

BEST of the BUSINESS BUILDERS • WHO'S WHO 2006

BUSINESS BROKER

Greg Loeschke



Lingate Financial Group
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Advises business owners on successfully completing business sales, mergers, acquisitions, and recapitalizations. Provides assessment of market conditions, business valuation, marketing plan development, preparation of Confidential Marketing Memorandum, buyer identification, negotiations, and project management.

EXPERTISE & WORK HIGHLIGHTS

- Over 20 years experience in mergers and acquisitions, corporate development, and new business formation with companies of all sizes, from emerging growth companies to one of Minnesota's largest privately held companies. Practical, hands-on experience positioning businesses for sale, making a market for businesses, and helping business owners execute their ownership transition strategy.

EDUCATION & CREDENTIALS

- BS in Mass Communications from Minnesota State University - Moorhead
- MBA from University of St. Thomas
- Member of the Association for Corporate Growth, International Business Brokers Association, and the Institute of Business Appraisers

Thoughts on sale of a business: "If you were to sell your business today, would it be a collectable or a commodity? Unique businesses with predictable, growing profits continue to be few and far between, and command a premium."

—Upsize, February 2005

Read more advice from this expert at www.upsizemag.com

FEB 05

TECHNOLOGY

Suzanne McGann, president



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Since 2000, Suzanne has led Voyageur I.T., a full-service web solutions firm offering clients online branding, design, development, search positioning, hosting and maintenance. She guides retail and service firms to integrate their brand into thoughtful, creative solutions that truly grow businesses.

EXPERTISE & WORK HIGHLIGHTS

- VP Technology/board member, Association for Women in Communications (AWC), Twin Cities chapter
- Numerous awards for web design include several Crystal Clarion awards by AWC and mention in the Microsoft Front Page Web Design Gallery

EDUCATION & CREDENTIALS

- B.S. from Illinois State University; M.A. from Luther Seminary
- "Top 25 Women to Watch" Mpls/St. Paul Business Journal 2004
- 2005 "Young Business Woman Owner of the Year" by the Twin Cities chapter of the National Association of Women Business Owners

PERSONAL INTERESTS

- Naturalist who enjoys canoeing, kayaking and outdoor adventures

Advice on Web strategies: "The second level, relationship-building, takes your business a step further and can actively increase revenue. It involves creating some extra items that users will respond to, and helps you develop and build core relationships with them. These items may be a quiz, survey, resource information (that your user finds invaluable) or a data-rich extranet."

—Upsize, June 2005

Read more advice from this expert at www.upsizemag.com

DEC 03

JUN 04

JUN 05

MARKETING

Jay C. Miller, creative director



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Jay founded IMAGEHAUS in 2000, a graphic design firm that specializes in brand strategy, identity, packaging, collateral and point-of-sale. The firm has extensive experience in retail and recreational products with an emphasis on fashion. Jay says: "We are visual zealots who believe in the power of design. To persuade. To sell. To compel people to act."

EXPERTISE & WORK HIGHLIGHTS

- More than 18 years of experience in branding/graphic design industry

EDUCATION

- Bachelor of Fine Arts (BFA), Iowa State University

PERSONAL INTERESTS

- Board Member, Human Rights Campaign
- Active supporter of AIGA, American Institute of Graphic Arts
- Community involvement with non-profit organizations

Advice on branding: "Inconsistency causes confusion and leads to brand disloyalty. It's like having multiple personalities and the customer won't know what or who to expect."

—Upsize, June 2005

Read more advice from this expert at www.upsizemag.com

JUN 05

FINANCE

Chuck Mueller, executive vice president



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Chuck has extensive experience in business banking and asset based lending. He has been a commercial lender and the chief credit officer for Fidelity Bank. In his current role as executive vice president and board member he works to develop the senior management team and further the strategic initiatives of the bank.

EXPERTISE & WORK HIGHLIGHTS

- 25+ years business banking experience
- Specialist in strategic solutions for business financing
- Extensive credit management experience
- Executive vice president and board member, Fidelity Bank

EDUCATION & CREDENTIALS

- B.A. Business — University of Wisconsin, Milwaukee

PERSONAL INTERESTS

- International travel, home improvement projects, alpine and cross country skiing

"An asset-based loan is self-liquidating because it is based on the business cycle. In other words, the line increases when sales increase. Service, wholesale, distributor and manufacturing organizations are good candidates for asset-based loans"

—Upsize, November 2002

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