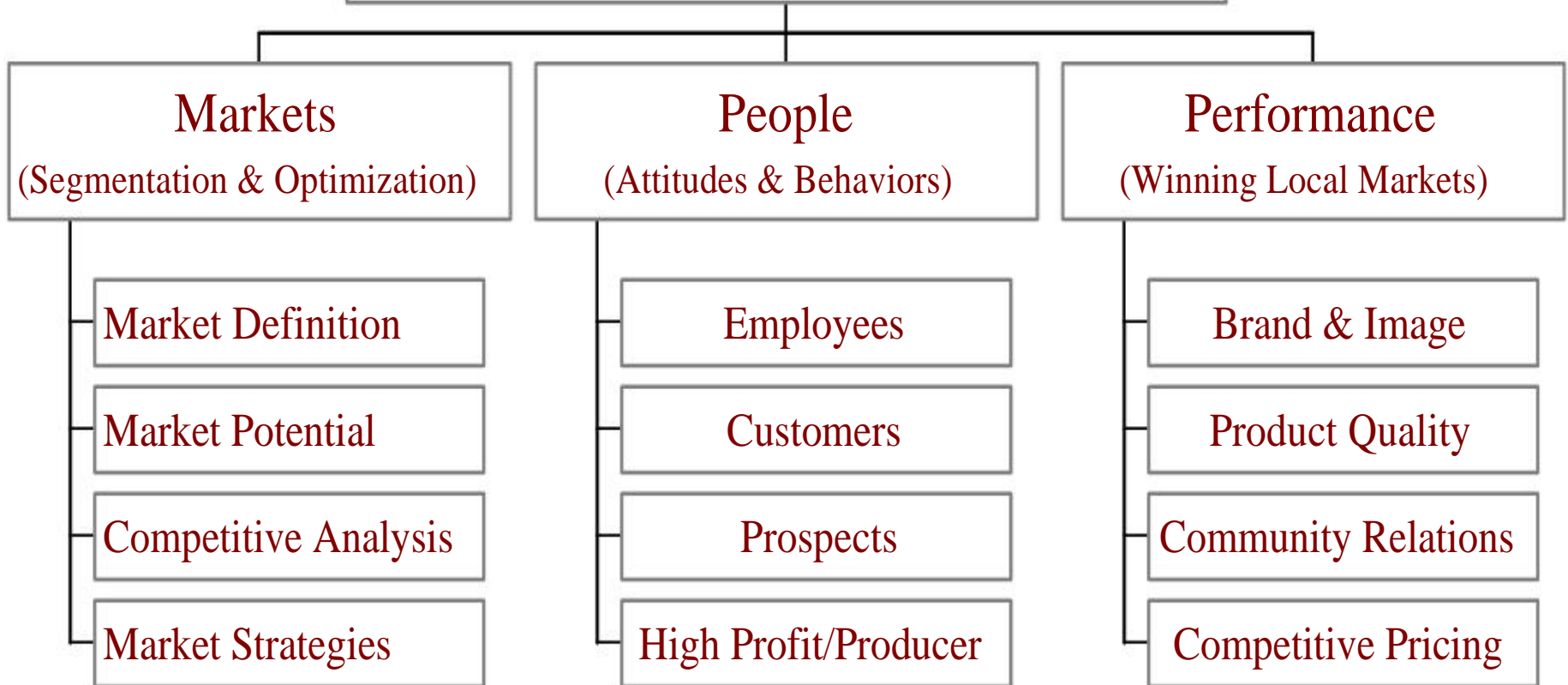
Brian J. Klink
President

Contact Information:

Strategic Business Solutions, Inc.
804 Lochtyn Ridge
Wales, WI 53183

Phone: 262-968-2070
Web: www.MyResearchPartner.com
Email: Strategy@execpc.com

Business Solution Programs



Information for decision makers

INDUSTRIES SERVED

- ◆ Advertising/Public Relations
- ◆ Banking
- ◆ Consumer Services
- ◆ Convenience Stores
- ◆ Education
- ◆ Fast Food
- ◆ Insurance
- ◆ Healthcare
- ◆ Government
- ◆ Manufacturing
- ◆ Non-profit
- ◆ Retail
- ◆ Trust

STUDIES CONDUCTED

- ◆ Attitude and behavioral research
- ◆ Branding and advertising awareness
- ◆ Competitor intelligence studies
- ◆ Customer loyalty and acquisition
- ◆ Customer satisfaction studies
- ◆ Employee satisfaction, attitudes, and loyalty
- ◆ Market management and resource allocation studies
- ◆ Consumer segmentation
- ◆ Demographic analysis and measurement
- ◆ Site and location feasibility analysis
- ◆ Product purchasing and attitudes
- ◆ Competitive analysis
- ◆ Pricing and profitability analysis
- ◆ Positioning studies
- ◆ New product development research
- ◆ Product and service testing
- ◆ Awareness, image, and usage studies

DIRECTOR PROFILE

Brian J. Klink - President

The foundation for Strategic Business Solutions, Inc. was built upon over 18 years management experience with Fortune 500 companies such as Citicorp, Banc One, Northwestern Mutual Life, and Fiserv.

In addition, Brian holds a PhD in Business Administration from Kennedy Western University along with an M.B.A and B.A. in Finance from Western Illinois University emphasizing marketing and statistics.

Brian is also the author of *Local Marketing Leverage*, a book on market planning strategies and efficient capture of market share.

Finally, Brian has led many planning sessions and taught research techniques to financial services professionals across the country.

Brian has also served as a consultant for service organizations such as Big Brothers and Big Sisters and community Chambers of Commerce. He is a graduate of the Professional Speakers program and has moderated groups and made presentations to groups such as the Council on Financial Competition, WICPA, WBA, and the WPMCA.

PROFESSIONAL EXPERIENCE

Brian J. Klink

Fiserv, VP Planning, Research & Analysis

- ◆ Managed the market research, planning, and analysis functions and staff. Coordinated research projects and proposals for the over 100 subsidiaries within the Fiserv holding company.

Achievements:

- ◆ Implemented a project tracking system to monitor the progress of projects and programs throughout the company.
- ◆ Completed the analysis and received executive management approval for building the first integrated client database crossing customers and sales forces from all subsidiaries.

Northwestern Mutual, Director Research, Analysis & Planning

- ◆ Director of Research and Analysis for the leading life insurance company in the US and the related subsidiaries (100+ bil). Direct responsibility for all primary research relating to policy owners and agents, client database for 7 million+ policy owners.

Achievements:

- ◆ Introduced relationship house holding, relationship value and information integration into the decision making process.
- ◆ Developed a management template for resource allocation based on relative market potential for placement of General & District Agencies.

Banc One Corporation, VP Market Research & Planning

- ◆ Manage strategic information & planning department for affiliate banks in Chicago, Rockford, and Wisconsin representing \$27 billion in assets. Line of business advisor for target marketing, distribution system planning and target sales and marketing.

Achievements:

- ◆ Developed the Market Manager Program which became a fact based planning standard throughout the company.
- ◆ Introduced capture and transfer of mortgage company files across lines of business for credit, investments, and trust company cross selling.

PROFESSIONAL EXPERIENCE

Brian J. Klink

Federal Reserve Bank of Chicago, Management Consultant

- ◆ Managed the departmental staff responsible for development and implementation of projects resulting in increased revenues, reductions in costs, or upgraded levels of service for Seventh District financial institutions. Responsible for the bottom line performance improvements of electronic services products (ACH, Wire Transfer, Book Entry) in the five state region.
- ◆ **Marine Corporation, Manager - Product Development**
- ◆ **Citicorp of Illinois, Senior Product Analyst**

Education

- ◆ PhD - Business Administration, Kennedy Western University 2000
- ◆ MBA - Marketing, Western Illinois University 1981
- ◆ BS - Finance, Western Illinois University 1979

Teaching / Speaking Experience

- ◆ Teacher - Wisconsin Bankers Association Marketing School
- ◆ Adjunct Professor - Carroll University – Marketing Research
- ◆ Professional Speakers School Graduate - 1996

PARTIAL CLIENT LIST

Manufacturing

GE Healthcare
Generac
Johnson Controls
Johnson Wax Professional
Rayovac
Super Products

Banking

Associated Banc Corp
Bank Mutual
Capital Credit Union
Guaranty Bank
Finance Center Federal Credit Union
Klein Banks
Old National Bank
Wisconsin Bankers Association

Convenience Stores

Frawley Oil
Kaul Oil
Krist Oil
Meffert Oil
JetzUSA!
Schierl Oil (Team Schierl)
US Oil (US Venture)
World Fuels

Insurance

General Casualty
Markel Insurance
Rural Mutual Insurance

Tribal Entities

Keweenaw Bay
Lac du Flambeau
Oneida
St. Croix

Non Profit Organizations

Big Brothers & Big Sisters
Oregon Chamber of Commerce
Wisconsin Petroleum Marketers & C-store Association