

INTEGRITY IS  
OUR STRENGTH

BFL ASSOCIATES, LTD





*Executive  
Search and  
Consulting  
Services*

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## INFORMATION IS POWER.

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When seeking growth opportunities for your company, the right information allows you to:

THE RIGHT INFORMATION  
IN THE RIGHT HANDS

- Define your corporate needs.
- Pursue the best candidates for a position.
- Locate individuals who possess the qualities you seek.
- Qualify candidates so you see only those who meet your criteria.
- Ensure that top candidates accurately represent themselves.
- Bring individuals together who might otherwise never meet.
- Time your approach for maximum success.
- Assist with all negotiations related to employment.
- Follow up with both parties to ensure satisfaction.

## WHO IS BFL ASSOCIATES?

Founded in 1970, BFL Associates is a highly specialized consulting firm, offering comprehensive executive search and strategic business services.

Our longtime consulting role has not only allowed us to develop trusted networks for recruiting talent, but also helps us uncover business opportunities for clients.

BFL Associates works to locate and secure the resources clients need to succeed. Clients initially engage our services to locate talent for executive positions. But with capabilities that extend far beyond recruiting, we are frequently able to provide the value-added services of employee retention programs, compensation analysis, and long-term planning for healthy business growth.



BFL quietly and persistently surveys the environment to gather intelligence about a candidate. Our associates are fearless and resourceful in their research. We carefully investigate new opportunities, often in familiar hunting grounds, and sometimes in newer, colder territory. Once we locate what we want, we can be powerful agents of persuasion, yet display great patience when necessary.

When Bjorn F. Lindgren established BFL Associates 30 years ago in New York, he and a handful of colleagues were primarily involved in executive search activities. Today, the firm is based in Houston and provides an array of search and consulting services globally.

## WHAT CAN BFL DO FOR YOU?



We talk to the people you need to meet. Our associates establish and maintain lasting relationships with individuals at corporations all over the world. We build proprietary databases that track the progress of dynamic people and companies.

Having the right information and knowledge can make a big difference. BFL understands what motivates people and we know that at different times in a person's career, they seek different fulfillment. Whether it is the opportunity to showcase a special talent, or lead a team of professionals, the right rewards and recognition can make a tremendous difference to people. So successful are we that it's not surprising clients retain us for our expertise, awareness and availability.

In the course of recruiting and retaining people, we often discover outstanding business opportunities for clients. For example, one longtime client originally hired BFL to recruit a vice president of marketing. This assignment eventually led to the valuation and sale of a \$25 million lease portfolio.

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*Through BFL's traditional business development, we identify new markets or applications for a client's products and services.*



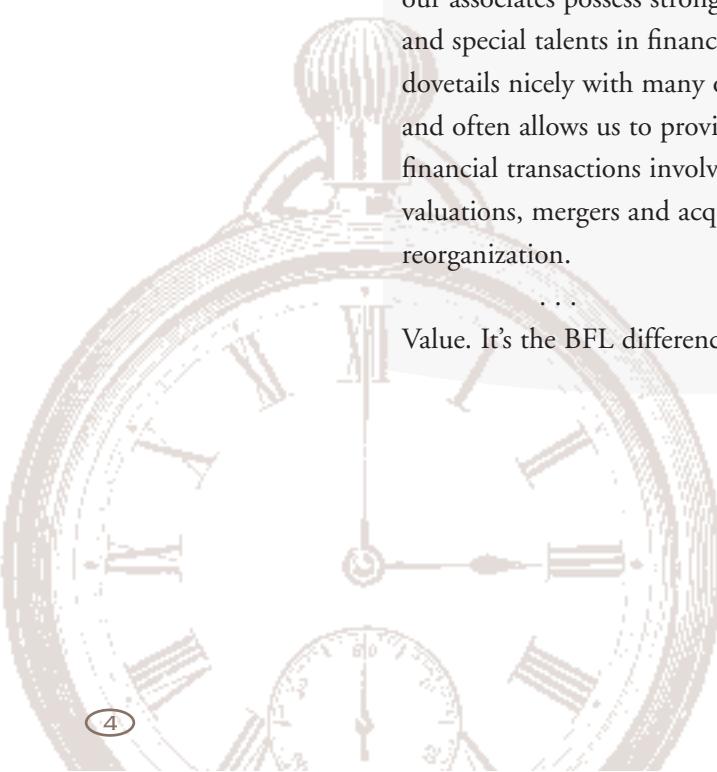
## WHAT MAKES BFL DIFFERENT?

Value. When you hire BFL, we dedicate ourselves to your best interest and look for winning opportunities that will improve your bottom line. Whether it's delivering the right talent or business opportunity, BFL provides valuable information.

Our extensive international networks place us in a unique position to gather knowledge that goes beyond executive search. By monitoring career and management situations, BFL helps clients locate opportunities to not only hire new talent but also negotiate new business. Our intelligence gathering often opens new doors for clients by delivering candidates for business acquisition. Through BFL's traditional business development, we identify new markets or applications for a client's products and services.

Although recruiting is our primary activity, many of our associates possess strong business backgrounds and special talents in financial engineering. This dovetails nicely with many of our recruiting activities and often allows us to provide consulting services for financial transactions involving capital development, valuations, mergers and acquisitions, and strategic reorganization.

Value. It's the BFL difference.



## WHAT SATISFIES OUR CLIENTS?

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At BFL Associates, every person knows “Integrity Is Our Strength.” This simple statement summarizes our philosophy and guides everything we do:

- We make ourselves available and listen carefully to your requirements.
- We establish well-defined objectives so everyone agrees on the deliverables.
- We understand your company’s strategic goals and provide recommendations that will benefit you today and continue to serve you tomorrow.
- We evaluate situations and communicate all necessary information — good or bad — in a clear, timely manner.

BFL is flexible in our consulting services. As the needs of our clients change, we respond with the necessary services. In one case, after completing several executive search assignments for a multinational manufacturer, BFL secured a lender for the client’s building project. In responding to this specific client need, we played an instrumental role in one of our first investment banking transactions.

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How do we know clients are satisfied? Referrals and repeat business from existing clients — many of whom extend the length of their retainer — are common at BFL.

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## ARE YOU SEARCHING FOR BFL?

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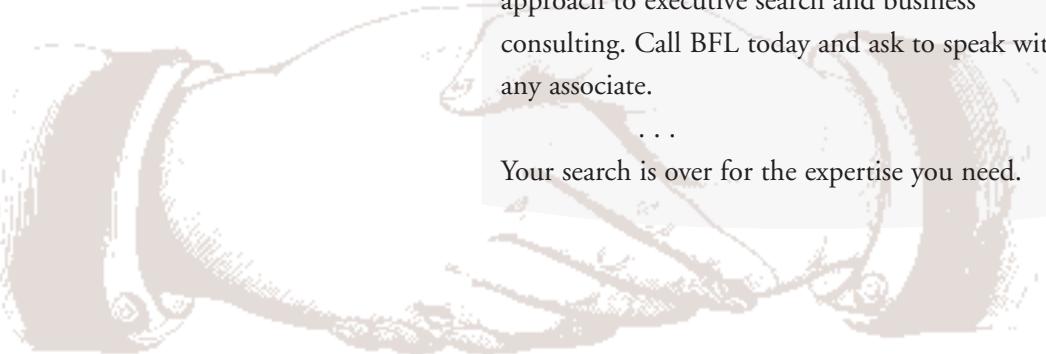
Do you have the right people at your company to realize your goals? Are you seeking the counsel of people who understand your needs?

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We welcome the opportunity to confidentially discuss your business goals and describe our approach to executive search and business consulting. Call BFL today and ask to speak with any associate.

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Your search is over for the expertise you need.



B F L A S S O C I A T E S , L T D

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