



BOOTH MANAGEMENT CONSULTING, LLC

“The selection of the name was also a strategic decision because we did not want to be limited or stereotyped as a traditional accounting or sales firm. We believe the name Booth Management Consulting, LLC is more consistent with our full service approach to client service.”^{RB}

Who Are We?

Booth Management Consulting, LLC (BMC), is a minority-woman owned, 8A certified firm established in 1995 by Robin L. Booth, CPA. Mrs. Booth has twelve years of public accounting and management consulting experience in multiple industries. Her strong public accounting background provided the experience and knowledge base to offer comprehensive accounting, auditing and consulting services.

Phillip C. Booth joined BMC as a Partner in 1998 after nine years of success at the Pepsi Cola Bottling Group as a Senior Marketing Manager responsible for the marketing of Pepsi products in large chain stores through out the Mid Atlantic. His professional success was due to his ability to create business solutions and marketing strategies that worked.

With over 20 years experience in professional services, Robin and Phil realized that many businesses and organizations were in need of their collective expertise. Most small businesses and organizations cannot afford to hire full time qualified professionals with strong backgrounds in accounting, management and sales consulting. In fact, many established companies engage consultants to under girt their internal accounting departments because they recognize the need for experienced professionals with a broader perspective on issues and challenges confronting businesses. Moreover, many companies never even consider the importance of selling their business and how it affects their bottom line. Booth Management Consulting, LLC is providing its clients with high-level services that truly make a difference in the bottom line.

The Company currently has a highly qualified full time staff consisting of Certified Public Accountants, accountants and consultants with experience in accounting, sales, marketing, business management and human resources. The company strategically hired individuals with experience working for or with small and large business.



BOOTH MANAGEMENT CONSULTING, LLC

Timely and Quality Service

Booth Management Consulting, LLC is committed to providing high quality service in a timely manner. Although this principal may seem simplistic, the reality is that it is the very heart of good business. The ultimate gauge of a firm's reputation is its ability to deliver timely quality service. History has repeatedly shown examples of talented, experienced and potentially exceptional companies that failed because they forgot that the client is boss. BMC has fully adopted the very basic concept of timely and quality service.

BMC prides itself on *“its ability to take a business oriented approach to technical issues through practical application of sound business principles.”*

“We use the forensic accounting approach for every service we provide. It is our goal to provide the client with valuable clues and evidence that lead to a resolution of a issue.”^{RB}

There are common issues, trends, stages and challenges that most businesses encounter in an effort to be successful. Recognition and resolution of the issues require an understanding of the nature of business in general. Business common sense is a function of a combination of experience and expertise.

“We participate as a part of the internal “Think Tank” for each of our clients by taking a comprehensive approach to service through synthesizing our experiences, expertise and results oriented approach”^{RB}

BMC understands that its success is dependent upon the success of its clients. To achieve this goal, BMC employs the following service methodology:

- ✓ *Hands on approach to problem solving.* We make ourselves available to our clients.
- ✓ *Practical Yet Comprehensive Approach to Service.* We seek understanding in all aspects of a client's business in meeting its accounting and sales needs..
- ✓ *Continuing Professional Education.* We recognize that knowledge is power and maintain a healthy thirst for knowledge.
- ✓ *Timely completion of services.* Deadlines are not compromised. The golden rule is “Client Service before Personal Convenience”
- ✓ *Creating, enhancing and sharing relationships.* Relationships tend to be the secret ingredient to success. Each of our clients have access to the relationships we have established and we serve as source of information for assistance, strategic alliances and professional networking.



OUR INDUSTRY EXPERIENCE AND CLIENTS

BOOTH MANAGEMENT CONSULTING, LLC

Industry Experience

A critical factor in effective client service is the understanding of a business's industries and issues indicative to that industry. Our industry experiences include the following:

Architecture/Engineering	Government	Religious Organizations
Assisted Living	Health Care/Medical	Restaurant
Automotive/Auto Body	Non-Profit Organizations	Retail
Shops	Pest Control and Light	Sports and Entertainment
Banking/Financing	Maintenance	Technology
Construction/Contracting	Publishing	Transportation
Consulting	Radio/TV	Trucking/Excavation
Funeral Homes	Real Estate/Property	Wholesaler/Distributor
	Management	

Client List/References

Listed below are clients that have agreed to be references to the quality of service provided by Booth Management Consulting, LLC:

Ray Lewis Foundation (Sports)	Lance Bailey & Associates, Inc. (Architectural Firm)	Stern's Air Freight Express, Inc. (Trucking)
Maryland Department of Business & Economic Development (Government)	Global Pest Management, Inc. (Facility Maintenance)	Nixon's Farm, Inc. (Special events/catering)
Assisted Living, Inc. (Assisted Living Facility)	Accessable, Inc. (Technology)	Integrated Packaging Corporation (Distribution)
Pepsi Cola Bottling Group (Transportation)	Medical Supply Systems, Inc. (Distribution)	The Toy Chest Childcare Center (Day Care Center)
Baltimore City Department of Social Services (Accounting Division)	Justin Development Group, Inc. (Real Estate Development)	Sysco Foods (Food Distributors)



BOOTH MANAGEMENT CONSULTING, LLC

Accounting and Auditing Services

General Accounting Services

General Accounting Services represent the traditional services provided by accounting firms. These services include financial statement preparation, general bookkeeping, monthly and annual closing procedures and preparation of budgets and projections. Booth Management Consulting, LLC provides these services using the comprehensive approach. We communicate to our clients' observations, conclusions, challenges and opportunities we become aware of while performing these routine services. *"We will always use the forensic accounting approach to servicing our clients no matter how routine or basic the service may be."*^{RB}

Accounting System Design and Implementation

In the new business environment dictated by technology, we encourage clients to have an automated accounting system that provides management with financial information necessary to make informed decisions. System Design and Implementation services consist of identifying software, performing a needs assessment of the internal control environment, documenting the internal control environment, designing an accounting system based on the internal control environment and management's philosophy, implementing the system, training personnel identified by the client and documenting the entire process in an accounting manual. This process is geared toward the specific needs of each client. Our goal is to ensure that the accounting system meets the needs of the company and can be used for an extended time period. *"We refuse to take a cookie cutter approach to designing accounting systems and insist that clients actively participate in this process."*^{RB}

Business and Financial Planning

Most companies do not have the luxury of planning their business's growth and success. The reality is they do what they must to survive and maintain. With this in mind, Booth Management Consulting, LLC assist clients in Business and Financial Planning. We prepare comprehensive business plans that serve several purposes:

- ✓ To seek financing from banks and other financial institutions
- ✓ As a marketing tool for submission to third parties.
- ✓ In connection with the preparation of various certifications and applications
- ✓ To respond to contract, bids and proposals for services
- ✓ As a working tool for daily use in the business to keep management focused and track the companies process

Use of the business plan is so extensive because it forces management to take a hard look at all aspects of its business to plan its direction. Business plans usually include an Executive Summary, Company Overview, Industry Data, Marketing Plan, Financial Statements, Projections, Personal Financial Statement for its owners and other information important to that particular business. Because of importance and many uses of the business plan, Booth Management Consulting, LLC encourages clients to make a front-end investment by completing this process. Booth Management Consulting, LLC also prides itself on understanding the financing process for securing capital. Many businesses are undercapitalized from inception and often need capital to grow. There are many different fi-

ancing venues, especially in the Baltimore-Washington Metropolitan area, that Booth Management Consulting, LLC works with on a daily basis. While the preparation of the business plan is critically important, the goal is to use the plan to get the financing. *"Booth Management Consulting, LLC focuses on the ultimate result of getting capital for our clients."*^{RB}

Succession and Financial Planning

Many individuals and businesses are becoming more aware of the importance of Succession and Financial Planning. From the entrepreneurial client to the well-established client, this planning is essential to protect the assets and wealth that a business person may generate. Generally we employ the assistance of one of our many legal partners to prepare the documents for filing. We provide valuable advice about accounting and tax issues that affect the estate. Services in this area include preparation of trust documents, estate documents, wills, asset protection consultation, risk management consultation and financial planning services.

Tax Litigation

Tax Litigation services can be summarized by representation before any taxing authority. This particular service is intensive and all consuming. The process to complete this service tends to be long and intense. Booth Management Consulting, LLC takes an aggressive, yet strategic approach, to this service. Nine years ago there were few, if any, firms that had experience in this area. However, we have over nine years experience in this area and understand the policies, procedures and the law that

we use to effectively represent our clients. Once again, we take a comprehensive approach to this service by taking the individual and business factors into consideration. We prepare documents such as the Offer in Compromise, Abatement of Taxes, Subordination of Federal Tax Liens, Discharge of Federal Tax Liens and many other forms that need to be completed. However, we also present a strong legal argument based on tax law, which details factors that help to increase the likelihood of a favorable outcome on behalf of our clients. This is where we distinguish ourselves from other firms providing these services.

Tax Planning and Preparation

Our approach to providing Tax Planning and Preparation services is comprehensive. We do not separate individual and business tax implications for those clients who are business owners. We strongly recommend that our clients meet with us on a quarterly basis not just at year end. The reality is tax planning is the valuable service in this process, the actual preparation of the tax return becomes a by product. We use our tax knowledge of individual and corporate tax law to provide the clients with comprehensive tax planning. We prepare all corporate, individual, partnership, joint venture and other business tax returns on a monthly, quarterly or annual basis as required. This includes preparation of payroll tax returns, sales and use returns, franchise returns, unemployment returns and other such returns. When applicable, we do advise clients on the most cost efficient method of receiving these services. For payroll return requirements, we may recommend a third party payroll processing company such as ADP.

Management Consulting

Management Consulting and Implementation

Business Consulting Services are very broad based. These services can range from regular meetings to reviewing financial reports and transactions to assisting with marketing efforts to increase revenue. It is our experience that entrepreneurial businesses tend to need extensive business consulting services during the developmental stages. For Booth Management Consulting, business consulting is done in connection

with every service provided. *"It is our job to provide the client with creative solutions to their business problems no matter what the issue."*^{RB} We purposely seek opportunities to provide business consulting services that the client can quantify and qualify.

In certain industries, namely sports and entertainment, we provide Business Management Services that consists of managing a client's financial portfolio, providing financial guidance and advice, establishing a budget and

spending pattern to control spending and investing idle and disposable income.

Corporate Structuring

These services are generally provided in connection with other services such as tax litigation, Compliance Reporting and Business Reorganizations and Insolvency Accounting. The services include consultation and preparation of corporate documents, corporate meetings, consulting with officers

and partners, and also interacting with legal counsel on the tax implications of the various corporate structures. The entrepreneurial client relies heavily on these services.

Contract Management

BMC employs a unique and tailored approach to acquisition and Contract Management consulting. Our approach reflects current business trends toward outsourcing in both the public and private sectors. BMC operates as a

full-service contracts department that can be integrated into the existing operations of its clients or independently as a virtual business partner. The firm offers clients short-term or long-term access to a retained staff of high caliber professionals proficient in contracts, procurement, accounting, financing and budgeting. It serves a distinct client base of Fortune 100 companies, small to mid-sized companies and federal, local and international government agencies. Our approach ensures a continuity of support for the firm's clients and often results in strategic partnerships.

Strategic Planning

Strategic Planning consists of assisting clients in identifying, implementing and evaluating long-term and short-term strategic goals through training and consultation generally in group settings, seminars and retreats. This provides management and key personnel with the opportunity to design and implement a comprehensive plan that addresses all aspects of the company from financial to human resource needs. We recommend at least an 8 hour session away from the day to day operations to make objective and informed decisions on how to grow and manage a business. Such planning sessions become instrumental in a business planning its growth and working in conjunction with a comprehensive strategy.

Internal Control Design and Review

Internal Control Design and Review services are focused on the internal operations of a company from how transactions are initiated, recording of transactions, authorization procedures, management's philosophy and controls to ensure that the policies and procedures are adhered to. As a company grows and management is farther away from the day to day operations, it is imperative that policies and procedures are implemented to provide guidance to personnel and to communicate management's philosophy on the business as a whole. The ability to manage becomes critical once a company moves from a single person operation to having employees and various levels of management. However, in order to manage there must be documented and known policies and procedures. Services in this area include:

- ✓ Assistance with Year End Audit Preparation
- ✓ Implementation of Management

- Letter Recommendations and Questioned Cost/Findings
- ✓ Preparation of Accounting Manuals, Policies and Procedures Manuals, Management Reports and other reports that have a financial impact
- ✓ Training of Board of Directors and or Management Team
- ✓ Strategic Planning Retreats and Company Wide Retreats

Business Reorganizations and Insolvency Accounting

Business Reorganizations and Insolvency Accounting are emerging services in the accounting industry. Historically companies and individuals relied on legal professionals to provide these services. However, the very nature of these services is financially based. From the Reorganization Plan involved in a Chapter 11 or 13 bankruptcy proceeding to a Workout Plan, all of these reports are financial in nature and require an intimate understanding of not only accounting, but tax and financial planning issues as well. Booth Management Consulting, LLC helps bankrupt or insolvent clients at all stages of their challenges. We help to identify potential insolvent clients, take corrective measures and ultimately change the course of the business. If the client is already insolvent and has filed bankruptcy, we prepare the various schedules, attend the creditors hearing and assist with the liquidation or reorganization plan.

Sales Consulting

Sales and Marketing Consulting is one of the most innovative services that our Firm provides. As we began to work with clients in establishing and maintaining financial stability, we recognized that clients actually did not know how to grow their businesses through increasing existing revenue and identifying new revenue streams. Our clients were aware of the importance of selling their business, but did not have the financial resources to employ qualified sales and marketing staff internally. In such, we provide high level sales and marketing services creating customized strategies designed specifically for a given client. These services are inclusive of, but not limited to:

- ✓ Designing a sales and marketing campaign based on the goals and objectives as agreed to by management.
- ✓ Designing reports, forms and a database to document sales calls,

- potential business opportunities and new revenue streams
- ✓ Identifying new sources of revenue,
- ✓ Reviewing and preparing bid proposals,
- ✓ Negotiating bids and contracts with new and existing clients
- ✓ Meeting with prospective business opportunities,
- ✓ Follow up meetings with potential clients
- ✓ Attending sales meetings as scheduled by the company
- ✓ Working with and training all levels of personnel as identified by the company
- ✓ Attending trade shows, conferences and training as requested by the company
- ✓ Preparing all necessary reports as requested by the company
- ✓ Assisting with developing marketing and promotional materials as identified by the company

Relationship Development and Enhancement

Relationships become the foundation for any company's long-term success. A company's ability to establish a mutually beneficial relationship with its client and third parties is the best free marketing and sales campaign it could ask for. The ability to establish and maintain relationships has been a common denominator for many documented successes. For Booth Management Consulting, LLC Relationship Development and Enhancement consists of identifying, cultivating and enhancing relationships with clients and third parties. Often times we assist corporate America and private industry in identifying small businesses, including qualified Minority Businesses, to work with. In contrast, we also assist small businesses in forging relationships with corporate America, governmental agencies and private industry. Relationship Development and Enhancement is an acquired skill generally achieved hands on experience and instinct. We help to bridge the gap between entities that may have common business interest or comparable interest that are potentially strong working relationships. This service includes negotiating teaming partnerships, joint ventures, supplier agreements and other working relationships often times between minority and non-minority businesses. While we do not limit this service to minorities and non-minorities, our experiences indicate that there is a focused

effort by both parties to establish profitable business relationships that make sense to all parties involved. At Booth Management Consulting, LLC we simply serve as a facilitator for both businesses.

Government and Private Certifications

Government and Private Certifications consists of preparation of various governmental and industry business certifications, designations or licenses such as:

- ✓ 8A Certification Application
- ✓ Small Disadvantage Business Application
- ✓ Federal and State Minority Business Enterprise Applications
- ✓ Tax Exempt Applications
- ✓ Private Industry Certifications

Our experiences indicate that the above designations, as well as those not listed, are critical to a client's ability to grow and succeed. However, generally the companies either submit incomplete and/or inaccurate applications or they simply never get around to completing the process. Booth Management Consulting, LLC attends various orientation classes, training classes and seminars sponsored by the U.S. Small Business Administration, the Internal Revenue Service and other third party regulatory agencies to ensure that it is current with any changes in the law or certification procedures. We assists our clients in not only completing the applications, but also any necessary follow up to increase the likelihood that the applications are approved.

Grant and Proposal Preparation

After we assist a client in receiving various certifications, Grant and Proposal Preparation becomes a necessary service. A client must be able to either write a grant or respond to a bid or contract in order to take advantage of being certified by an agency or company. In many instances, a bid or grant is not even considered by a third party because it does not meet the minimal requirements or was not properly submitted. Our firm assist clients in creating a template for responding to contracts or submitting grants that is consistent with agreed upon requirements. Our goal is to empower our clients by developing the model for grants and/or bid responses that the client can use as a guideline in preparing future grant and/or bid responses.