



**CLAYTON WATER CONSULTING, LLC.**

---

claytonwaterconsulting@earthlink.net

714.713.0902

**CLAYTON WATER CONSULTING, LLC.**

---

claytonwaterconsulting@earthlink.net

714.713.0902

# CONSULTING SERVICES OFFERED

---

## SALES/MARKETING

Services include an overview of sales/marketing plans including budgeting, different modalities of advertising, sales manual construction including policies and procedures, sales tracking, lead generation, recognition, hiring, goal setting and compensation plans.

## FINANCIAL ANALYSIS

Services include a review of financial statements, balance sheet analysis, budgeting, financing protocols, accounts receivable and accounts payable management analysis and overall dealership management from a financial perspective.

## OPERATIONS ANALYSIS

Services include assessment of current operating production performance and identification of best practice protocols to increase productivity. Six Sigma and Toyota Lean practices can be applied and potentially applied.

## ADMINISTRATION

Services focus on customer service throughout the business operation, with efficiency elements identified.

## GENERAL MANAGEMENT

Services focus on the oversight necessary to bring all elements of a business operation under a critical view of the synergistic oversight of a General Manager.

## METHODOLOGY

Services can be contracted in different ways. A paper review of available reports currently generated; one on one at a business location; in a seminar or group presentation format that is interactive. Pre-assessment reviews can be provided to determine need and focus of actual consulting work contracted.

## EXPERIENCE

20+ years with successful family owned operation and 10+ years with major Brand in the Water Treatment Improvement Industry. Successful track record with eight location business unit and \$50+million in annual revenue.

## CONSULTANT COMPENSATION

An hourly rate will be determined following a one hour, no charge, phone consultation as to expectations and range of services expected. Prior to work commencing a written proposal will be provided. Dealer services will be discounted if contracted through services offered by Manufacturer or OEM. Seminar and Meeting rates will be individually negotiated. All travel expenses to be paid by client.

## SKILLS SUMMARY

Senior Management with extensive experience in the Water Improvement Industry. Skilled in operating profitable water softening and drinking water businesses. Extensive background in turnaround performance for under performing dealerships in the Water Improvement Industry.

## PROFESSIONAL EXPERIENCE

### **Culligan Water Technologies / April 1997 - May 2007**

- Regional Manager/Business Unit Manager of Culligan Company Owned Dealer Division's Northwest Region April 1997 to May 2007
- Handled HS&E requirements for up to 7 independent sites
- Responsible for all HR policy administration for up to 300 employees
- Represented Culligan Corporate and specific Culligan Dealerships with local and state agencies regarding salinity issues from April 1997 to May 2007
- Negotiated real estate documents and consultant contracts
- Culligan Water Achievement & Recognition
  - Consolidated Los Angeles County Culligan Company Owned Dealerships from 5 to 2 and increased revenue from \$13,000,000 to \$18,000,000 1997 thru 2004.
  - Exceeded Revenue and Net Operating Profit Objectives 6 out of 7 years.
  - Responsibility of Culligan Washington and Culligan Las Vegas added in 2005. Neither Washington nor Las Vegas had been profitable since acquisition in 1997. Revenue and Net Operating Profit objectives were exceeded profitably in 2005 for the first time.
  - Awarded President's Club Regional Manager of the Year 2006.
  - 2007 1st Quarter Financial Results had Northwest Region in 1st place in Revenue to Budget at 102.4% and EBITDA to Budget at 122.2%. Annualized revenue responsibility for FY 2007 was \$25,000,000.

### **Layton Water & Layton Manufacturing Corporation / August 1974 - April 1997**

- A third generation family business that was sold to Culligan Water Technologies in April 1997
- President and Chief Operating Officer, August 1988 to April 1997
- General Manager with Profit and Loss responsibility
- Sales Manager, August 1980 to July 1988
- Sales, August 1974 to June 1980

## WATER IMPROVEMENT INDUSTRY ACTIVITIES AND ACHIEVEMENT

### **Water Quality Association**

- Director 1993-2000
- President 1997-1998
- Salinity Task Force Chair in 1999-2006
- WQA/PWQA Salinity Task Force Chair from 1989-1993
- Awarded the Key Award for Community Service in 1995
- Awarded the Hall of Fame Award in 2000
- Lifetime Membership 2007

### **Pacific Water Quality Association**

- Director 1986-1992
- President 1989-1990
- Awarded from 1987 through 2003 recognition for Public Relations, Convention/Meeting Leadership, Governmental Affairs, Man of the Year, and Special Service
- Hall of Fame awarded in 1997
- Life Member 2006