



Maximum Value Partners™

GOOD BUSINESS MADE BETTER

**PRIVATE AND CONFIDENTIAL**

August 26, 2010

Planning and Development  
Attention: Entrepreneur in Residence  
12650 Detroit Avenue  
Lakewood, OH 44107

Dear Planning and Development:

We have reviewed your Request for Proposals ("RFP") for the Entrepreneur in Residence ("EIR") position with the City of Lakewood. It is apparent from our review of the RFP that you and your team are not quite sure what to expect from the EIR, but it appears that your hearts and intentions are in the right place.

We would be interested to meet with your team in person to discuss a little more in depth which types of companies you are looking to help and what you think they need. While your RFP mentions the EIR will "emphasize students and second-career professionals", it appears you are open to having the EIR assist any and all businesses that want to be in Lakewood.

We look forward to having a discussion with the team screening the applications and help to dispel some of the common myths that exist as it relates to small business and what they need to succeed. One of the most common excuses for why companies fail is "lack of capital." In our world, this is usually code for the business owner not understanding the markets for their products and services or not fully understanding how to make a profit in business. We keep our guidance and counseling as simple and focused as possible with hard time spent on putting together a profit plan for the business as well as truly understanding the market for the particular product or service.

**Qualifications**

The two partners of Maximum Value Partners, LLC ("MVP") who would be involved in this project are eminently capable of delivering. In fact, given our combined experience of owning, operating, advising, mentoring, and coaching businesses from every stage including start-ups all the way to multi-billion dollar companies, we know we will be the most qualified folks to apply for this position. Our only question is whether or not this EIR position is the right fit for us.

[www.maximumvp.com](http://www.maximumvp.com)  
[www.AskTheBizCoaches.com](http://www.AskTheBizCoaches.com)

P.O. Box 31151  
Independence, Ohio 44131

E. [info@maximumvp.com](mailto:info@maximumvp.com)  
P. 330-848-0670  
F. 888-715-4414

2a

Planning and Development

August 26, 2010

Page 2



Below are brief biographies for Jack and Adam. If you would like to learn more about MVP you can find more information on our web site ([www.maximumvp.com](http://www.maximumvp.com)) or our blog ([www.AskTheBizCoaches.com](http://www.AskTheBizCoaches.com)).

Jack Mencini is a Partner with MVP, a business coaching firm based in Northeast Ohio that works with owners of companies with anywhere from 1-25 employees. Jack spent the first two decades of his business career with several public companies rising to the level of corporate officer. Since leaving the corporate world, he has personally owned and operated 16 companies, 5 of which he bought, fixed up and subsequently sold, the others were started from scratch, including MVP and one that made the Weatherhead 100 list of fastest growing companies in Northeast Ohio.

Adam Sonnhalter is a Partner with MVP. Adam has been around small business his entire life having grown up with an entrepreneur at the dinner table. He joined MVP in 2003 after eight years on Wall Street where he was involved in transactions totaling over \$22 billion, primarily in the area of buying and selling companies. Adam was named the Coach of the Year in 2007 by the Professional Business Coaches Alliance where he is also a Founding Member and part of the Executive Committee. He is actively involved in the Rotary Club of North Ridgeville, Leadership Lorain County (graduate of the Class of 2010), and Junior Achievement.

If you would like further information or need to contact either of us, here is the best way to get in touch with us:

Jack Mencini

  
Email: [jackm@maximumvp.com](mailto:jackm@maximumvp.com)

Adam Sonnhalter

  
Email: [adams@maximumvp.com](mailto:adams@maximumvp.com)

Very truly yours,  
MAXIMUM VALUE PARTNERS, LLC