

Alisar Corporation Company Profile

“This process was the most important management tool we used in helping American Woodmark to become a growth company.”

James J. Gosa,
President and CEO of American Woodmark

Background

Alisar Charting

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In 1980, Bill Brandt founded American Woodmark to acquire a small kitchen cabinet business. At the time, the business had annual sales of \$30 million. In 1992 as Chairman and CEO, Bill attended a seminar conducted by Peter Senge, describing the principles of “the learning organization” as presented in his book, “The Fifth Discipline.”

It was through this seminar that Bill learned of the work of Robert Fritz – work that was to have a profound impact on Bill, leading him to create a core management tool for American Woodmark based on Structural Dynamics [link to define – popup or other page within site] and the principles from Fritz’s book, “The Path of Least Resistance”.

By the mid-1990’s the process had become the basic methodology by which the company did work. The methodology was incorporated into the company’s business plans, meeting management, scorecard measurements, and performance planning and assessment for individuals. The process enabled the organization to better create goals, focus priorities, align resources, monitor performance, and achieve desired results.

The result for American Woodmark? It has grown from revenues of \$30 million in 1980 to over \$550 million today! American Woodmark products are carried at Lowe’s and Home Depot.

According to Mr. Brandt, “Employees have found that they were successful using the process not only at work, but also in their personal lives-- at home and with their involvement in church, clubs and civic organizations.”

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James J. Gosa, President and CEO of American Woodmark, observes: "This process was the most important management tool we used in helping American Woodmark to become a growth company."

In 2001, Mr. Brandt formed the Alisar Corporation to make popular the process that had served American Woodmark and its employees so well.

Management team

Bill Brandt, President, CEO and owner.

In addition to founding, funding and leading Alisar Corporation, Bill is Chairman of the Board of American Woodmark, a board member for a hospital and a university and additionally runs a private practice providing business consulting. Bill's financial acumen, network and track record of business success are invaluable resources for this organization.

Ann and Gary Ralston, Operations team.

Ann and Gary bring a truly unique mix of talents to Alisar Corporation. Partners in Ralston Consulting Inc., they are trained and certified by Robert Fritz in Structural Dynamics, and have a thriving practice helping their clients throughout North America use the principles and processes to achieve sustained success. For Alisar, Ann provides strong management of operations, development and customer service, being a tireless advocate for improving our customers' experience. An accomplished business consultant and trainer, Ann is currently spearheading a multi-year plan to re-structure a fast-growing local Rotary club and charitable foundation using Alisar's software and approach.

Gary directs sales, marketing, and technology for Alisar, drawing from 25 years experience as an entrepreneur and technologist. Gary has been involved in the development of software for Structural Dynamics since the first products in the mid 1990's, and has worked with Robert Fritz to design training materials and programs for individuals and organizations. An active business consultant with clients achieving award-winning gains in their business, Gary takes time out to develop and facilitate student-directed technology programs for a local school based on Structural Dynamics and using Alisar Charting.

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Put Alisar Charting To Work For You

The success enjoyed by American Woodmark is being replicated in other organizations through the use of our software, training and consulting. Alisar ChartingSM is only the first in a series of enterprise performance management services to help individuals and organizations prosper and grow.

We welcome enquiries from professionals and investors interested in participating in Alisar Corporation's next phase of growth. For more information, visit www.alisarcharting.com, contact Jerry Harden at 859-392-8000, or jharden@riverwatch.com

