

Lasher Associates Web Site Copy

Page title: Home Page

Lasher Associates

Building Management Teams Since 1985

Interactive graphic with below flashing for 2-3 seconds:

Experienced Consultants Personally Manage Each Search

Long-Term Client Partnerships

Nationwide and International Reach

Customized Search Solutions

Responsive, Focused Search Services

Twenty Years of Excellent Service to Clients

This subhead should be prominently displayed and repeated through all other links.

Page title: Experience/Success Stories

➤ **Practice Groups/Case Histories**

□ **Life Sciences**

- Medical devices
- Diagnostics
- Biological products
- Pharmaceuticals

□ **Technology**

- Software
- IT
- Data/Telecom
- Electronics

□ **Financial Services**

- Banks
- Insurance

□ **Manufacturing**

□ **Consumer Products & Services**

□ **Emerging Companies**

□ **Not-for-Profit Organizations**

Page title: About Lasher Associates

➤ **Who We Are**

□ **Profile**

Lasher Associates is a leading retained, boutique executive search firm specializing in senior management recruitment. Since 1985, we have helped organizations from the Fortune 100 to emerging companies acquire leaders with the talent and vision to grow their businesses. Our results-driven search services are efficient, responsive, and personalized to your needs.

Our broad-based practice serves international clients in diverse industries including life sciences, technology, financial services, manufacturing, and consumer products and services. Our staff of senior consultants has extensive corporate and management consulting experience, which enhances their ability to understand both your business and recruiting needs.

Because we devote all of our energies and resources to serving our clients, we can work quickly and efficiently without sacrificing quality. The proof? We are the only retained executive search firm that guarantees you will receive your first slate of candidates within 30 days.

□ **Our Record of Excellence**

Our size is an important advantage to you. As a boutique firm with a select client base, we are free to search within a far greater number of companies to recruit experienced candidates. We are small enough to ensure each client the thoroughness of one-on-one attention, yet sufficiently large to deliver the most sophisticated capabilities and the broadest geographic reach to every search.

We believe in forging long-term partnerships with each of our clients. The trusted relationships we build with your senior executive team enhance our unique understanding of your corporate culture and philosophy. This knowledge gives us the sensitivity we need to identify and evaluate executives with the right mix of personal and professional skills for your company.

We have successfully conducted hundreds of searches in virtually every major industry and functional area. Our clients value our commitment to delivering tangible business value. We strive not just to meet your expectations, but rather, to exceed them.

□ **Our Commitment to Clients**

Lasher Associates is dedicated to providing our clients with the highest level of service possible. This commitment to quality and service flows from our guiding principles:

- **Personalized Service:** We give every company we support the responsive, personal attention that builds lasting relationships. You will work only with our senior team of experienced consultants.
- **Integrity:** Our integrity and ethical work practices have always been -- and will continue to be -- an integral part of who we are. We will always treat clients, and all job candidates, with respect and professional courtesy.
- **Teamwork:** Our consultants form dedicated search teams to meet the specific requirements of each assignment, whether it's multi-industry, multi-functional, or multi-cultural.
- **Customized Solutions:** Every company, and each assignment, is unique. Our consultants create custom-designed search strategies and databases based on your specific requirements and expectations.
- **Client Focus:** We place our clients' long-term needs first and foremost. This is the cornerstone of our business philosophy – our clients' satisfaction is the key measure of our success.

Page title: Our People

Lasher Associates is led by a skilled team of experienced principals from diverse and complementary backgrounds. Our consultants work in close collaboration across all practice areas, but many offer expertise in particular geographic or search specialties, as reflected below:

□ **Charles “Mick” Lasher**

Mick Lasher founded Lasher Associates in 1985, and currently serves as President of the firm. He is a renowned expert on recruiting, with particular expertise in all forms of technology and the unique challenges facing emerging companies.

Mick has been a director of the Florida Venture Forum since 1986 and served as Chairman in 1992, the inaugural year of the Annual Florida Venture Capital Conference. He is a past president of a local chapter of the Society of Human Resources Management and served as Adjunct Professor in the MBA program at Florida International University.

Mick is also past director and vice chairman of Enterprise Development Corporation of South Florida, a public/private developer of emerging companies. He has served on the corporate boards of Unipower Corporation, a Florida-based manufacturer of electronic power supplies, and StrandWare, Inc., a leading developer of barcode software headquartered in Wisconsin.

Mick began his human resource management career with Coulter Corporation (now Beckman-Coulter). He then joined Fleming Associates, a nationally renowned retained executive search firm, as a partner.

Mick earned a B.S. in Business Administration from the University of Florida, attended graduate studies at Golden Gate College, and served four years in the United States Air Force.

□ **Daniel B. Bronson**

Daniel B. Bronson joined Lasher Associates in 1997, and currently leads the firm’s Colorado office. He has expertise in business sectors ranging from data/telecom and semi-conductors to insurance, manufacturing and consumer products. In addition to managing a broad search practice, Dan is responsible for expanding Lasher Associates’ IT and data/telecom practices.

Dan is a former member of the Society for Human Resource Management and past Vice President of the Miami Chapter of the American Society for Training and Development. He is also a former member of the President's Club of Michigan State University and has served on the Board of Directors of Westminster School of Miami.

Dan began his human resource management career in 1969 as a technical and managerial recruiter for the Magnavox Company. He then held comparable positions with the Industrial Nucleonics Corporation. In 1972, Dan joined Milgo Electronic Corporation (subsequently acquired by Racal Electronics, Plc.). In 1989, he was given HR responsibility for all of The Racal Corporation's 13 operating companies in the U.S. and Canada. Concurrently, Dan held the position of Senior Vice President of Human Resources for Racal Datacom, Inc.

Dan earned a B.A. in Liberal Arts from Michigan State University. He spent six years in the United States Marine Corps, including service in Vietnam.

□ **Susan B. Hawkins**

Susan B. Hawkins has extensive experience working with clients throughout the U.S. and Canada where the focus has been on recruiting leaders in highly innovative industries. Her business expertise encompasses software development, information technology consulting, healthcare and manufacturing. She is fluent in both French and Spanish, and has worked on many assignments that called for bilingual executives with experience in multicultural markets.

Susan's human resource management career included setting up HR functions for both a healthcare organization and Epic Data, a leading developer of data collection systems. Susan began her consulting career with PriceWaterhouseCoopers in 1990 in Vancouver, Canada. She has worked in executive search since 1995.

Susan is a board member of WEL, an organization committed to increasing the number of women on corporate boards. She is also a member of BioFlorida's Membership Committee. Her volunteer activities include serving as a board member for a long-term care facility and a private foundation that focuses on the needs of seniors in the inner city.

Susan earned a B.A. in Economics from Lakehead University and a M.S. from Nova Southeastern University's School of Psychological Studies.

□ **Marjorie Kean**

Marjorie Kean has more than 20 years experience in executive search, with particular expertise in executive and organizational assessment. She has conducted executive search assignments, across a broad range of career disciplines and industries, for *Fortune 500* companies located in the U.S. and Latin America. Marjorie specializes in consumer goods, healthcare/pharmaceuticals and telecommunications, especially as they relate to the Latin American market.

Marjorie has served as a consultant to both private and nonprofit organizations. She is the Co-Chair of the International Committee of Florida International University's Council of 100, is on the Board of Directors of Adopt-a-Classroom, and is a member of the Cutting Edge Award Committee of the Greater Miami Chamber of Commerce.

Prior to joining Lasher Associates in 2002, Marjorie was Managing Director of Korn/Ferry International's offices in Miami and Caracas. She was responsible for growing the company's Caracas office into one of the most prominent in Latin America, and later served as liaison between its Latin American offices and U.S. headquarters. She also served on the company's Board of Directors.

Previously, Marjorie was Managing Partner for the Venezuela office of TASA, a Swiss search firm that's now part of TMP Worldwide. She has worked in consumer product marketing for both Kraft Foods and Johnson & Johnson in Mexico, and had her own consulting firm specializing in executive and organizational assessment.

After graduating from the University of Vermont with a B.S. in Communications, Marjorie served in the Peace Corps, teaching English in Seoul, Korea. She is fluent in Spanish.

□ **Meredith Lasher**

Meredith Lasher began her relationship with Lasher Associates in 1985. She joined as a full-time consultant in 1994, focusing on the management of the firm's research function. She began her career in Human Resources working with SmithKline Beecham Clinical Laboratories at one of their highest volume testing labs.

Meredith also worked for Zynyx Marketing Communications, servicing accounts including Burger King and the Miami Herald. Zynyx, now part of the Golin/Harris Worldwide franchise, is a boutique marketing, advertising, and PR firm that's ranked highest in South Florida billing volume by the South Florida Business Journal.

Meredith earned a B.A. in Liberal Studies from Florida International University.

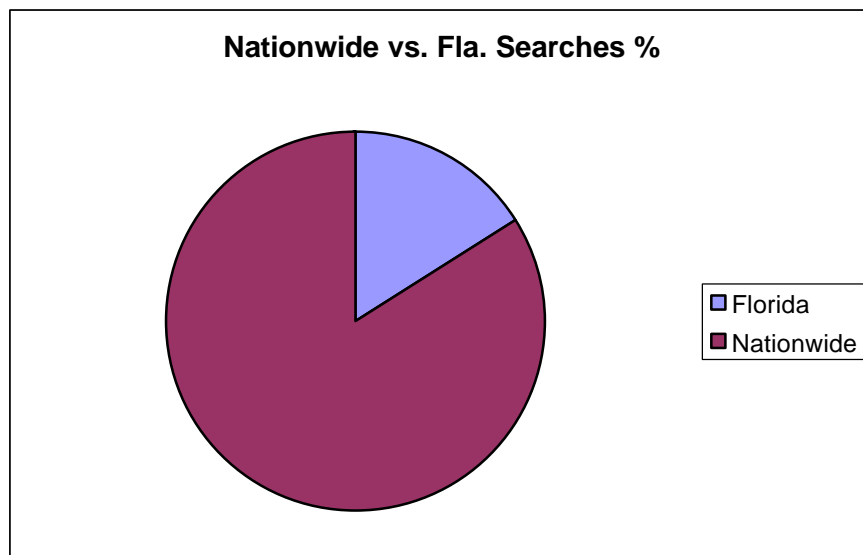
Page title: Our Expertise (pie charts with brief copy)

□ **Geographic Reach**

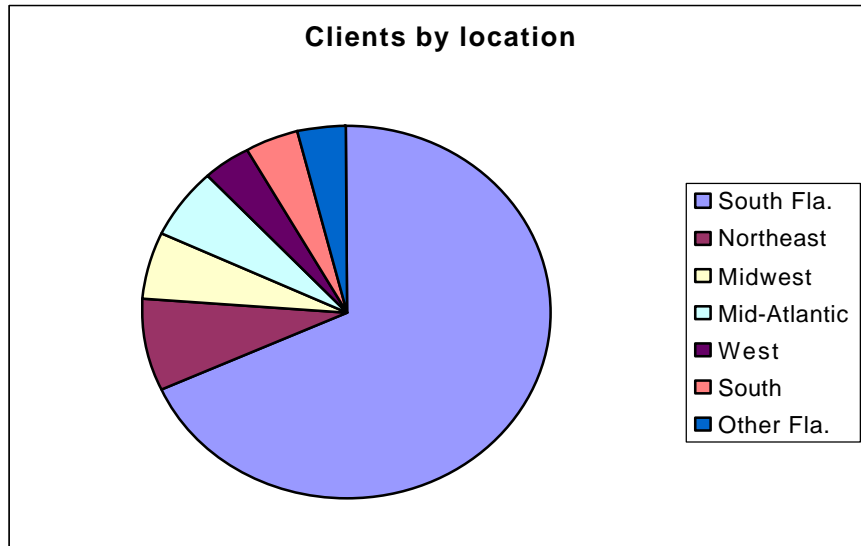
As one of the largest retained executive search firms in Florida, Lasher Associates has broad access to international markets, particularly Latin America and Canada. The rapid expansion of our firm's network in the United States is reflected in the 2003 unveiling of our new office in Colorado.

▪ **Scope of our Searches**

Incorporate stats below into visual snapshot. Perhaps replace pie chart with map or other more creative visual? To be determined



- National searches represented 84% of assignments
- Local searches represented 16% of assignments
 - Candidates for Florida-based clients came from:
 - 20 states
 - 40 cities outside of Florida
- **Location of our Clients** -- *Again, perhaps a map?*

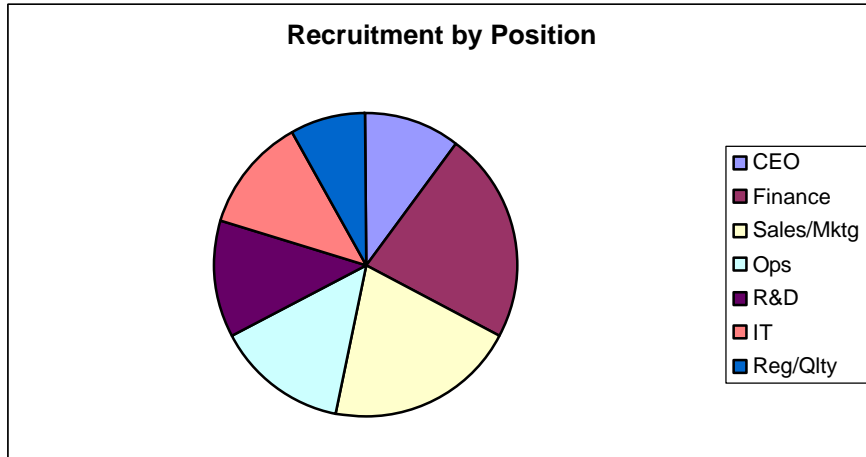


- Companies located in South Florida comprised 68% of our clients
- Companies outside of South Florida comprised 32% of our clients
 - 8% in the Northeast
 - 6% in the Midwest
 - 6% in the Mid-Atlantic region
 - 4% in the Far West
 - 4% in the South
 - 4% in other areas of Florida

□ **Functions Served**

Incorporate stats into visual – to be determined

Are you looking for an outside director, C-level executive, vice president, or key individual contributor? Lasher Associates specializes in executive recruitment at the top three corporate levels. We are experts in finding top-drawer executive level talent for positions in all functional areas.



- **President/CEO** positions - 10% of assignments
- **Financial** positions, including CFO's - 22% of assignments
- **Sales & Marketing** executives - 20% of assignments
- **Operations** executives - 14% of assignments
- **Research & Development** positions - 12% of assignments
- **IT** executives - 12% of assignments
- **Regulatory/Quality** executives - 8% of assignments

Page title: The Lasher Advantage

➤ **What Sets Us Apart?**

❑ **Expert Consultants**

Our senior consultants are experts in a range of industries, functional disciplines and geographic regions. Each partner has senior-level, hands-on business experience with large firms. This is important because, unlike many other firms, we will not delegate your search to junior staff. We guarantee that the senior team that presents our capabilities to you is the same team that will perform your search.

❑ **Long-Term Relationships**

Lasher Associates is committed to helping you implement your long-term corporate strategy. We approach every search as an opportunity to forge a true partnership. This approach enables us to tailor each search to meet your unique needs, and find executives who are the best fit within your corporate culture.

❑ **Cultural Fit**

We know that each organization is as unique as the people who run the business. Each search reflects your company's heritage, culture, philosophy, corporate identity, and business strategy. Our objective is to identify senior executives with the character, values and personal attributes -- coupled with the technical skills and experience -- to successfully grow your business.

❑ **Speed**

Today's competitive business environment demands speed, efficiency and results. Our ability to quickly understand your needs allows us to conduct searches quickly and efficiently without reducing quality. As a result:

❖ **We guarantee to provide your first slate of candidates within 30 days.** We're the only retained executive search firm to deliver on this promise.

❑ **Broad Geographic Reach**

Our bilingual and trilingual search professionals have conducted hundreds of searches throughout the U.S. and the Americas for global industry leaders. The strong connections we have built in each region -- and our knowledge of indigenous business practices and culture -- enhance our ability to identify and recruit the right executive for your business.

➤ **Guarantees of Performance**

As a measure of our confidence in successfully meeting your search requirements, we offer the following guarantees:

1. Once engaged, we will continue to work on the assignment until it is completed to our client's satisfaction.
2. Should a candidate that we recruited fail during the first year of employment (for reasons not attributable to the employer), we will conduct the search again with no additional fee.

➤ **Ethical Standards**

□ **Ethics**

As a boutique firm, we carefully limit our client base in each industry we serve. This enhances our ability to recruit from a broad range of companies, including your direct competitors, and to deliver candidates who meet your specific requirements.

- ❖ We will exclusively represent the interests of our client companies. Our fees are tied to fulfilling your search requirements, not to assisting individuals seeking employment. As a result, we will make progress charges based on the work we have performed for you, rather than charging contingency placement fees.
- ❖ At the start of each assignment, we will work with you to define the objectives and scope of the assignment, and to determine an equitable fee and payment schedule for our professional services.
- ❖ We will only accept search assignments that match our professional capabilities and business ethics.
- ❖ We will not recruit—nor cause to be recruited—any individual employed by one or our current clients. If a client relationship should end, we will maintain this prohibition for a minimum of two years.
- ❖ We will never use any confidential information gained in the course of an assignment in a way that does not serve the best interests of our clients.
- ❖ We maintain complete confidentiality about every assignment and are committed to representing our clients with the highest level of professionalism.
- ❖ Lasher Associates affirms, without reservation, the principle of equal opportunity in employment and will not discriminate against qualified candidates for any unlawful reason including race, religion, gender, national origin, age, or disability.

Page title: The Lasher Approach

➤ **Our Strategic Search Process – Seven Steps to a Successful Executive Search**

Our proprietary Strategic Search Process enables us to identify and evaluate the best available candidates quickly and efficiently. This ensures that you can focus your time and energy on your business, while we conduct every aspect of the search.

□ **Define the Position**

- Meet with you to understand your needs, expectations and culture
- Assess the desired candidate characteristics and position requirements
- Provide you with a written proposal detailing the position, including:
 - Corporate summary and candidate profile
 - Our search strategy
 - Our Guarantee and Ethical Standards
 - Our fee

□ **Conduct Strategic Research**

- Develop a current snapshot of the industry sector from which candidates will be recruited
- Identify companies to target. Identify candidates based upon professional characteristics, not their availability.
- Create a search team experienced in identifying candidates within the targeted industry

□ **Leverage Our Network of Sources**

- Communicate with selected industry experts and senior executives
- Leverage business sources, databases and Internet resources
- Identify potential target candidates based upon their reputation
- Personally interview key prospects to assess suitability for position
- Approach all contacts confidentially and professionally

□ **Narrow the Field**

- Interview potential candidates personally and/or via videoconference using your requirements as the assessment criteria
- Present you with only those candidates who successfully complete our in-depth evaluation
- Facilitate your interviews with candidates

- Maintain ongoing client and candidate contact throughout interviewing process
- ❑ **Thoroughly Check References**
 - Conduct thorough reference checks with former employers
 - Provide detailed summary of candidate's references to client
 - Present all reference evaluations to client in strictest confidence
- ❑ **Assist with Candidate Selection and Compensation Plan**
 - Assist and advise client in final recruiting matters and salary negotiations
 - Guarantee search results for one year
- ❑ **Ensure a Smooth Transition**
 - Maintain contact with selected candidate/new hire
 - Ensure follow-through with client during first year of employment
 - Proactively address potential challenges

Page title: Choosing a Search Firm

➤ Why choose a retained executive search firm?

Traditional recruiting methods, such as advertising and personal referrals, may fulfill most of your lower-level and middle management staffing requirements. However, they are limited in identifying executives outside that network who are not actively seeking new opportunities.

Retained executive search is the best choice when you need to find the most qualified candidate for an outside director or senior executive position. The comprehensive, sensitive and confidential manner in which these searches are conducted is especially critical when the assignment is to replace an existing executive or implement a strategic change without alerting the marketplace.

A retained executive search lets you cost-effectively and confidentially recruit senior talent from your competitors and other industry sectors. It is a selective recruiting technique that identifies candidates who would not respond to traditional recruiting methods. By identifying, approaching, and evaluating candidates based on your specific selection criteria, a retained search can identify candidates with the skills, experience, temperament and values you require.

□ How is a retained search firm different from a contingency search firm?

With a retained executive search, the consultant is bound by a commitment to the client to provide the best-qualified candidate, not simply to "fill a job." Retained executive search is generally recognized as the best method for finding senior level executives and filling highly specialized positions.

By comparison, contingency recruiting is usually confined to recruiting lower-level positions. The agency earns its fee by acting as a broker, placing someone from a pool of candidates who are seeing employment. This type of placement can be effective when a company is hiring several entry-level positions, for example. But this is not search, it is placement. When a company requires an executive with precise skills, human characteristics, and leadership, a comprehensive and dedicated search is the solution.

➤ What Should You Expect from Retained Executive Search Firm?

□ No Limits to "Off-Limits"

It's important to understand a firm's "off-limits" policy. All ethical firms refrain from recruiting candidates from companies they are currently representing. However, some firms define "off limits" very narrowly, and impose few -- if any -- prohibitions. Such firms find it acceptable to recruit candidates from companies that have entrusted them to recruit their senior executives.

At Lasher Associates, we will never recruit – or cause to be recruited – any individual employed by one of our current clients. If our relationship ends, we will maintain this prohibition for a minimum of two years.

❑ **Parallel Processing is Unethical**

Do not select a firm that engages in “parallel processing.” This practice among large search firms, which entails presenting the same candidate to more than one client simultaneously, is unethical.

Lasher Associates will not present you with a candidate we’ve offered concurrently to another client. We will never sacrifice your interests – or our ethics – for expedience. We’re committed to building a long-term relationship with you that’s based on integrity and trust.

❑ **Confidentiality Can’t be Assumed**

Far too many recruiters breach confidentiality by disclosing information about the identity of candidates and clients. The damages resulting from such leaks can be devastating to companies and especially to candidates who are currently employed. It’s critical to hire a firm that can be entrusted with private and propriety information.

Lasher Associates maintains complete confidentiality about every assignment. We will never use confidential information gained in the course of an assignment in a way that does not serve your best interests.

❑ **Diligent Reference Checking a Must**

Ironically, reference checking is one of the most important elements in the entire search process; and yet, many firms are too often guilty of shallow referencing. Always seek a search professional who is artful in the method of questioning and who invests the time to pry out the truth about the candidate being referenced.

At Lasher Associates, we take pride in the thoroughness and accuracy of our reference checking. Our consultants have the persistence, skill and subtlety to uncover the relevant aspects of a candidate’s character, personality, skills and experience.

❑ **Deceptive Sourcing is a Turn-Off**

Some search firms use false pretenses to get past the “gatekeepers” who try to prevent them from contacting potential candidates. This deception will invariably “turn off” the best candidates. Experienced recruiters will succeed at finding and attracting these hard-to-reach candidates while maintaining their integrity and professionalism.

We’ve built our reputation on an ability to successfully recruit senior-level candidates while upholding our ethical standards. Some of our clients have been with us since 1979, thanks to our integrity and professionalism in performing the most critical and sensitive search assignments.

□ **Beware of the “Perfect” Candidate**

Some search firms are so eager to present an ideal image, they may overemphasize or misrepresent a candidate’s strengths. This habit of presenting all semi-final candidates as “superstars” is irritating to most clients, and very few are fooled by the misrepresentation.

Because we’re committed to your long-term success, we won’t waste your time with candidates who are not an excellent fit. We know that leaders who don’t integrate quickly into your organization will ultimately leave, at great cost to your company’s bottom-line and our relationship with you.

Page title: Testimonials – Executive Comments

Page title: Lasher FAQs (questions are links to answers)

➤ **Why should you hire Lasher Associates for a retained executive search?**

At Lasher Associates, we place our clients' long-term needs first and foremost. We are committed to helping you implement your business strategy, not just to completing a successful search assignment. This is the cornerstone of our business philosophy – our clients' satisfaction is the key measure of our success.

Beyond that, it comes down to three things – *People, Process, and Performance*

□ **Experienced Professionals - The Lasher Associates Team**

Lasher Associates is led by a highly skilled team [\(insert link to bio page here\)](#) of experienced principals from diverse and complementary backgrounds.

❖ **A Boutique Firm Offers the Right Mix of Size and Service**

As a boutique firm with a select client base, we are free to search within a far greater number of companies to recruit experienced candidates. We are small enough to ensure each client one-on-one attention, yet sufficiently large to provide the most sophisticated capabilities and the broadest network of relationships.

❖ **Personalized Service by Senior Consultants**

We give every company we support the responsive, personal attention that builds lasting relationships. You will work only with our senior team of experienced consultants.

❖ **Teamwork**

Our consultants form dedicated search teams to meet the specific requirements of each assignment, whether it's multi-industry, multi-functional, or multi-cultural.

❖ **Integrity**

Our integrity and ethical work practices has always been -- and will continue to be -- an integral part of who we are. We will always treat clients, and all job candidates, with respect and professional courtesy.

□ **A Proven Process for Finding The Best Candidate**

Our Strategic Search Process provides the seven-step foundation to a successful executive search

❖ *Define the Position*

❖ *Conduct Strategic Research*

❖ *Leverage Our Network of Sources*

❖ *Narrow the Field*

❖ *Thoroughly Check References*

❖ *Assist with Candidate Selection and Compensation Plan*

❖ *Ensure a Smooth Transition*

□ **Proven Performance**

❖ **Our Record of Excellence**

We have successfully conducted hundreds of searches in virtually every major industry and functional area. Some of our clients have been with us since 1979, thanks to the relationship we've built and our success in performing the most critical and sensitive recruiting assignments. Our clients value our commitment to delivering tangible business value. We strive not just to meet your expectations, but rather, to exceed them.

❖ **Broad Geographic Reach**

Our bilingual and trilingual search professionals have conducted hundreds of searches throughout the United States and the Americas for industry leaders across the globe. The strong connections we have built in each region -- and our knowledge of indigenous business practices and cultures -- enhance our ability to identify and recruit the right executive for your business.

❖ **Our Commitment to a Long-Term Partnership**

The trusted relationships we build with your senior executive team give us a unique understanding of your business, and the internal dynamics of your organizational culture and corporate philosophy. This intimate knowledge ensures we can find senior executives with the right mix of personal and professional skills.

❖ **Customized Solutions**

Each assignment is unique. Our consultants create custom-designed search strategies based on your specific requirements and expectations.

❖ **Guaranteed Results**

We guarantee to provide your first slate of candidates within 30 days. We're the only retained executive search firm to deliver on this promise.

□ **Why should you hire us instead of a firm that specializes in your industry?**

As a broad-based firm, we carefully limit our client base in each industry we serve. This enhances our ability to recruit from your direct competitors and allows us to cast the widest possible net for qualified candidates. And unlike some of our competition, we never recruit one client's employees for another client project.

Each of our consultants has extensive experience with specific industries, functions and geographic markets. They collaborate on every assignment, working as a team to develop the most effective solutions to our clients' needs. This multi-industry collaboration is a hallmark of our firm, distinguishing us from many of our competitors.

❑ **Do we keep a database?**

Since every search is unique, we don't rely on a pool of existing candidates or a generic database of current candidates. Instead, we employ our seven-step *Strategic Search Process* [\(insert link to that page\)](#) to identify and locate the best available candidates for each assignment. For each search, we create a real-time database that's uniquely customized to your needs and specifications. This database includes only the most up-to-date, current information on potential candidates who match your detailed and specific search requirements.

❑ **Why don't we list our clients on our website?**

A great deal of our work is highly sensitive or confidential. Therefore, we do not publish the names of the companies we represent. Our clients value our exemplary discretion.

Page title: Newsletter

Post newsletters

Area to sign up to receive newsletters

Page title: Contact Us

South Florida Office

1565 North Park Drive
Suite 104
Weston, FL 33326
(954) 217-5081

Colorado Office

Fill in address and phone number

E-Mail Addresses

For information on our services:

info@lasherassociates.com

For e-mailing your resume to us:

resume@lasherassociates.com

Please send your resume as a Microsoft Word attachment and include the word, "Resume" in the title.

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