



## James S. Twerdahl & Associates

Consultants to Management  
Professional Directors and Advisors  
Strategic Planning • Marketing Planning  
Turnaround, Interim and Crisis Management

### Experienced Managers

Prior to beginning their consulting careers, the consultants of James S. Twerdahl & Associates each have had at least 25 years of practical, hands-on business experience. They understand the realities and demands of operating businesses. Each have functional expertise as well as top management experience running businesses.

### Broad Network

Because no two companies' problems are alike, we work with management to understand issues and then staff assignments with the best possible people to assure timely, successful outcomes.

### Practice Focus

Because of our broad network of consultants, we are not limited in the kinds of assignments we take, but in general our focus has been on:

- Strategic planning with emphasis on market and organizational planning.
- Brand and product development with emphasis on consumer and high technology products.
- Market development and distribution planning.
- Marketing, merchandising, promotion, new product marketing planning.

### Turnaround, Crisis and Interim Management

As experienced turnaround managers we are also often called in when companies are in transition or having difficulty. In our varied careers we have successfully dealt with most of the issues that businesses are likely to face.

#### International Sourcing

A division of James S. Twerdahl & Associates is in partnership with a Hong Kong based company, T-Link (Hong Kong), Ltd. to provide services for U.S. manufacturers and retailers. We provide sourcing assistance including identification and selection of vendors, engineering and product development support, quality control inspection and logistics.



## VMG Capital

Investment Bankers  
Merger and Acquisition Consulting  
Debt and Equity Capital Raising

### Adding Value in Transitions

VMG Capital specializes in helping middle market and smaller companies at times of transition. Young companies who are growing or trying to establish themselves are often in need of capital or perhaps would like to make an acquisition or merge with another company. At some point, the owners of most companies need to plan for succession which may include the sale of their company. In both cases, our job is to help owners maximize the value of their businesses through the transition.

### Selling Your Company

Business owners come to VMG Capital when they are serious about selling their company. The principals at VMG Capital have over 50 years' experience in the areas of mergers and acquisitions, divestitures, financing activities, strategic planning and preparing for a liquidity event. We have expertise in analyzing, packaging and presenting an opportunity to potential buyers so they understand your business and future.

### We can advise you on how to enhance your company's value so you achieve the highest sale price possible.

VMG Capital will perform a comprehensive review to understand a business' key aspects before beginning the transaction process. Our review process analyzes:

Owner Goals and Objectives	Key Value Drivers
Business Strategy	Competitive Advantages
Sales and Marketing Strategies	Operational Efficiencies
Management Team Capabilities	Financial Structure

### Raising Capital

VMG specializes in raising capital for a variety of business needs

Working Capital	Expansion Plans
Acquisitions	Real Estate

VMG Capital works with numerous lenders and investors on a national basis. **A major advantage of working with VMG Capital is our ability to match opportunities with the appropriate lenders and investors.**

### Business Plan Development

In selling a company, acquiring another or raising debt or equity capital, a key requirement is having a well thought out, well presented business plan. VMG knows all of the required elements of successful plans and will work with you to present your company and your goals in the most appealing way.

James S. Twerdahl & Associates • VMG Capital

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## Jim Twerdahl's Biography

Prior to starting his consulting and investment banking career, Jim Twerdahl had over 30 years' experience managing consumer products manufacturing and distribution companies.

With nearly 20 years' experience in the consumer electronics industry, Jim was president or CEO of

- Jensen Sound Laboratories (car stereo)
- JBL Incorporated (consumer and professional loudspeakers and electronics)
- Marantz Company (audio and video components)
- Simtech International (video and security products)

With a partner he invested in a number of small businesses, and for twelve years was Chairman of Mayco Colors, Inc., a manufacturer of paints and glazes for the school, art, craft and hobby markets.

He has served as an officer and director of a number of public and private, for profit and non-profit organizations including:

### **Industry Associations**

Governor, Electronics Industries Association  
Director & Division Chair, Consumer Electronics Association  
Chairman/Founder, Committee of Car Audio Manufacturers.  
President and Treasurer, Car Audio Specialists Association (CASA).  
Founding Sponsor & Director, Contemporary Ceramic Studios Association. Awarded the Association's first "Lifetime Achievement Award", August, 2001.  
Founder, Ceramics 2000.

### **Non-Profit Boards**

Chairman, Board of Trustees, House Ear Institute, the world's leading medical research organization for hearing disorders.  
Member, National Association of Corporate Directors. Member, Corporate Directors' Forum.  
Several Offices, Young Presidents' Organization (YPO).  
Chapter Ambassador, World Presidents' Organization. (WPO)

YPO-G, Young Presidents' Organization Graduates.  
Session Chair, California Club Executive Forum; Member Tournaments Committee, Co-Chair Tennis Committee.  
Finance Committee, Los Angeles Tennis Club  
Director, Los Angeles Music Center's "In the Wings".  
Board Member, St. James' Episcopal School.  
Steering Committee Member, National Public Radio.

### **Outside Director Corporate Boards**

Delivriion, Inc., food delivery dot-com start-up.  
Metal Box International, Inc., manufacturer of sheet metal tool boxes and point of purchase displays.  
Communication Innovations Corporation, owner of nationwide paging license.  
Comfort Center Stores, Inc., the largest retailer of mattresses in the Western U.S.  
Compact Industries, Inc., coffee packaging and distribution.

Jim is a graduate in Economics from **Trinity College** in Hartford, Connecticut, and was a Marketing and Finance major at the **Kellogg School of Management** at Northwestern University in Evanston, Illinois.

In the fall of 2004 Jim taught a semester course in Brand and Product Management at the Graduate School of Business at Loyola Marymount University. In 2005 he taught a seminar on Effective Product Lifecycle Management at USC's Marshall School of Business.

We would enjoy the opportunity of getting to know you and better understanding your business issues.

**JST&A**  
**VMG Capital**

