



I was so impressed by {Mr. Baldwin's} presentation that we contracted for him to guide us through a complete strategic planning process... The results far exceeded our expectations.



Gerald Lacey, General Manager
Farmers Telephone Cooperative, Inc.



Dana Baldwin

A very effective speaker, Dana brings a unique combination of theoretical and practical knowledge as well as humorous insight to his programs. Many clients engage Dana Baldwin to learn from his ever-growing experience in strategy that works. Dana leaves each audience with practical, "how-to" steps that they can apply to facilitate their learning. Dana's programs resonate with business audiences because they are built upon years of real-world experiences.

Dana Baldwin has managed two different machine tool companies over a 30+ year career, starting up through the ranks from a beginning engineer to become Chairman, President and CEO of one company. He then joined a start-up company that had purchased a product line from his original company. He was instrumental in establishing the new firm as a leader in the market place, and he led the company through the process of establishing a brand new manufacturing facility, starting with a green field, and building a completely functioning manufacturing facility, with design, production control, MIS, accounting, sales and administration capabilities. He has been active in his industry trade association, including leadership roles on the Board of Directors culminating in becoming President. In addition, he served as a director of the fifth largest industrial trade show in the US, including six years on the executive committee and two years as Chairman of the Board. The skills and knowledge gained over this extensive experience are now focused on his practice as a consultant with the Center For Simplified Strategic Planning, Inc.

Dana actively leads strategic planning in dozens of companies in a wide variety of industries with consistently good results. Clients include regional telephone companies, a chemical recycler, a logistics company, a multi-national institutional furniture company, a multi-division plastics company, a multi-national industrial pump company, a community college and a wide variety of other clients. His real-world management experience, together with his engineering background and Kellogg MM, enable Dana to bring real-life practical strategic thinking into every presentation.



Recent Articles and Book Reviews:

“Strategies and Processes for Changing Times” – *Compass Points*

“Succession Planning” – *Compass Points*

“Free, Perfect and Now!” (What customers want, and what you can't afford to give them, or to ignore.)

“Flight of the Buffalo” (How to encourage people to lead when appropriate, so all will do better.)



Mr. Baldwin is a very likeable fellow, who comes across in an easy to follow manner.



Greg Tweed, Executive VP & COO
Nortech Systems, Inc.

“Very high quality – good information – good presenter – good participation.”

Susan Miller, Manager
Control Data Systems.

“Great presenter.”

James Thibert, VP Operations
& Finance, Red River
Manufacturing, Inc.

“Dana is an excellent leader. The real-life examples complemented the theory. He created an excellent atmosphere for learning that helped draw us out of our shells and created a fun learning environment...”

Steve Dolbey, V.P. Engineering,
Analex Corp.

“Very good at explaining the details of Strategic Planning. I am very happy that my company came...”

Rick Mitchell, Controller,
Charleston Metal Products, Inc.

“...Very valuable... Not a typical feel-good meeting.”

Jack Dennis, Industrial Service
Manager, TD Industries, Inc.

“(Dana) is an intense, yet humorous, speaker, easily involving everyone in the subject matter, explaining concepts well, using compelling examples and bringing everyone to effective conclusions in an efficient, capable manner.”

Gregory V. Berberich, CEO,
Matanuska Telephone
Association, Inc.

Some Speaking Clients:

- National Association of Telephone Cooperatives
- Michigan State University
- Association for Manufacturing Technology
- Illinois Association of Mortgage Brokers
- ASW Inc.
- ENMR-Plateau Telecommunications, Inc.

Programs Include:

- Strategic Planning
- Succession Planning
- ‘Free, Perfect and Now!’ (What customers want, and what you can’t afford to give them, or to ignore)
- Strategies for a Changing Economy
- Revolving (Situational) Leadership and why this could be good for your business

M. Dana Baldwin, II

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