

KB Consulting Creates \$500M Joint Venture

MEDtegrity network enables independent companies to compete for national business

Seven companies in the commercial laundry industry approached us with a unique business challenge. They wanted to compete against large national laundry chains for the fastest growing segment of their business: ambulatory surgery centers and other outpatient medical business.

A key challenge: they were all independent companies serving local markets limited by the range of a delivery truck—usually a 200 mile radius from the processing plant.

In addition, every company had a well established marketing identity, and wanted to maintain its own brand (some of the companies have been in business for over 100 years).

After designing and fielding qualitative research to understand and validate the concept from the customer's perspective, we created the MEDtegrity medical laundry network,



and structured a joint venture that enabled the local companies to compete as a national organization.

Taking the MEDtegrity network from concept to reality, we have provided a

***Karl Buhl Consulting helps companies
develop their existing business
and target new markets.***

complete range of services including:

- Strategic planning
- Business development
- Governmental affairs
- Marketing planning & execution
- Sales management
- Internet strategy
- Outsourcing strategy & management
- Operations management

MEDtegrity started with seven companies in Q1, 2005. Today the network has grown to 14 members with a combined gross revenue of *\$1/2 Billion*.

Call us today to find out how we can create new business opportunities with a strategic alliance or joint venture in your industry.

www.MEDtegrity.us

Half of Public and Private Corporate Boards Lack CEO Succession Plans

Survey done by the National Association of Corporate Directors shows lack of planning widespread

An exhaustive research study conducted in 2006 by the NACD evaluates how boards structure the CEO succession process. Half of all companies lack any planning.

Corporate boards need to look at succession planning as a process—not an event. The study identifies boards with excellent transition track records to find out how they define

transition process, responsibilities, criteria, and timing. The full report is available on the NACD web site below (\$75.00 for non-members).

If a CEO crisis occurs in your company, with no succession plan in place, the company could be left rudderless for months. In a business environment where daily decisions drive quarterly revenue and profitability, that's a strategic shortcoming.

KB Consulting can help you design and implement a succession plan to ensure your company doesn't get trapped when your CEO exits.

[Link to: The Role of the Board in CEO Succession](#)

From Disney to Dickens (World)

The Lighter Side

Last trip to Disney a little too tame? Try the prisons and sewers of Dickens World in Chatham, England

On your next vacation, try out the seamier side of Victorian England at Dickens World, a new theme park that opened in Chatham, England this past May. The \$123 million city-block sized indoor park recreates life in London during the reign of Queen Victoria.

Experience Victorian culture first-hand at the school room, debtor's prison, pawn broker, Ebenezer Scrooge's Haunted House, and of course the local pub. Just 25 miles from London. If you decide to visit, bring great expectations.

www.dickensworld.co.uk

