



NEWS

from Cotter Consulting, Inc.

New Website to Launch in Spring

Our new and improved Cotter website should be “live” by the end of March. We are embracing our growth and have challenged our website designer, Echo Design Group, to add all the latest “bells and whistles” to our website.

In the upcoming months we plan to add white papers, blogs, an RSS feed, Podcasts, and increase search engine optimization of our website. To furnish this material we will be asking you to identify some unique experiences you have had and how you have resolved those issues. We will also rely on you to provide us with comments from clients whom you have made a positive impression upon that we can post in a new “Testimonials” section.

Another main highlight of the new website will be our ability to more easily and frequently update information about Cotter and our new projects. Going along with that will be a sign up for visitors to register to receive e-mail blasts when any of these updates are posted to our website.

Not only will we be adding all these new features but we will also be giving our website a cleaner, more sophisticated design that is easier to navigate. Additionally, we will include new, eye-catching photographs and project galleries in order to captivate browsers’ attention.

A company’s website is often the first thing a new or potential client goes to in order to gain further insight into a company. We want Cotter’s website to stand apart from our competition and clearly convey Cotter’s values to all those who visit it.



Cotter’s Recently Awarded Projects:

Project Management

- DuPage Co. Urban Stream Research Center*
- Educare of West DuPage New Child Care Center*
- Food Distribution - Hardscape/Landscape*
- Lakeview School District #66*
- Loyola - Elevator Replacement Holy Cross and Fordham buildings*
- Loyola Administrative: Various Task Orders*



West Cook YMCA

Commissioning

- Northwestern Hospital Mechanical Renovation*
- Washoe County Sparks Justice*
- West Cook YMCA*

Transportation

- CDOT Professional Bridge Design and Bridge Construction Engineering Services*
- IDOT PTB 150 Various-Variou Projects*

Cotter Begins New Marketing Initiatives

Despite all the negative news we hear from the media, Cotter is well-positioned to have a strong 2009. We have a solid “backlog” of work in the pipeline and we are extremely optimistic about the many opportunities for work called for in the 2009 Stimulus Package.

According to a report from Onvia (a federal opportunities guide) it is estimated that the Stimulus Package will allocate:

- \$90B for Modernizing Roads, Bridges, Transit and Waterways.
- \$36B for Transformation of our economy with Science and Technology.
- \$54B for clean, efficient, American Energy.

We have made sure Cotter meets all the pre-qualifications necessary to respond to the various local, state and federal initiatives; thereby allowing us to react quickly when these opportunities present themselves.

Typically, at year end new postings slow down. That hasn't happened at all. Since the beginning of the year, we have already responded to 12 RFP's, RFQ's, RFI's.

We have identified various websites that post upcoming opportunities and check these sites at least three times a week for new initiatives.

Additionally, we request that all of you ask those you work with about any new initiatives they may know of that are forthcoming.

Whenever you gain insight on potential opportunities, we request that you drop an email to your department head and Pamela along with a brief summary of the opportunity and contact information. A committee consisting of Anne, Pamela and the department head will discuss each opportunity and determine whether we should respond as a prime, a sub or at all.

This is an all-out collaborative effort to position Cotter for new business opportunities. Communication is extremely important. It will allow us to capitalize on new initiatives that are identified, give us more time to write stronger responses and have an advantage over our competition.

It is important for us to take responsibility for the growth of Cotter.

In order to provide you with projects that are exciting, intellectually stimulating and challenging, we are requesting your participation in our quest for this type of work.



Equally important is the hope that you will “cross-sell” the various services Cotter provides. For example, if you learn that the client is considering commissioning, let the client know that we offer the service and contact Laura, Jan and Pamela. Vice versa, if we gain intelligence that the client is going to be undertaking a new initiative, please provide Pamela with the information you have so she can follow up with the appropriate contacts.

2009 White Sox Tickets Available

Cotter has, once again, purchased White Sox Season tickets this year. We strongly urge you to consider furthering your client business relationships by inviting them to a game. Availability will be on a “first come” basis, so begin thinking about opening season. To reserve tickets e-mail Allison Williams at A.Williams@cotterconsulting.com.

Throughout 2009, we will make sure Cotter remains connected to our existing clients as well as prospective clients through quarterly networking initiatives. We want to establish new business relationships and strengthen old ones. This effort will result in knowledge about future projects for which we can begin to strategize.

By the annual meeting we plan to have a business development policy and “how to” manual completed and made available to all Cotter employees. This will serve as a reference for you to join in our company-wide effort to continue searching for additional opportunities.

These initiatives are all tools we are using to support you and the advancement of Cotter. The nation's current economic situation is providing Cotter with a unique opportunity to capture a great deal of work. We are anxious to seize any and all opportunities available to Cotter and look forward to working with all of you.

Employee Profile: Pamela Bordner-Riney



Pamela, Anne and Jan at Cotter's Holiday Brunch

1. What is your job title and duties? My title is Vice President of Business Development. My duties include:

- Working with Sarah and Allison on the Marketing of Cotter's Website, Collateral materials, Responses to the RFP's, etc.
- Working with Jan, Kevin and Laura to help them achieve their sales and revenue goals for the year.
- Working with Anne to strategically direct the growth of Cotter, identify new markets and establish stronger business relationships with clients, prospective clients, primes/subs.

2. Where were you born? Peoria, IL.

3. If you had to describe yourself in one word, what would it be? Intuitive.

4. If you could have any job you wanted, what would it be? I have the job I absolutely love. I have an insatiable curiosity and love learning new things. I also love to develop new business relationships. This job provides all these opportunities.

5. If you could meet anyone in the world, dead or alive, who would it be? Abraham Lincoln – he was an incredible visionary.

6. What's on the walls of your office/cubicle? Everyone's phone numbers and websites we check regularly for business opportunities.

7. What is your favorite book / movie / food / sport?

Book: Too many to name, depends on what day you ask me.

Food: Seafood – specifically yellowtail snapper.

Movie: I know it is really odd but I really am not a big movie fan. I tend to really enjoy plays – it is "true talent and acting".

Mama Mia is one of my favorites.

Sport: College football but I have to admit I love March Madness in basketball.

8. What is the most interesting fact about you? I lived in Taipei, Taiwan for 18 months consulting on a 13 story above ground and 7 story below ground shopping center.

9. What do you like most about working at Cotter? The people and the diversity of work.

10. If you won the lottery today, what would you do tomorrow? Show up for work. Develop a program to help educate young and old alike and subsequently establish a mentor program to help these folks integrate seamlessly into the workplace.

11. What are your hobbies? Reading, traveling and jewelry making.

12. Are you a Cubs or Sox fan? I'm a hometown Chicago fan. I'm happy the Cubs are selling to someone who may finally have a "winning attitude" and who is interested in giving the fans a winning team. I also like the White Sox. However, I really like the Bears.

On-Site Health Screenings: *Discover our state of health and help ensure a healthy future*

Fast. The free, confidential, 10-minute evaluation consists of a blood draw and a medical history questionnaire.

Convenient:

- ♥ Darien: Thursday, February 26
- ♥ Chicago: Friday, February 27
- ♥ Or request a 'Test-on-Demand' kit to take to a local lab through March 27

Sign-ups begin at the Annual Employee Meeting: stop by the I.H.S. table during the Wellness Fair or contact Jennifer Werneke.

Valuable. Participants receive, at no cost:

- ♥ A **personalized health report** that shows how your health compares to the 'normal range' and whether you are at risk or possibly suffering

from a health problem

- ♥ Your **personal Interactive Health Index (IHI)**– comprised of 5 risk factors that you can improve, thereby increasing your chances of a healthy future
- ♥ Continued **support and coaching** from Masters-degree professionals to help you improve your IHI and make lasting lifestyle changes

Rewarding. New participants, and repeat participants who maintain a healthy IHI or achieve the targeted improvement of their IHI, will receive a \$15/month payroll Wellness Credit for the next year.

Confidential. The company report Cotter receives from I.H.S. does not identify any individual results nor are results grouped by any demographic data.