

CEO Panel on November 27, 2007



On November 27th, **Nashville Management Group** and **Compass Executives** presented a CEO Roundtable featuring Middle Tennessee business leaders.

Panel members were **Ken McDonald**, Immediate Past President and Director of AmSurg; **Rob Barrick**, CEO of Smith Seckman Reid, Inc.; **Albie Del Favero**, Publisher, *The City Paper*; and **Warren McPherson**, neurosurgeon and member of Compass Executives.

Linda Rebrovick, a principal of Nashville Management Group, presided over the roundtable discussion.

Over 140 members of Nashville's business community attended the session at the Marriott Vanderbilt Hotel, including more than 65 CEOs and Presidents of their company.

Designed for C-level business executives, the expert panel examined technology from the business leader's perspective. Each panel member brought his information technology experiences to the table, and all agreed on one point: Changes in the technology world make it imperative that CEOs stay current on how the flow of information can impact their company's strategic planning process.

Ken McDonald noted that the healthcare industry has



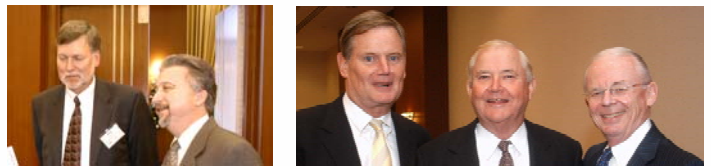
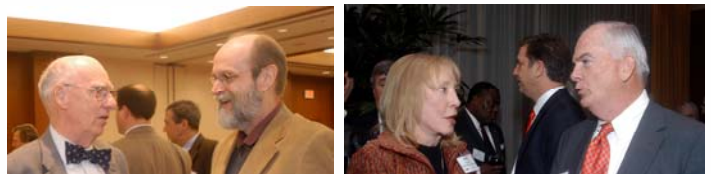
embraced technology, but there is great dichotomy. The consumer will benefit from greater use of electronic medical records, but so often providers do not have the resources to afford great technological advances.

Warren McPherson noted that while his company went paperless for one reason, it also had the advantage of giving the business enough slack to take a once in a lifetime opportunity to really grow the business.

Rob Barrick, while recognizing the expense of creating software in-house to address processes inherent to a business, still promoted the advantages of this investment. His company listens to his customers' needs and responds.

Albie Del Favero pondered the changing nature of marketing and the challenges it presents to daily newspapers. This year, 7.1 percent of all advertising expenses were online or on non-traditional media; by 2011 that percentage is projected to rise to 13 percent.

As moderator **Linda Rebrovick** concluded, the panelists represented successful, diverse businesses that have reacted to the changing information technology marketplace in helping grow their revenues and market share.



Seven Steps to Critical Thinking in a Turnaround

by Henry Hillenmeyer, Sr. Adviser



When a faltering business is trying to turn itself around, critical thinking is crucial to the process. Without it, turnaround efforts often fail.

When they are struggling, many companies try redoubling their efforts, repeating what they have done in the past. This usually fails because the world has changed and their old methods led to trouble in the first place. Others choose a completely new course and fail because they do not have the necessary skills to succeed on that course.

Genuine *critical thinking* will offer a troubled company the greatest chance for a successful turnaround. Please go to <http://www.compassexecutives.com/SevenSteps.pdf> and read about seven 'critical thinking' steps every troubled company hoping to turn itself around should follow.

This seven-step, critical process will help avoid the "fuzzy thinking" that sometimes occurs within a troubled company, and it will help define a clear direction for a successful, prosperous future.

About Compass Executives

Compass Executives is a Nashville-based group of seasoned, C-Level executives providing management consulting services to businesses throughout the southeast. For more information, visit www.compassexecutives.com

A Great Story

At a reception following the panel discussion, Moses Maxen intentionally sought out Dr. Warren McPherson. For years his parents had told Moses how Warren had saved his life in the emergency room when he was two years old.

Moses now lives in Nashville and works with Village Realty. When he saw a story announcing the panel with Warren's name, he attended specifically to meet and thank him. A great ending to the day.



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The Members of Compass Executives:

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