

Professional Profile

- Respected leader of creative teams with proven ability to conceptualize and orchestrate communications campaigns that effectively build and reinforce brand.
- Collaborative team player adept at transforming complex ideas and subject matter into digestible information that connects, enlightens and engages target markets and segments.

Select Professional Achievements

- Established and executed a content/thought leadership communications program to enhance the Elliott Davis brand and strengthen the firm’s position as a diversified business solutions provider offering a full spectrum of professional financial services and consulting.
- Created and directed the National Golf Course Owners Association’s first Comprehensive Content Strategy, a three-phase, multi-year plan that established the four pillars under which all NGCOA educational content was categorized and developed.
- Spearheaded two complete repositionings of *Golf Business* magazine, re-establishing the title as the golf industry’s preeminent business publication.
- Garnered multiple awards for writing and publication excellence from the Society of National Association Publications, Turf & Ornamental Communications Association, International Network of Golf and Carolinas Golf Reporters Association.

Areas of Specialty & Expertise

Content Strategy & Execution

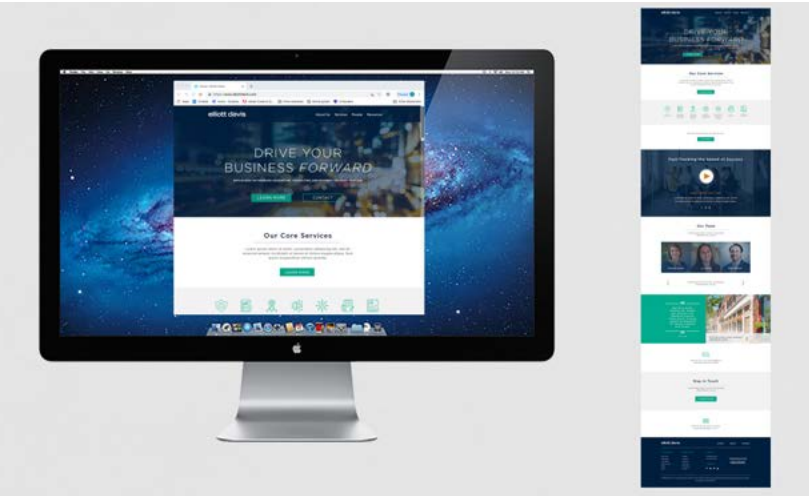
Experienced professional skilled in the development and creation of content, educational curricula and sales-driving marketing tools for business-to-business, business-to-consumer and technical audiences.

Editorial, Creative & Specialty Writing

Award-winning writer whose articles and columns have appeared in numerous national, regional and local publications. Subjects range from sports and entertainment to business and health care—and most any topic in between.

Publication Management, Production & Consulting

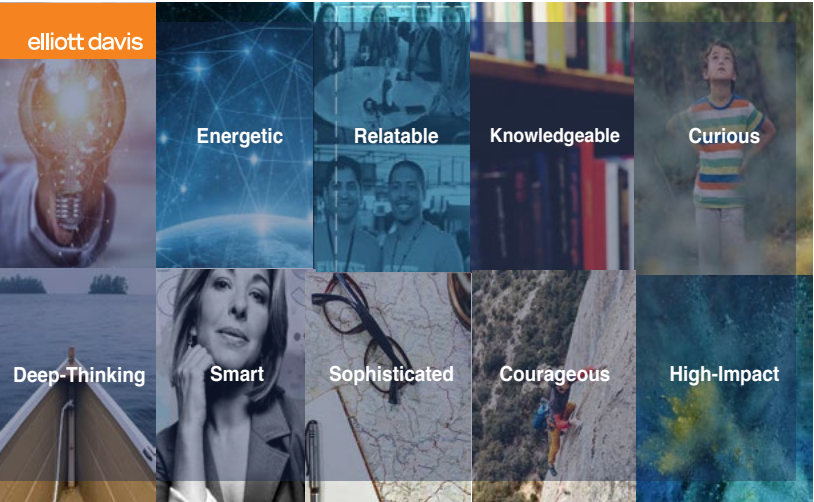
Veteran, award-winning magazine editor with more than two decades of experience managing, producing and publishing business, health care, lifestyle and specialty publications serving diverse industries and audiences.



Content Strategy

In conjunction with CMO and marketing director, developed a comprehensive plan and editorial calendar to create, schedule and deliver content and collateral for all Elliott Davis business units.

elliott davis 2019 Content Calendar														
Title	Subject	Author	Synopsis	Content Type	Status	Practice	Industry	Target Audience	Distribution Channels & Timing					
									Website	Email	Facebook	Twitter	LinkedIn	Blog
Thought Leadership														
High of the Year	Substantive and compelling content that offers the most significant insights into the business landscape.	James R. Ridenour	Provides an overview of the current business landscape and offers insights into the future of the industry. Also offers the top 10 companies to watch for in the future.	Article	Complete	Real Estate	All	Executive level, business owners, high-net-worth individuals	March 2019	March 2019	March 2019	March 2019	March 2019	March 2019
Innovation in a Changing Industry	With technology and other external forces reshaping the business landscape, financial services firms are rethinking their approach to business.	Rich Jenkins	Discusses the challenges facing financial services firms in a rapidly changing industry and offers insights into the future of the industry.	Article	Complete	Corporate	All	Executive level, business owners, high-net-worth individuals	April 2019	April 2019	April 2019	April 2019	April 2019	April 2019
Shaping the Future of the Industry	Businesses are constantly reinventing themselves to meet the needs of a changing market. How can they do this effectively and profitably?	Tom Cho	Discusses the challenges facing businesses in a rapidly changing industry and offers insights into the future of the industry.	Article	Complete	Management Consulting Services	All	Executive level, business owners, high-net-worth individuals	May 2019	May 2019	May 2019	May 2019	May 2019	May 2019
Meeting an Opportunity	With the right strategy and execution, businesses can meet the challenges of a rapidly changing industry and emerge as leaders.	Chris Davis	Discusses the challenges facing businesses in a rapidly changing industry and offers insights into the future of the industry.	Article	Complete	Law	Real Estate	Executive level, business owners, high-net-worth individuals	June 2019	June 2019	June 2019	June 2019	June 2019	June 2019



Brand Voice Development

Established and nurtured an authoritative yet approachable brand voice to position Elliott Davis as a progressive solutions provider that eschews traditional ways of doing business in the pursuit of service excellence for current and potential clients.

THINK DIFFERENTLY

TRADITIONAL THINKING. COUNTABLE

ELLIOTT DAVIS THINKING ACCOUNTABLE

Numbers are the cornerstone of the accounting profession. They're real. Measurable. Absolute.

As fundamental as it is for reconciling and reporting, numbers are often underutilized in the context of traditional consulting.

At Elliott Davis, we're as concerned with accountability as we are accounting. If not more.

We use numerical data not only to identify financial shortcomings in our clients' businesses, but also to pinpoint operational inefficiencies, underperforming departments, and production-halting mistakes. Armed with this information, we then develop holistic solutions that align with a company's overarching strategic plan.

That's why we believe the true strength in numbers lies in their ability to hold organizations accountable.

Accountable to their budgets and business goals. Accountable to their customers, employees, and shareholders. And, ultimately, accountable to themselves.

JENNIFER PRESLEY
CPI | Senior Manager



Thought Leadership Strategy

Managed the launch of and initial publicity for **BRAINTRUST**, a biannual business publication designed to be an overall thought leadership sub-brand consisting of print, video, podcast, social media and events.

(Two issues printed and published digitally.)

Gray Matter
Elliott Davis

16

IT'S THE BIGGEST TAX REFORM SINCE 1938. AND THE RESULTS ARE TERRIFYING.

This statement may not seem to apply to online retailing, but it's an apt description of the current state of the industry. Since June 2016, when the U.S. Supreme Court ruled in favor of South Dakota in *South Dakota v. Wayfair, Inc.*, et al., state governments across the country have been hastily—if not haphazardly—passing legislation to tax online retailers.

While the internet makes it easier for consumers to shop from across the country, it also makes it easier for states to tax those sales. In fact, many states have already passed legislation to tax online sales. In fact, many states have already passed legislation to tax online sales. In fact, many states have already passed legislation to tax online sales.

Gray Matter
Elliott Davis

17

THE HEARTS FOR THE EYES.

Being an online business owner, you know your customers are your lifeblood. But what if you could also be the lifeblood of your customers? What if you could be the lifeblood of your customers?

CEO Letter
Workforce Motivation

Higher Purpose

Employees who are committed to their individual roles are the most powerful force in an organization to unprecedented heights.

By Rick Davis, CEO

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Gray Matter
Workforce Motivation

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Sign Of the Times

Cyberattacks are becoming the biggest threat to business sustainability.

By Jimmy Huddleston | Illustration by Emmanuel Delano

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(Topics spanned a host of industries and disciplines, including but not limited to tax reform, cybersecurity, innovation, management consulting, data privacy, and outsourced business and accounting services.)

Gray Matter
Cybersecurity

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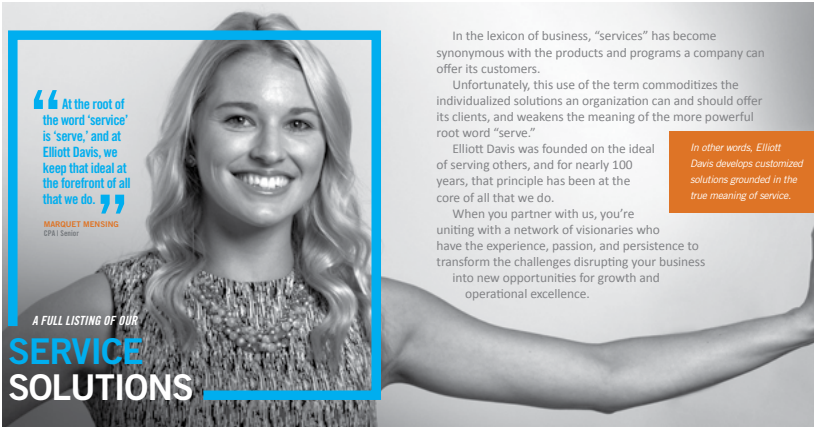
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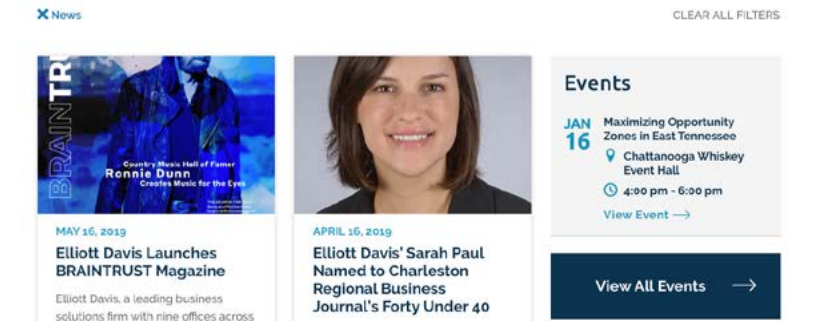
Being an online business owner, you know your customers are your lifeblood. But what if you could also be the lifeblood of your customers? What if you could be the lifeblood of your customers?

Content Creation

Created content to be distributed across all Elliott Davis channels and platforms, including website, intranet, social media, collateral, email marketing, video, and print and digital communications.



Select spreads from Elliott Davis corporate brochure



From writing to directing to heavy style editing, served as content “editor-in-chief” to ensure all messaging (digital, print and video) adhered to the standards for quality, clarity and consistency set forth in the marketing strategic plan.

elliott davis

DRIVE YOUR BUSINESS FORWARD

Specialized outsourced accounting, consulting, and business advisory services

There's no such thing as "usual" in business—change is constant and complex. To remain competitive, companies must continually seek new ways to address the array of financial, operational, and regulatory disruptions perpetually transforming the marketplace.

Elliott Davis understands the dynamics of preparing for the future while doing business in the now.

Drawing on nearly a century's worth of experience in tax, assurance, and advisory services, our Elliott Davis Accelerate professionals work closely with clients to design holistic business strategies. Our multi-disciplinary team identifies areas for internal enhancements, then crafts custom solutions that optimize the efficiency and effectiveness of accounting procedures, processes, and technology. Elliott Davis Accelerate also provides value-added specialties that extend beyond traditional accounting services, designing strategies that can enhance overall performance and profitability.

SOLUTIONS

Our Elliott Davis Accelerate professionals collaborate with clients to:

- Develop company-specific accounting solutions, ranging from general ledger bookkeeping and analysis to comprehensive accounts preparation to full-service outsourced CFO support.
- Identify areas for financial, operational, and procedural improvement throughout the organization.
- Anticipate future evolutions in the market and develop forward-looking strategies that drive greater efficiency and increase profitability.

elliottdavis.com/outsourced

Representative Elliott Davis service offering sales sheets developed for all firm practices.

SERVICES

Specialized Outsourced Accounting Services

- General ledger bookkeeping and analysis
- Electronic accounts payable management
- Intercompany account reconciliation
- Financial management tools
- Real-time reporting

Risk Management

- Operational risk management
- Corporate governance assessments and protocols
- Compliance assessments and agreed-upon procedures
- Information risk management

Outsourced CFO, Controller & Advisory Services

- Interim or ongoing financial leadership
- Development and implementation of policies and procedures
- Advisory planning meetings with management
- Outsourced controller assignments

Non-Income Tax Reporting

- Preparation of Forms 1099, 1096, and other year-end information reports
- Sales and use tax return preparation and compliance
- Preparation of state liquor-by-the-drink tax returns
- Federal, state, and local grant management
- Personal property tax return filings

Financial Reporting

- Preparation and analysis of financial statements
- Customized financial reporting on monthly, quarterly, and annual basis
- Assistance with measuring financial outcomes compared to budget

Operations & Financial Management

- Financial models, analysis, and management tools
- Budgeting and forecasting
- Capital sourcing, structuring, and lender relations
- Cost allocation planning
- Monthly balance sheet reconciliations and loan covenant analysis
- Cash flow forecasting
- Capital asset planning and management
- Key performance indicator (KPI) dashboards
- Benchmarking

Business Planning & Management

- Business and financial strategic planning
- Management transition and succession planning
- Financial talent development
- Executive coaching
- Performance measurement
- Change management
- Mergers and acquisition consulting

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elliott davis



Script Writing
Have conceptualized, storyboarded and scripted promotional videos, radio and TV ads, and training materials for a wide range of clients, products and services in numerous industries.



Video Interviews & Direction
Have conducted myriad on-camera interviews with subjects ranging from sports professionals and celebrities to titans of industry and small business owners. (Also collaborated on the staging and lighting of the sets.)

elliott davis

OPPORTUNITY ZONES

Tax incentives that drive economic growth

“Opportunity Zones are a federal incentive designed to stimulate economic growth in designated regions by allowing investors to defer taxes on capital gains income until 2026, provided 90 percent of their investment stays in low-income communities via properties or businesses.”

- Upstate Business Journal

What Are Opportunity Zones?

Opportunity Zones are state-designated, economically-distressed communities where new investments are eligible for preferential tax treatment thanks to a provision buried within the Tax Cuts and Jobs Act of 2017. (See map on the reverse to locate Opportunity Zones in your state.)

Why Should I Invest?

If you earned capital gains from the recent sale of an asset, you have 180 days to reinvest the proceeds or you'll owe 20% or more in taxes.

Under this new legislation, you can defer paying taxes on that income until 2026 by reinvesting those gains in a Treasury Department-certified entity known as an Opportunity Fund. These funds hold 90% of their assets in Opportunity Zones, ensuring investments are used to support projects in the designated distressed areas.

Who's Eligible To Invest?

Any individual or business that earned capital gains on the sale of an asset after December 31, 2017.

What's the Purpose of the Legislation?

The Opportunity Zone program is designed to stimulate economic development and revitalization in low-income communities through private sector investments in small businesses and real estate projects. It's also intended to help preserve or expand affordable housing options in these areas.

Are There Additional Benefits?

If you stay invested in the Opportunity Fund for five years, your capital gains exposure from the sale of the original asset decreases by 10%. Should you stay in the Opportunity Fund for seven years, taxes on the original capital gains are reduced by 15%.

After 10 years in an Opportunity Fund, you can permanently forgo paying capital gains taxes on the sale or exchange of your Opportunity Zone investment.

(Note: Taxes on the original capital gains from the original asset must be paid upon sale of your Opportunity Fund investment or by 2026, whichever comes first.)

Opportunity Zones in South Carolina

Use the map to locate the communities in South Carolina that have been designated as Opportunity Zones.

Representative Elliott Davis topic-based one-pagers developed for many firm practices.

Example

Holding Period	Standard Portfolio Investment	Excess Returns Offered by an O-Fund Investment
5 Years	\$100	+\$8
7 Years	\$111	+\$15
10 Years	\$132	+\$44

Incentive Offered by The Opportunity Zones Program

- Deferral + 10% step-up in basis
- Deferral + additional 5% step-up in basis
- Deferral + total 15% step-up in basis + permanent exclusion of O-Fund gains from taxes

Serving You the Elliott Davis Way

When it comes to investing in Opportunity Funds, you need guidance from a seasoned tax advisor. At Elliott Davis, we have the experience and relationships within the real estate sector to ensure the process runs smoothly by offering:

- ✓ **Financial Modeling**
We'll educate you on the nuances of the Opportunity Zone program and conduct financial modeling to illustrate the after-tax impact of investing in an Opportunity Fund.
- ✓ **Deal Structuring**
We'll help you determine if the strategy makes sense for your particular situation. Should you choose to invest, we'll ensure the deal is structured in a way that leverages all available incentives.
- ✓ **Tax Compliance**
We'll validate your deal's initial compliance with all necessary regulations and provide ongoing guidance to maintain adherence.

Contact Us

For more information on Opportunity Zones and Opportunity Funds, contact.

Cory Ouellette | Shareholder
cory.ouellette@elliottdavis.com

Conference & Event Content Development
Have developed agendas, identified and secured speakers, managed budgets and overseen all logistical components of educational sessions for an array of conferences, forums and business meetings.

Specialized Content Development

Seasoned professional adept at transforming even the most complex subject matter into digestible content that achieves strategic objectives, regardless of the medium or audience.

THANK YOU LORETTA

When your client is Loretta Lynn, you quickly learn a thing or two about the value of hard work. Throw in a \$17 guitar and a talent for penning lyrics that celebrate tough times and tougher spirits, and hard work can produce the stuff of legends.

At Vaden Group | Elliott Davis, we know what it means to pour your heart into your work, and why it matters. Our team of professionals has been providing worry-free business management, tax advisory and consulting services to trailblazers like Loretta and other singers, writers, producers and managers for more than 40 years. So go ahead, follow the lead of the Coal Miner's Daughter and pour your heart into building your fame. We'll work hard to build your fortune.

vaden group | elliott davis

For more information visit vadengroup.com

Vaden Group | Elliott Davis • Music Row • Roundabout Plaza • 1600 Division Street, Suite 225 • Nashville • 615.248.5100

THANK YOU GEORGE

George Jones once said, "It's never been for love of money. I thank God for it because it makes me a living." Indeed, there's no greater joy than doing what you love and having it love you back. For more than 40 years, Vaden Group | Elliott Davis has been doing just that, providing worry-free business management, tax advisory and consulting services to icons like George and other exciting performers, producers, songwriters and managers. Whether your career is in the tender years or hotter than a two-dollar pistol, we're here, continuing to find the smartest way to walk through this world with you and make sure the work you love never stops loving you.

vaden group | elliott davis

For more information visit vadengroup.com

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Advertising Copy
Have written advertising copy (print and digital) for business-to-business and business-to-consumer clients in a variety of industries.



Elliott Davis @Elliott_Davis · Jul 30, 2018

Double Take: Elliott Davis' own Cory Oulette shares his insights on Opportunity Zones in two recent @UpstateBiz pieces.



Designed to generate economic growth in low-income communities, the ... Picture yourself holding \$100,000 in capital gains from the recent sale of an asset.

upstatebusinessjournal.com



Industries Services People Resources

Services

emphasize

Offering a wide range of accounting, tax, assurance, and consulting solutions, we take a dynamic approach to serving our clients - combining deep technical knowledge with applied forward-thinking experience.

Throughout our nearly 100-year history, we have advised businesses like yours on how to run efficiently, grow wisely and be more profitable, providing audit and tax solutions as well as highly specialized advisory services.




Auditing and Assurance Services



Consulting & Advisory




Tax Preparation and Consultant Services



Products Support Resources Contact

Back to Blog



Innovation in a Change-Resistant Industry

By Team foreUP on Oct 13, 2020 6:15:18 PM

as seen in the October 2020 release of Golf Inc. Magazine

Rightly or wrongly, the golf industry has long been measured against airlines and hotels where pundits seek to compare its overall strength and progress to other hospitality sectors. It's a logical analogy, given that all three businesses employ service-oriented models that sell a product whose value is inextricably linked to time.

For companies in these spaces, once a tee times passes, a flight takes off or a room night turns to day, the revenue-generating power of the respective pieces of "inventory" perishes. If, by chance, they go unused or untitled altogether, managers are left empty-handed.

SUBSCRIBE

Get golf industry tips and tricks sent directly to your inbox!

Email *

Notification Frequency *

☐ Daily ☐ Weekly ☐ Monthly

Instagram's Role in Golf Course Marketing

Why and How You MUST Use It

News Release



Intense: For Information Release

Contact: Fusor Body Repair Systems
Lord Corporation, Chemical Products Division
1-800-234-7538 (Toll Free)
lbp@chem.lord.com
Email: lbp@lordcorp.com

Lord Corporation
2000 West Grandview Blvd.
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Erie, PA 16514-0038
(814) 868-3611

Crash Test Proves Rusts Repaired With Fusor® Metal Bonding Adhesive Withstand Rust-Overs

In an independently conducted crash test completed in January, an automobile repaired with Fusor® Metal Bonding Adhesive successfully withstood a federal government safety standard for roof strength. Known as the dynamic roll-over test, Federal Motor Vehicle Safety Standard (FMVSS) 228 proves that roofs repaired with Fusor Metal Bonding Adhesive maintain their integrity during crash conditions. The test also confirms the effectiveness of the novel "roof skin bonding" technique developed by Fusor Repair Systems.

"This crash test is yet another milestone for everyone involved in the automotive aftermarket," says Jim Brame, sales manager for the RustCheck Repair market for Lord Corporation. "Body shop professionals can use Fusor Metal Bonding Adhesive and the roof skin bonding technique with confidence, knowing both have been proven to withstand crash conditions."

Unlike welding, the roof skin bonding technique allows body shop professionals to replace roof panels without removing the front and rear glass and the vehicle headliner. This, in turn, eliminates the chances of damage to the glass or vehicle interior, and reduces corrosion prevention and inefficiencies associated with welding.

For the crash test — conducted by Lord Corporation by NHTSA Research at its proving grounds in Baraboo, Wisconsin — the roof panel of a 1998 Saturn was removed, and a new panel was installed using Fusor Metal Bonding Adhesive and the roof skin bonding technique. The vehicle was subjected to a 23-degree angle on a rollover test, with the passenger side toward the ground. The car and vehicle were then moved down the test track at 35.4 mph until the car struck a set of decelerator shock absorbers.

After contacting the shock absorbers, the car was catapulted laterally, landing on its right wheels. The vehicle rolled over, slid on its roof, then came to rest on its wheels.

"The car stopped with fusor performed very well, and all indications suggest that the concepts would have survived the crash," said Bill Andrich, an independent government safety standard consultant.

Fusor Metal Bonding Adhesive is manufactured by the Chemical Products Division of Lord Corporation, a global, diversified, technology-based company.

Public Relations

Have overseen public and media relations efforts for myriad companies in myriad industries serving a wide range of clients.

Rejoin the NGCOA today to start reaping all your benefits!

NGCOA

MISSING SOMETHING?

Like Thousands of Fellow Owners and Operators?

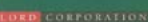
NGCOA

Direct Mail

Have conceptualized and created direct mail campaigns for a variety of clients.

Brochures and Sales Collateral

Have produced a wide range of corporate and sales collateral, including but not limited to brochures, product sales sheets, press releases and advertisements.



INNOVATION
DIVERSITY
GROWTH

LORD

Additional Proof of the Effectiveness of Fusor® Metal Bonding Adhesive and "Roof Skin" Bonding

Executive Summary

Lord Corporation and Fusor® Body Repair Systems have again proven the effectiveness of Fusor® Metal Bonding Adhesive. Fusor Metal Bonding Adhesive is a structural adhesive designed for a variety of automotive repairs, including roof replacement, rear body and quarter panels and door skin applications.

In an independently conducted crash test completed in January 1997, an automobile repaired with Fusor Metal Bonding Adhesive was subjected to the dynamic rollover portion of Federal Motor Vehicle Safety Standard (FMVSS) 228. This proves that roofs repaired with Fusor Metal Bonding Adhesive maintain their strength during crash conditions.

The test also confirms the effectiveness of the novel "roof skin bonding" technique developed by Fusor Repair Systems. With roof skin bonding, many of the negatives associated with welded roof replacement methods are eliminated, including removal of the front and rear glass and the vehicle headliner, corrosion prevention and other welding inefficiencies. Lord Corporation believes this repair procedure is so revolutionary that the company filed a patent application with the United States Patent Office in April 1997.

Prior to the FMVSS 228 crash test, Fusor Metal Bonding Adhesive successfully withstood FMVSS 301, which measures fuel tank integrity. FMVSS 301 proved that a vehicle repaired with Fusor Metal Bonding Adhesive performed as well as welding in maintaining the integrity of secondary structural panels. This marked the first time an automobile having roof quarter and rear body panels repaired with an adhesive passed this important safety standard.

Both the FMVSS 228 and FMVSS 301 tests demonstrate Lord Corporation's ongoing proactive approach to improving automotive collision repair. Moreover, these tests establish Lord Corporation as the industry leader in the development and testing of high-quality collision repair products, which are made practical and cost-effective through the use of Fusor Body Repair Systems.

This report, Additional Proof of the Effectiveness of Fusor Metal Bonding Adhesive and "Roof Skin" Bonding, provides data related to the FMVSS 228 crash test, the automated results and the benefits for the automotive repair industry. It is provided by Lord Corporation, manufacturer of Fusor Body Repair Systems.

FUSOR

Whitepapers and Special Reports

Have produced whitepapers and special reports for clients in the manufacturing, health and wellness, private club and association industries.

Meeting the Requirements of Modular Window Assemblies

The movement away from conventional windows in the automotive and truck industry began in 1986, with the introduction of modular window assemblies. True to their purpose, modular windows improved aerodynamics and design flexibility, while increasing greenhouse (interior viewing area) and decreasing wind resistance. Modular window assemblies also yielded a flush-mount design that reduced noise and air drag. Consequently, these complex styles revolutionized the automotive window industry.



Today, nearly half of all automobiles manufactured worldwide use modular window assemblies — a percentage that will likely rise. And with this evolution comes a new set of production requirements. A critical component of the assembly is the adhesive that enables the clear or tint glass to be bonded to the elastomer during the molding process. Without it, the gasket is not bonded to the glass.

Over the years, Lord Corporation has worked closely with window fabricators and automotive manufacturers to develop adhesives products that offer unparalleled performance and value for both conventional and modular window applications. Because of their dedication, the Chemlok family of primers, adhesives and curing agents is the trusted brand to bond automotive glass to various substrates, including PVC, PU, ABS and EPDM. And, using Chemlok products reduces assembly time and costs.

LORD Chemical Products

Lord Corporation
Chemical Products Division
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FAX (814) 864-3452
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Products For Weatherstrip and Glass



LORD

Chemglaze® Gold

For the most demanding applications, the ultimate in high-build CRU coatings, The Chemglaze Gold system can be applied in one coat, including down time and getting you back in business fast. Color control and consistency are trademarks of Chemglaze Gold. Each batch is specifically matched for color.

Performance	Chemglaze Gold
Chemical Resistance	Excellent
Organic Acids (10% max.)	Excellent
Mineral Acids (10% max.)	Excellent
Synthetic Resin	Excellent
Corrosion Resistance	Excellent
Adhesion Resistance	Excellent
Color Retention	Excellent
Weatherability	Excellent
Cure	Moisture or two-part cure
Colors	Prepigmented

Typical Applications

Factory Floors
Clean Rooms
Distribution Warehouses
Auto Dealerships
Aircraft Hangars
Chemical Factories
Processing Plants
Power Generation Plants

Products

Chemglaze Epoxy Primers
Chemglaze 4000 two-part CRUs

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Products For Concrete Floors



LORD

More Than Just Rubber-to-Metal Bonding

When Chemlok has established a reputation in the automotive industry by bonding rubber to metal, elastomer adhesion isn't the only use for Chemlok adhesives. Consider Chemlok's solutions for bonding elastomers to metal, plastic or other substrates for your dynamic seals, including nitrile, silicone elastomers and fluorocarbons.


Chemlok adhesives also have a prominent position in the home and built industry. With automotive manufacturers demanding better-built, longer-lasting, higher-performance homes and buildings, an increasing number of contractors and manufacturers are turning to Chemlok adhesives. That's because Chemlok adhesives have been the Number One rubber-to-metal adhesives for 40 years. In that time, Lord Corporation has built an elastomer bonding capability second to none — a capability that has made Chemlok adhesives the industry leader in high-performance, rubber-to-metal adhesives.

LORD Chemical Products

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Products For Rubber-to-Metal Bonding



LORD