

**CURRICULUM VITA
and
LEADERSHIP PROGRAMS DEVELOPED**

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Confidential sounding-board interactions with founders, owners, Boards, C-suite executives and leaders who seek pragmatic insights on how to save time, energy, resources *and* how to achieve a higher level of personal and professional success.

On-call or part-time; retainer or billing rate basis. *Details?* Call me now.

ACADEMIC CREDENTIALS:

Harvard Graduate Business School 1968, PMD 16.

North Carolina State University, MScE 1964.

University of Florida (Gainesville), BScE 1959.

Extensive list of professional development short courses.

PROFESSIONAL BACKGROUND, EXECUTIVE OVERVIEW:

Since 1981, the core focus of my professional work has been to function as a "Consultant's Consultant" at the expert level, concentrating on business development matters for significant and emerging national-level business operations and ventures. Primary clients served are privately owned corporations and select government agencies. Pro-bono clients include non-profits such as associations and churches.

Also, since 1959, successful diverse employment experience and results with four Fortune 100 companies, the Federal government, a private university, co-founder of an award-winning advertising agency, and founded and led three for-profit companies and two formative non-profits.

BUSINESS FOUNDER/OWNER: Marketing communications firm (1989), consulting firm (1981), publishing company (1979) and recreational products (sailboats) distributor (1973). Maximum employed full-time personnel: 18.

BUSINESS OPTIMIZER: Confidential business optimization advisor to more than 200 owner/operators of closely-held business operations. Services, construction, hi-tech, manufacturing, etc. Market research, mergers and acquisitions, etc.

UNIVERSITY PROFESSOR: Adjunct Faculty (part-time). From December 2010 to June 2013, developed and led strategic business marketing and leadership courses for MBA and undergraduate programs in an accredited private university. Focused on ethical entrepreneurship and intrapreneurship, reflected by student developed marketing-driven business plans and MBA final projects.

CORPORATE PROFESSIONAL: Almost twenty years in competitive corporate environments of Mobil, Corning, Celanese and Olin. Rapid career progression in staff, line, and special project management assignments. Highest positions: *Operating:* major division level engineering manager, manufacturing plants in five states (approximately 200 engineers). *Staff:* major division level strategic planning. Other: public relations and viewpoint speaker on energy issues.

GOVERNMENT SERVICES: Advisor, trainer and consultant to a variety of Federal, State, and local governmental operations, including national and state level Small Business Administration (SBA) personnel. Evaluator of government operating systems at Federal and State levels. Also GS-12 in DLA in early '80's - introduced micro-computer use in HMDB.

OPERATIONS MODELING: Created spreadsheet software that was run on mainframe computers in late 70's for "*what if*" optimization of business operating parameters (pre-Apple and VisiCalc). Have created hundreds of spreadsheet systems since then for a wide range of business applications and operations.

INVENTOR: Three commercially successful U.S. patents. Cigarette filter used in Europe by Pall Mall Rothmans in early 70's; unique machinery to make the filter; chemical recovery system for toxic and corrosive liquids - now one of the cornerstone products of a global chemical process equipment corporation.

AUTHOR/ADVISOR: Speeches, reports, published books, seminars and workshops presented to thousands in a wide range of venues. Most dealing with subjects important to business and economic sectors: marketing, management, financial analysis, employee development, viewpoint speaking, communications, business valuation and related issues.

PUBLIC SPEAKER: Representing self and various organizations, originate and present speeches, seminars and workshops on wide range of business and economic topics. Television, radio and extensive press coverage.

ASSOCIATIONS, NON-PROFIT ORGANIZATIONS: Founder, Ultra-Small Business Alliance; Co-Founder, Churches/Christians That Care (<http://cTc.tv>); Founder, Global Christian Movement (globalchristianmovement.org); Founding Board, Sonja Lauren Foundation; Founder of WNC AIChE Chapter; President, Business Resource Center; Board, Prevent Child Abuse, Virginia; Optimization consultant for IABTI headquarters (international non-profit association).

MASTERMINDER®: Creator and presenter of the MasterMinder® Success System for focused self-management and self-leadership. Author of the book, *"How To Save Time and Worry Less"* that is the backbone of a dynamic one-day seminar/workshop. The MasterMinder® Success System covers concepts, techniques and processes that have proven effective and stood the test of time in a variety of organizations and environments (<http://www.MasterMinder.com>). Was referenced by Steve Covey in his best-seller, *"First Things First."*

OTHER: *"Mastering Your Marketing"*: Authored, extensive client-use testing, development and refinement leading to the creation of the Guidebook for *"Mastering Your Marketing"*. The design of this copyrighted content is for enterprise operators, owners, founders and those who are seeking advancement as an intrapreneur or entrepreneur. Features a framework of five major milestones, and 24 Guides, 40 hours, five day design leading to a draft of a marketing-driven business plan. Self-paced study materials or private group seminar/workshop arrangements are available on a private contract basis through the Randall Group, Inc. (www.RG1ofVa.com).

INVENTIONS AND PATENTS:

Inventor, awarded three commercially viable and used U.S. patents:

1. Cigarette filter used in Europe by Pall Mall Rothmans in early 70's (U.S. Patent 3,804,695 Apparatus for making tobacco smoke filters. March 25, 1971). Sold on the Pall Mall Super Filter cigarette (provided a significant reduction of tar and nicotine in cigarette smoke without a negative impact on flavor).
2. Machinery to make the cigarette filter (U.S. Patent 3,636,825 Apparatus for conveying webs, to improve tobacco smoke filter manufacturing process. January 6, 1969). Used by Pall Mall Rothmans in early 70's.
3. Recovery system for toxic and corrosive liquids. (U.S. Patent 3,965,005 Method and apparatus for evaporating and separating multiple component solutions or mixtures. November 22, 1974). A significant international product.

PROFESSIONAL REGISTRATIONS, AWARDS AND HONORS:

Professional Engineer (late 60's to early 80's: PE Registered in VA, NC & FL).

Sigma Xi Scientific Honorary Society (innovative research for Master's thesis).

Multiple Bronze and Silver Telly Awards (as owner/operator of award-winning advertising agency). Also won multiple radio and print-media awards. Agency attained listing in the Advertising Agency Red Book (list of the world's top advertising agencies). Diverse local and national client base using the reach of multi-media including television, radio, print and publications including annual reports and case-bound product catalogs.

SPECIFIC WORK HISTORY AND EMPLOYERS:

1981 - Present: John C. Randall & Associates, Inc., Mechanicsville, VA. President, John C. Randall & Associates, Inc. Personal advisor serving individuals who qualify and desire to enhance their skills by customized learning experiences in marketing, entrepreneurship, intrapreneurship, leadership and creative innovation. Confidential and very comprehensive situation analysis and organizational development planning to improve effectiveness, communications, cash flow, and human/capital resources application. Developing multiple web-sites for a variety of clients and non-profit enterprises. Likewise, continuing to provide insights to others based on my work as the creator and author of "*Mastering Your Marketing*" and the MasterMinder® Success Systems.

2001 - Present: The Randall Group, Inc., Mechanicsville, VA. Chairman of Board, Randall Group, Inc. Providing oversight and guidance to independent corporation owned by one son. Corporation exists to facilitate marketing of intellectual property developed by John C. Randall during the past half century.

12/2010 - 6/2013 Stratford University, Glen Allen, VA (part-time, continued to also operate as President of John C. Randall & Associates, Inc.):

January 2012 - June 2013 University Professor, Adjunct Faculty. Upon completion of Business School Academic Program Coordinator role in advance of formal ACICS accreditation evaluation of Glen Allen campus in January 2012, resumed normal faculty role. Accreditation results: no adverse citations or recommendations by ACICS in areas of direct responsibilities, e.g. Business School that included undergraduate and graduate level courses. Left classroom role with Stratford University in June 2013 and qualified by testing as an independent, university-level business subject matter tutor and registration with a well-established worldwide tutor network. Serve carefully selected individuals.

May 2011 - January 2012 Business School Academic Program Coordinator and Professor. Responsibilities included creating and teaching introductory and advanced marketing courses as well as courses in the areas of project and human resources management, entrepreneurship and innovation. Also, expanded current undergraduate and graduate business program options for adult learners who were seeking to attain a higher level of success by refinement of their critical thinking skills. Facilitated Master's level capstone (thesis) project development and initiation of new enterprises.

Dec 2010 - May 2011 University Professor, Adjunct Faculty. Beginning December 2010, undertook tasks of developing and leading strategic business marketing and leadership courses for undergraduate and MBA programs in an accredited international university. Focused on pragmatic entrepreneurship, intrapreneurship, and marketing-driven business plans and projects.

NOTE: The following is a list of Masters of Business Administration (MBA) and undergraduate business courses (4.5 credits/course), described in the Stratford University 2012 Catalog (www.Stratford.edu), that I developed (or refined the syllabus lesson plan) and then personally led at Stratford University, Glen Allen, VA, beginning in January 2011 (using the Moodle course management system):

BUS120 Sales and Marketing
BUS210 Human Resource Management
BUS325 Entrepreneurial Leadership
BUS380 Project Management
BUS415 Organizational Theory and Development
EBM505 Global Leadership in Business Enterprise (combined with EBM550 Q2 2012)
EBM506 Entrepreneurship and Venture Management
EBM515 Electronic Commerce (combined with EBM506 in Q2 2012)
EBM587 Strategic Business Marketing
EBM662 Growth Strategies for Emerging Markets
EBM670 New Venture Creation
EBM680 Project Management
EBM690 MBA Capstone Course (have guided/mentored a number of MBA's)
HCA404 Strategic Health Planning
HOS320 Hospitality Marketing
(Undergraduate courses number 100 to 400; Master's courses 500 to 700).

1989 -1996 Raeford Parrish Advertising, Inc./Graphic Arts Studio, Glen Allen, VA (continued at same time to also operate as President of John C. Randall & Associates, Inc.). Advisor to founders, and in 1989 became the President/Owner of this advertising agency. Subsequently won multiple Bronze and Silver Telly Awards for television commercials. Also won multiple radio and print-media awards. Agency qualified for and was listed in Advertising Agency Red Book (list of the world's top advertising agencies). Grew to 18 employees from start-up that I advocated and coached starting in 1979.

1982: United States of America Department of Defense, Defense Logistics Agency (DLA), Defense General Supply Center (DGSC), Chesterfield County, VA (continued to function at the same time as the President of John C. Randall & Associates, Inc.). Introduced use of micro-computers (Osborne when it was the most advanced portable micro-computer) and advanced data sorting and processing software to streamline labor-intensive process for cataloging thousands of hazardous materials data records (MSDS).

1979 - 1981: Mobil, Chemical Division Headquarters, Richmond, VA. Strategic Business Planner. Also Mobil Public Speaker on energy Issues. Provided merger and acquisition support. Personally developed specifications for spreadsheet software used internally on Mobil mainframes for business planning and strategic analysis before VisiCalc and Apple penetrated and revolutionized the business marketplace for personal computers.

1975 - 1979: Mobil, Chemical Division Headquarters, Richmond, VA. Division Manager of Process Engineering (manufacturing plants in 5 states, including mining operations in Florida). Conducted process and product improvements, profit improvement, cost reduction, contract manufacturing. Had direct reports of about 35 engineering and support personnel in Richmond, and indirect reports of about 160 process engineering leaders and staff in five other locations.

1972 - 1975: Corning Glass Works, Blacksburg, VA. Process Engineer in variety of line and staff functions ranging from R & D to manufacturing. Invented chemical recovery system (climbing film evaporator) for corrosive and toxic chemicals now sold by De Dietrich Process Systems (DDPS) around the world. Patent was awarded to process development team leaders for this invention.

1971: Pennsylvania Life Insurance Company. Recession work to provide for my family after my engineering job was eliminated: involved cold-call direct sales of insurance products. Started as sales trainee, developed to team leader, covered small business and self-employed market segments in Commonwealth of Virginia until I was able to get professional work again as a chemical process engineer.

1969 - 1971: Celanese Fibers, Narrows, VA. Technical Manager, Tow Products. Led team of approximately 30 engineers in major production plant for fibers used in variety of applications, including cigarette filters. Implemented cigarette tow fiber quality improvement program that led users to select Celanese as their dominant provider. Set stage for significant increase in market share.

1964 - 1968: Celanese (now Hoechst Celanese), Charlotte, NC. Research and Development, including process pilot plant operations. Multiple research and development projects. Invented cigarette filter and became Project Manager of team to develop commercial equipment for the production of the filter. Product trademarked as the SuperFilter and used by Pall Mall Rothmans on cigarettes sold overseas. Not used in the United States, as ban by federal government on television advertising of cigarettes at the same time discourage new product introduction in the USA by the tobacco industry.

1961 - 1963: North Carolina State University, Raleigh, NC. Research Assistant to professor in fluid dynamics lab, using funds from fellowship granted by significant corporation. Innovated independent research and development project for my Master of Science thesis. Sigma XI Honorary Society recognition.

1959 - 1961: Olin, Pisgah Forest, NC. Variety of line and staff functions in manufacturing and engineering of fine paper plant (bible paper, cigarette paper, etc). Operating engineer assigned to project to commercialize new product. Worked with project manager on planning, construction and production plant start-up. Successful project.

1956 - 1958: Russell and Axon, Consulting Engineers. Daytona Beach, FL, Draftsman. Worked during summers. Academic months at University of Florida, Gainesville, FL. Undergraduate, awarded Bachelor of Science in Chemical Engineering in 1959. Active in Lyceum Council and Theta Chi Fraternity.

1950 - 1955: Daytona Beach News-Journal. Carried morning and evening newspaper routes (started with one route, grew to four routes). Independent seven-piece dance band leader. Mainland High School, graduated 1955.

INDUSTRIAL/MANUFACTURING MARKET SEGMENTS SERVED:

Organic, inorganic and phosphorus chemicals. Synthetic fibers. Paper. Glass. Plastics. Chemical process equipment. Chemical recovery/recycle. Electronics. Industrial equipment. Design/build/construction. Also many allied market and support segments. Contact me now for more insights.

VOLUNTARY LEADERSHIP ROLES (current and past):

Founder/Director, Ultra-Small Business Alliance, a.k.a. <http://www.USBA.us>
Director, Churches/Christians That Care, <http://ctc.tv>
Founder, Global Christian Movement, <http://GlobalChristianMovement.org>

In the past:

National Speaker, The Executive Committee, TEC Worldwide, Inc., an International Organization of CEO's, renamed Vistage. Member and national touring speaker facilitating customized three hour learning experience for CEO's.
Founder and President, Harvard Business School Club of Virginia.
President, Business Resource Center, Glen Allen, Virginia.
Board of Directors, Prevent Child Abuse, Virginia.
Advisory Board, Sonja Lauren Foundation.
Exchange Club: Founding team member and participant.
Founder and/or President, several local AIChE Chapters in North Carolina.

OTHER ENTERPRISE OPERATIONS:

Hotline Multi-Enterprises: Private entity organized in 1973 for evaluation of business opportunities and business development as deemed appropriate. Launched a series of operating entities (sailboat sales, publishing, camping equipment, etc.) over the years.

PERSONAL:

Eagle Scout

Mainland High School, Daytona Beach, Graduate: National Honor Society; Quill and Scroll (journalism honor society); Marching band, orchestra, dance band.

Sports: sailing, tennis, golf, swimming, fishing and fitness walking.

Married to Joanne since 1960, three sons and two grandsons!

Lived in Hanover County, Virginia since 1975.

ADDENDUM TO CURRICULUM VITA, JOHN C. RANDALL

ORIGINAL AUTHOR AND PRESENTER/FACILITATOR

SUBJECT MATTER OF CORE PROFESSIONAL DEVELOPMENT
and
BUSINESS SUCCESS COACHING
SEMINARS/WORKSHOPS
(Several as noted by asterisk with co-design and
co-presentation by Debra Alexander, adult training expert)

A. GETTING STARTED

INTRODUCTION TO BUSINESS SITUATION ANALYSIS, 2 DAYS

B. MARKETING

INTRODUCTION TO MARKETING AND MARKETING PLANNING, 1 DAY
DEVELOPING A MARKETING PLAN FOR A COMPANY, 1 DAY
MARKETING PLAN AND STRATEGY DEVELOPMENT, 3 DAYS
MARKETING THE FEDERAL GOVERNMENT, INTRODUCTION, 1 DAY
SBA FEDERAL MARKETING, 5 DAY*

C. BUSINESS DEVELOPMENT PLANNING

INTRODUCTION TO BUSINESS PLANNING, 1 DAY
BUSINESS PLANS AND EVALUATION OF BUSINESS PLANS, 5 DAYS*

D. FINANCIAL ANALYSIS

INTRODUCTION TO FINANCIAL REPORTING, 1 DAY
FINANCIAL REPORTS AND THEIR EVALUATION, 5 DAYS

E. PROJECT MANAGEMENT

INTRODUCTION TO PROJECT MANAGEMENT, 2 DAYS
PROJECT MANAGEMENT FOR PROJECT MANAGERS, 2 DAYS

F. PROFESSIONAL DEVELOPMENT

MASTERMINDER® SELF-MANAGEMENT SYSTEM, 1 DAY
INTRODUCTION TO PROJECT MANAGEMENT, 2 DAYS
HOW TO BE AN EFFECTIVE INTERNAL OR EXTERNAL CONSULTANT, 2
DAYS

DESCRIPTIONS OF SEMINARS/WORKSHOPS

A. GETTING STARTED

INTRODUCTION TO BUSINESS SITUATION ANALYSIS, 2 DAYS

Before meaningful future plans can be outlined for a company, it is vital to identify the current situation of the company. The methodology of a situation analysis enhances this process. This seminar/workshop reveals how to conduct a situation analysis and provides guidance on the interpretation of the analysis. Included are practical formats for this process. Pragmatic methods developed and extracted from several decades of conducting situation analysis on hundreds of business operations.

B. MARKETING

INTRODUCTION TO MARKETING AND MARKETING PLANNING, 1 DAY

Marketing is different from selling. To market effectively, the language and concepts that are the foundation of this subject must be understood. While each company is unique, marketing principals must be applied to achieve the marketplace response to company capability. Understanding these principles provides a foundation for subsequent development of a marketing plan. Drawn from several decades of highly diversified professional marketing, advertising and sales experiences.

DEVELOPING A MARKETING PLAN FOR A COMPANY, 1 DAY

The marketing plan for a company is a vital, but often overlooked, business development ingredient. How to develop a marketing plan is learned by initiating the process for your company or source of earned income. A structured approach has been developed and is presented during this learning experience. The core content of this seminar/workshop has been presented many times during the past several decades with excellent results.

MARKETING PLAN AND STRATEGY DEVELOPMENT, 3 DAYS

Understanding the marketing planning process and the development of a marketing strategy for any entity is enhanced by an experiential learning methodology. Case work, role play, plan development and presentations are items included in this dynamic seminar/workshop. The learning experience will enhance the ability of the participant to define their marketing plans and strategies.

MARKETING THE FEDERAL GOVERNMENT, INTRODUCTION, 1 DAY

The largest customer in the world is frequently the most intimidating - the Federal government. Yet once a customer, it can be a source of excellent business for most any company. This dynamic and informative seminar draws back the curtain on the mystique of Federal procurement practices, and helps the participant learn how to find opportunities within this huge market segment.

SBA FEDERAL MARKETING, 5 DAY*

The United States Small Business Administration (SBA, a Federal agency) serves as an advocate and development resource of small business operations to serve all Federal operations. It therefore is faced with the challenge of marketing itself to other Federal operations, agencies, etc. This program was designed to enhance the marketing and communications skills of SBA leadership and personnel as they interface with other stakeholders in Federal procurement.

C. BUSINESS DEVELOPMENT PLANNING

INTRODUCTION TO BUSINESS PLANNING, 1 DAY

Business planning is a formalization of business operations. It causes a systematic review of all aspects of a business with an eye on where the business is going. This involves application of select structure, language and concepts. The total business structure is considered. Understanding business planning principles provides the foundation for definition of a business plan. Extracted from several decades of highly diversified professional business planning guidance experiences for operations ranging from ultra-small to a Fortune 50 company.

BUSINESS PLANS AND EVALUATION OF BUSINESS PLANS, 5 DAYS*

Understanding the business planning process and the future development plan for any entity is enhanced by an experiential learning methodology. Case work, role play, plan development and presentations are items included in this dynamic seminar/workshop. The learning experience will enhance the ability of the participant to coach and guide others as they seek to define their business development plans and strategies. This experience includes an introduction to the business plan evaluation process.

D. FINANCIAL ANALYSIS

INTRODUCTION TO FINANCIAL REPORTING, 1 DAY

Favorable financial outcomes are one of the ultimate objectives of any business entity. Unfortunately, much of the initial guidance on this matter is driven by tax compliance criteria. Financial information systems that enhance

the effectiveness of small business operations are the focal point of this seminar/workshop. These practical insights go well beyond normal academic bounds and are proven by results. Drawn from several decades of highly diversified, yet related, professional experiences.

FINANCIAL REPORTS AND THEIR EVALUATION, 5 DAYS

Understanding and evaluating financial reports for business operations is facilitated by an experiential learning methodology. Case work, financial report development and exercises are included in this dynamic seminar/workshop. The learning experience will enhance the ability of the participant to coach and guide others as they seek to better define the financial management plans and strategies for their business.

E. PROJECT MANAGEMENT

INTRODUCTION TO PROJECT MANAGEMENT, 2 DAYS

Management of on-going operations is different from project management. While there are many areas of overlap, there are also some very unique attributes in the field of project management that need to be understood. Frequently business operations will institute projects without realization of these distinctions, only to learn about them through harsh - and sometimes expensive - experience. Good refresher for seasoned Project Managers. Essential insights for those just learning about this vital subject.

PROJECT MANAGEMENT FOR PROJECT MANAGERS, 2 DAYS

Project management software usage without understanding the core concepts behind project and process management from inception to launch of a project has been at the root of many seemingly well-organized and planned, yet flawed projects. This interactive learning experience was designed to foster understanding and application of critical management and leadership steps prior to the use of software to reduce the risk of project failure.

F. PROFESSIONAL DEVELOPMENT

MASTERMINDER® SELF-MANAGEMENT SYSTEM, 1 DAY

Before one manages others, one must self-manage. For busy people who really want to save time and worry less, the MasterMinder® is a proven self-management system. The process - first introduced in 1979 - is based on practical concepts and techniques. Unlike most burdensome approaches to time and self-management, all that is needed is an easily learned understanding of the process (ten one-word secrets, seven simple tools). The MasterMinder® system truly simplifies grabbing control of one's environment, and in turn, of one's time in work and life. Full skills development takes place during a dynamic

one-day seminar/workshop. Interactive discussions, exercises, examples, illustrations, and a personal workbook are just part of the methods used during the full learning experience. Participants will gain insights on time and self-management concepts and techniques. This will aid them in taking some solid steps towards gaining control over their own unique time and self-management situations. John C. Randall is the creator/author of this user-proven system, which is an outgrowth of this book, "*How To Save Time and Worry Less!*", published in 1979. He also is the sole owner of the national trademark for the MasterMinder® Success Systems. Presented to audiences ranging from one (CEO) to more than 3,000 (entire freshman class at a University) since 1981. Note that Steve Covey, best selling author of "*First Things First*" referenced this work as part of the basis for his approach to the subject.

HOW TO BE AN EFFECTIVE INTERNAL OR EXTERNAL CONSULTANT, 2 DAYS

While there are basic skill sets that are common to being effective both in external and internal consulting, there are also some very significant differences. It starts with who is paying for the work and how the consultant is perceived by self and by the user. Both types of consultants must be effective communicators, and a marketing frame of mind is wise in both cases. There are perhaps a dozen potentially significant issues of differences, and they can be effectively addressed during the learning process. Failure to understand these differences can easily undermine the effectiveness of even the best staff or external consultant. My having practical personal experience for many years in both sets of roles provides your participants with a useful benchmark for the interactive portions of the learning experience for seminar/workshop participants.

OTHER: MASTERING YOUR MARKETING: Authored, client-use testing for decades, development and refinement leading to the creation of the fully-indexed and comprehensive Guidebook for "*Mastering Your Marketing*". The pragmatic design of this copyrighted course content is for enterprise operators, owners, founders, consultants, instructors and those who are seeking advancement as an intrapreneur or entrepreneur. Useful for non-profits and associations. Features a framework of five major milestones, and 24 Guides, 40 hours, five day design.

Note: Custom design of seminar/workshops for specific learning outcomes is an inherent service. Most of these programs have been presented multiple times and some have had participants from every state in the United States of America. When appropriate, alignment with ASTD members takes place.

These seminar/workshops are available on a private contract basis through the Randall Group, Inc.(www.rgiofva.com). Training for trainers is also available.

Want more insights? Contact me right now at John@JohnCRandall.com or (804) 746-4450. Please leave a message if I am away from my desk (or in meetings off-site), and thank you for your interest.