

WEEKLY PROGRESS REVIEW (WPR)

The purpose of the Weekly Progress Review (**WPR**) is to engage key stakeholders in the process of improving the business. We will agree on the prioritization and scale of core issues, and the opportunities identified and realized. Finally, we will summarize this week's activities, findings, the tools built, and the changes implemented. We will discuss the training conducted, measure our results, and review the direction for next week.

The **WPR** builds on the Consulting Services Agreement and Project Plan between Cogent Analytics and Dunning Industries. This report covers the period from 2025-10-13 to 2025-10-17.

Executive Summary:

Cardinal Transportation's current strategic initiatives address critical vulnerabilities in market positioning, operational leadership, and acquisition readiness through a unified program of brand defense, outbound sales activation, and structured corporate development. This comprehensive approach responds to recent competitive incursions—most notably through paid search keyword bidding—that have eroded digital visibility, diverted qualified leads, and limited customer awareness. The company's evolution from reactive brand management to coordinated, multi-pillar engagement is designed to reclaim market authority, activate dormant sales infrastructure, and establish repeatable frameworks scalable to future expansion through the Buckeye acquisition.

At the operational core, Cardinal is transitioning key responsibilities to align staff capabilities with strategic priorities. Kim's appointment to lead the outbound sales initiative directly resolves the systemic leadership void created by Maureen's disengagement from CSR outbound management, which had left sales tools unused, CRM systems dormant, and business development activity stalled despite significant infrastructure investment. Simultaneously, Maureen's repositioning into corporate outreach and reputation development leverages her strengths in external engagement while eliminating the operational bottlenecks her restrictive communication protocols had imposed across CSR and operations teams. This dual realignment activates Cardinal's fully designed but underutilized AIS client classification system (Amber, Indigo, Scarlet), 200+ prospect call list, and structured outbound calling program—converting dormant frameworks into active revenue-generating systems expected to produce \$1.4M–\$1.8M in combined annual performance improvements.

The broader brand and business development plan integrates three interdependent pillars: Corporate Development focuses on measurable pursuit of large-scale partnerships and institutional contracts; Community Development strengthens local market relevance through consistent, visible participation; and Reputation Development sustains legitimacy by ensuring Cardinal remains publicly represented as Columbus's preeminent transportation authority. Maureen's Q1 2026 Marketing & Corporate Outreach Proposal, now complete ahead of schedule, establishes the tactical framework for launch, while Cogent's Marketing Professional Services (led by Eric Briggs) will deliver technical execution plans addressing online brand protection, social media engagement, and content strategy within 30 days. Together, these initiatives position Cardinal to defend digital market share, rebuild competitive authority, and translate visibility into measurable growth—while creating proven, scalable systems immediately deployable to strengthen Buckeye's market presence post-acquisition. Meanwhile, Buckeye negotiations continue collaboratively, with both parties aligned on mutual non-solicitation structures and positioned to finalize terms and advance toward definitive agreement within coming weeks.

Focus – Biz Dev and Brand | Pillar – Multiple | Deliverable – Strategic Biz Dev Plan

Reasoning:

This evolution is being driven by a need to protect market share, rebuild competitive authority, and translate visibility into measurable growth across multiple fronts. The initiative acknowledges that recent competitor incursions—most notably through paid keyword bidding—have influenced lead flow and diminished the company's digital visibility. This reduction in presence has limited customer awareness while underscoring the need for a more cohesive approach to brand defense, outreach, and credibility-building efforts.

The response integrates brand defense, institutional outreach, and reputation development into a unified structure capable of reinforcing both immediate performance and long-term stability. By defining three interdependent pillars—Corporate Development, Community Development, and Reputation Development—Cardinal can engage external audiences more effectively while ensuring consistent messaging across all touchpoints. Corporate Development provides measurable pursuit of large-scale partnerships and account retention; Community Development strengthens Cardinal's brand relevance through visible, consistent participation; and Reputation Development sustains legitimacy by ensuring the company remains publicly represented as a trusted, established operator.

As part of this structural progression, Maureen's repositioning represents a targeted alignment of internal capability to external priorities. Her new role directly supports the Reputation and Community Development pillars, focusing on social presence, partner outreach, and communication continuity—all necessary to reinforce the broader brand engagement strategy. The restructuring not only resolves inefficiencies created by her former administrative scope but also positions her contributions where they provide tangible, public-facing value.

This interconnected framework allows Cardinal to address performance gaps holistically: protecting digital authority, aligning staff function with strategic intent, and deepening customer and partner confidence. The redesign is not a short-term reaction but a reasoned consolidation of efforts that turns separate corrective actions—like the realignment of roles and improved external messaging—into a coordinated foundation for sustained brand credibility, engagement, and growth.

Focus – Biz Dev and Brand | Pillar – Multiple | Deliverable – Strategic Biz Dev Plan

Methods:

The development of Cardinal's marketing initiative began with Brian Kemp's analysis, which identified critical vulnerabilities in the company's online presence and digital positioning. His findings revealed that competitors were successfully bidding on Cardinal-branded keywords and capturing qualified search traffic, exposing a fundamental gap in brand protection that required immediate attention. This discovery formed the foundation for understanding that Cardinal's digital market position was not merely underdeveloped but actively compromised.

Building on Brian's assessment, leadership recognized that Cardinal should be the preeminent name in transportation in Columbus—the first and preferably only transportation company that comes to mind when customers and partners consider premium transportation services. This objective established the benchmark against which all marketing efforts would be measured and guided the strategic selection of intervention points.

With this aspiration clarified, it became evident that brand protection alone would be insufficient. Community Development and Reputation Development were identified as necessary supporting initiatives that could be housed within the corporate client development framework, creating a unified approach to brand visibility, credibility, and market dominance. These pillars would work in concert to establish Cardinal not just as a service provider, but as the definitive transportation authority within Central Ohio.

Critical to the planning process was addressing Maureen's demonstrated lack of ownership of the CSR Outbound Calling Plan, which had stalled previous business development efforts. Rather than attempting to force engagement where none existed, leadership coordinated a systematic approach to gauge both Maureen's interest in transitioning to corporate outreach responsibilities and Kim's willingness to assume leadership of the CSR outbound sales function. This dual assessment ensured that buy-in could be secured at a high level before committing resources to structural changes, providing a strategic foundation for both timing and implementation planning.

The methodology also prioritized the development of structured, repeatable processes that could be applied to the Buckeye acquisition. By creating standardized digital marketing and brand development frameworks during Cardinal's own transformation, the company would possess proven, scalable systems that could be immediately deployed to strengthen Buckeye's market presence post-acquisition. This forward-looking approach ensured that investment in Cardinal's marketing evolution would yield compounding returns across both current operations and future expansion.

Focus – Biz Dev and Brand | Pillar – Multiple | Deliverable – Strategic Biz Dev Plan

Status:

Maureen has demonstrated a previously unseen level of engagement and initiative over the past several weeks. Through ongoing planning sessions and execution reviews, she has completed development of the 2026 Q1 Cardinal Transportation – Marketing & Corporate Outreach Proposal & Budget, which will serve as the launch framework for all brand, outreach, and online engagement activities beginning January 2026. The plan transitions Cardinal's marketing function from concept to structured implementation by defining clear objectives, target deliverables, and supporting budget alignment.

Initially scheduled for completion and review by December 3rd, Maureen's work is well ahead of schedule. Based on the current state of readiness, she will be able to present the completed Q1 plan to James for preliminary review in advance of the December 3rd target date, providing additional time for integration feedback and coordination with supporting operational activities.

Recognizing that portions of the plan require deeper technical execution than Maureen's existing experience supports, assistance from Eric Briggs, from Cogent's Internal Marketing Professional Services, has been activated. Eric's contribution will expand on Maureen's framework through the development of tactical plans addressing three focal areas:

Online Brand Protection – reinforcing search and online visibility strategies to ensure Cardinal remains dominant across the Columbus transportation market.

Social media & Online Engagement – creating structured posting schedules, content planning, and consistent brand interaction processes.

Content and Media Strategy – aligning written and visual content with community engagement and corporate reputation goals.

Eric's plan will be finalized and delivered within the next 30 days, positioning both initiatives for alignment, review, and coordinated launch as part of the Q1 2026 rollout.

Collectively, the early completion of Maureen's preliminary framework and the upcoming professional marketing integration from Cogent place Cardinal significantly ahead of the initial timeline. The organization is now structurally and strategically positioned to support the upcoming Q1 launch, strengthen brand visibility, and elevate its overall market profile well into 2026.



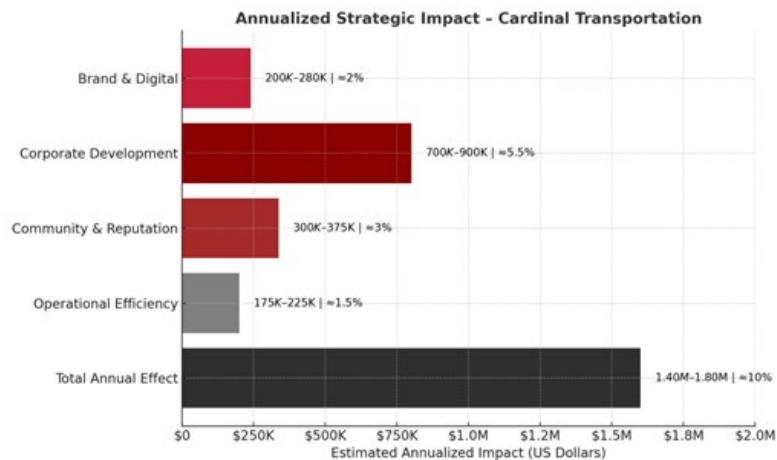
Focus – Biz Dev and Brand | Pillar – Multiple | Deliverable – Strategic Biz Dev Plan

Impact:

The combined development of Cardinal's business outreach, brand defense, and corporate communications framework is expected to produce measurable annual improvement across multiple areas of performance.

1. Brand and Digital Presence

The updated digital marketing and brand protection plan is projected to capture \$200,000–\$280,000 in additional annual business volume, or roughly 2% of total revenue impact. Enhancing Cardinal's online visibility and consistency of messaging will reduce loss of potential clients to competitor advertising and improve inbound lead conversion.



2. Corporate and Institutional Growth

The implementation of structured outbound communication and improved account management processes is expected to produce a 4–6% increase in organizational business volume, adding approximately \$700,000–\$900,000 annually. These gains will largely result from re-engaging existing partners, expanding corporate contracts, and formalizing communications with new large-scale accounts.

3. Community and Reputation Development

Consistent participation in community partnerships, targeted visibility within Columbus, and refined media engagement will enhance Cardinal's recognition as a trusted, established provider. This is expected to drive \$300,000–\$375,000 in additional client opportunities, representing a 3% increase in visibility-conversion impact through higher referral and awareness-based bookings.

4. Operational Coordination and Efficiency

The refinement of leadership responsibilities and marketing process alignment is anticipated to yield \$175,000–\$225,000 in annual productivity value, or a further 1.5% improvement in operational performance. These efficiencies derive from better coordination across marketing and communication channels, fewer redundancies, and faster follow-up with potential clients.

Focus – Outbound Sales / Pillar – Sales and Operations | Deliverable- Initiative Ownership

Reasoning:

Kim's transition into management of the outbound sales initiative addresses a critical gap in Cardinal's organizational structure—one that had stalled business development momentum despite the availability of systems, tools, and strategic planning. As documented in the Cardinal Sales Evolution framework and subsequent September 19, 2025, WPR, Maureen had been assigned responsibility for implementing and managing the outbound calling plan designed specifically for her and the CSR team. However, as detailed in that report, Maureen demonstrated complete abandonment of the initiative, with "no follow-up, instruction, direction, or engagement with CSR team on business development" and "no utilization of provided tools and resources."

This vacuum required immediate action. Cardinal had invested significant resources in developing the sales infrastructure, including the AIS client classification system (Amber, Indigo, Scarlet), outbound call tracking, and CRM integration planning—but without engaged leadership, these systems remained dormant. Three CSRs required Kim to provide additional remedial training, two CSRs had never logged into the system, and all entered deals and tasks were overdue, signaling systemic disengagement rooted in Maureen's lack of ownership.

Kim's assignment to lead the outbound sales initiative resolves this directly. She will now manage the CSR outbound calling program, oversee daily execution of the sales plan, and maintain the reporting and tracking systems necessary to provide leadership with visibility into pipeline activity, conversion metrics, and lead quality. Her role includes ensuring CSRs follow established cadences, complete call volumes, and document interactions within the CRM framework, converting the already-designed business development structure into active, accountable performance.

This change also allows Maureen to redirect her focus toward corporate outreach and external engagement—areas better aligned with the revised marketing and brand initiatives outlined elsewhere in this WPR. By placing Kim in charge of operational sales leadership and holding her accountable for measurable outcomes, Cardinal ensures the outbound program transitions from a well-designed concept into a functioning revenue-generating system supported by consistent management, clear expectations, and disciplined follow-through.

Focus – Outbound Sales | Pillar – Sales and Operations | Deliverable- Initiative Ownership

Methods:

The decision to transition Kim into the outbound sales leadership role was executed through a structured process that balanced operational urgency with careful assessment of leadership readiness, system alignment, and backfill planning. This approach ensured that the change would deliver immediate organizational benefit while providing Kim with the clarity and support necessary to succeed.

1. Identification of the Leadership Gap

During operational reviews conducted in September 2025, leadership confirmed that Maureen's lack of engagement with the outbound calling initiative had created a systemic void. Despite having the necessary tools, call matrices, and client classification frameworks in place—developed through the Cardinal Sales Evolution program, the CSR team had no direction, no follow-up, and no accountability structure. This absence of leadership had resulted in CSR disengagement, unused CRM systems, and missed business development opportunities. Documentation from September 19, 2025, WPR confirmed that all entered tasks were overdue, multiple CSRs required additional training, and two had not logged into the system at all.

2. Assessment of Kim's Capability and Interest

I conducted direct discussions with Kim to gauge her interest in assuming responsibility for outbound sales management, CSR coordination, and performance reporting. Kim demonstrated both willingness to lead the initiative and a strong understanding of the sales systems already developed. Her existing familiarity with Cardinal's client base, operational tempo, and CSR team dynamics positioned her as a natural candidate to provide immediate oversight without requiring extensive onboarding.

3. Backfill Planning and Job Description Development

A critical component of Kim's transition involved addressing her existing front desk responsibilities. Prior to the reassignment, no formal job description existed for the front desk position, creating ambiguity regarding the scope, daily tasks, and operational requirements necessary to maintain continuity. To resolve this, Kim and I worked collaboratively to develop a comprehensive Front Desk Job Description. This document captured all essential duties, including visitor reception, phone handling, administrative support, and coordination functions that Kim had been performing. The job description provides the necessary foundation for recruiting and training a replacement, ensuring Kim's transition would not disrupt day-to-day front office operations.

Structured Leadersitic Transition– Kim's Outbound Sales Role



Leadership Gap Identified
(Sept 2025)
Lack of outbound leadership created CRM inactivity and missed revenue opportunities. Confirmed in Sept 19 WPR



Capability & Interest Assessment
Kim expressed readiness and understanding of outbound systems, CSR coordination, and reporting needs



Backfill & Job Description Finalization
Front Desk Job Description created to capture all daily tasks and enable seamless replacement



Defined Role Scope & Accountability
Clear KPIs for call volume, conversions, CSR coaching, and CRM reporting



Transition & Communication
Communicated as a positive organizational evolution, reinforcing accountability and morale



Integration with Business Development

Focus – Outbound Sales / Pillar – Sales and Operations | Deliverable- Initiative Ownership

Methods Continued:

4. Definition of Role Scope and Accountability

Kim's new role was clearly defined with specific, measurable responsibilities:

- Management of outbound call activity: Ensuring CSRs complete daily call volumes, follow established outreach cadences, and maintain consistent engagement with prospects and existing clients.
- Reporting and tracking oversight: Maintaining accurate documentation of call activity, lead progression, and conversion metrics within Cardinal's CRM and sales tracking systems.
- CSR coaching and accountability: Providing direction, feedback, and corrective guidance to CSRs to ensure adherence to the structured sales process developed under the Cardinal Sales Evolution framework.

5. Transition and Communication

The transition is being communicated as a positive organizational progression focused on activating Cardinal's outbound sales infrastructure, which has been methodically designed but underutilized. Leadership is framing Kim's appointment as a necessary advancement that places direct responsibility where engagement and accountability can be most effectively enforced. This approach maintains team morale while establishing clear expectations for future performance standards across the sales function.

6. Integration with Broader Business Development Strategy

Kim's new position is being integrated directly into the Strategic Business Development Plan discussed elsewhere in this WPR. Her management of the CSR outbound initiative will complement Maureen's redirection toward corporate outreach and brand engagement, creating a clear division of responsibility that eliminates overlap and ensures both internal sales execution and external relationship development receive focused, accountable leadership.

This methodical approach ensures Kim's transition is strategically aligned, addressing an immediate performance gap, creating operational clarity through proper job documentation, and reinforcing Cardinal's commitment to disciplined, accountable execution across all business development functions.

Focus – Outbound Sales / Pillar – Sales and Operations | Deliverable- Initiative Ownership

Status:

Kim's transition into the outbound sales leadership role is currently in the structured implementation phase, with key planning and documentation milestones progressing as scheduled to ensure full operational readiness.

Formalized Plan and Incentive Structure Development
 Kim is working toward the completion of a formalized outbound sales plan with proposed metrics and key performance indicators (KPIs) that will form the basis for incentive-based compensation tied directly to her performance outcomes. This plan is targeted at completion by December 3rd and will include measurable benchmarks for call volume, conversion rates, lead progression, and CSR team performance.

Resources and System Deployment

To support Kim's leadership of the outbound initiative, she has been provided with comprehensive foundational resources developed by Brian Kemp and Mike Veech, including strategic analysis, client segmentation frameworks, and outbound call methodology. Additionally, Kim now has access to the 200+ prospect call list and the complete AIS client classification system (Amber, Indigo, Scarlet), ensuring she has immediate visibility into target accounts and priority engagement tiers.

Front Desk Position Job Description Finalization

The Front Desk Job Description has been completed and submitted to Dennis for review. A meeting is scheduled for next week involving Kim, James, Dennis, and the consulting team to finalize the description, ensuring it comprehensively captures all operational requirements and provides clear guidance for recruiting and training Kim's replacement in the front desk role.

Transition and Accountability Documentation

There will be a transition meeting next week with Maureen, Kim, and the consulting team to create a documented list of items, responsibilities, and functional handoffs that Kim will assume ownership of as part of her new role. This meeting will ensure clarity on operational boundaries and provide both Kim and Maureen with defined expectations moving forward.

CRM Integration and Reporting Systems Development

Next week, Kim and the consulting team will continue refining her formalized outbound sales plan and will conduct a detailed review of expectations around Zoho CRM usage, including tracking protocols, reporting cadences, and data integrity standards. This session will establish the foundational systems through which Kim will manage CSR activity, monitor sales pipeline health, and report performance to leadership.

Collectively, these coordinated efforts position Kim for a smooth, well-supported transition into her new leadership role, with clear timelines, defined deliverables, and the necessary tools and resources to ensure immediate impact and sustained accountability.

Home Feeds Timeline


Kim's Structured Implementation

 **Formalized Plan and Incentive Structure Development**
 Target: December 3rd
 Tap the conoboard completion of a formalized outbound sales plan with proposed metrics for incentive-based compensation

 **Resources and System Deployment**
 Next week
 Foundational resources provided along on prospect call list

 **Front Desk Position Job Description Finalization**
 Next week
 Finalize anduclifying handoffs anc responsibilities

 **Transition and Accountability Documentation**
 Next week
 Clarifying harlofts and ponsibilities next week

 **CRM Integration and Reporting Systems Development**
 Next week
 Expectations around CRM usage

Focus – Outbound Sales / Pillar – Sales and Operations | Deliverable- Initiative Ownership

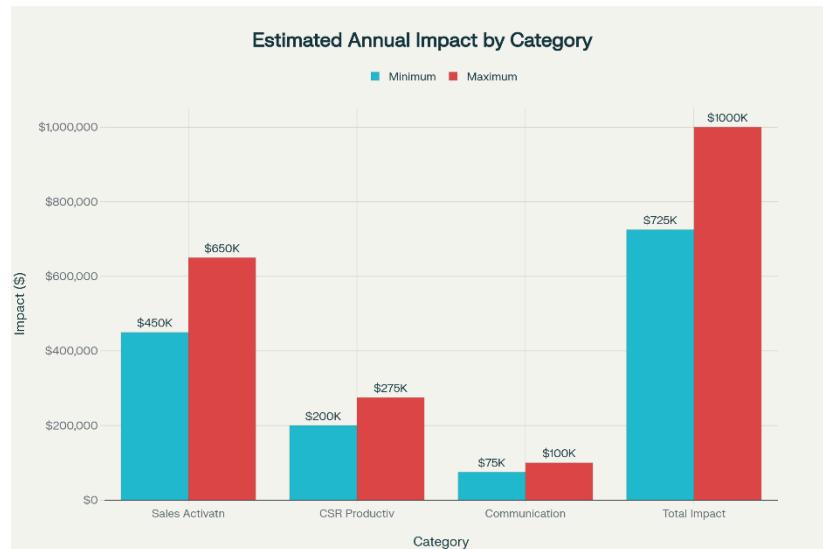
Impact:

Kim's transition into outbound sales leadership is expected to generate measurable improvement across operational efficiency, communication flow, and business development performance. The repositioning addresses long-standing structural inefficiencies while enabling Cardinal to fully activate its previously underutilized sales infrastructure.

Elimination of Operational Bottleneck

As documented in the September 19, 2025, WPR, Maureen had established and enforced a restrictive communication protocol requiring all inter-departmental communication to flow exclusively through her position. This system prohibited CSRs from speaking directly to supervisors or drivers, drivers or supervisors from speaking directly to CSRs, and any direct communication between operational departments. This controlled information flow represented the single largest complaint regarding communication barriers and created the most significant impediment to efficient operational information exchange at Cardinal.

Kim's assumption of the outbound sales management role eliminates this bottleneck entirely. CSRs will now communicate directly with operations as needed to resolve client issues, coordinate service delivery, and address real-time operational questions without requiring intermediary approval or routing. This direct communication pathway is expected to reduce response times, improve client



satisfaction, and eliminate the delays that previously frustrated both internal teams and external customers. The removal of forced routing through a single control point also restores accountability to the appropriate functional owners—allowing CSRs to own client relationships and operations to own service execution without artificial barriers.

Activation of Dormant Sales Infrastructure

The outbound sales program developed through the Cardinal Sales Evolution initiative had been fully designed, resourced, and documented but remained functionally dormant due to Maureen's complete disengagement. Kim's leadership will activate this system, converting the 200+ prospect call list, AIS client classification framework (Amber, Indigo, Scarlet), and structured call cadences into active revenue-generating activity. Early estimates project that consistent outbound engagement will produce \$450,000–\$650,000 in incremental annual revenue through new account development and dormant client reactivation.

Focus – Outbound Sales / Pillar – Sales and Operations | Deliverable- Initiative Ownership

Impact Continued:

Improved CSR Performance and Accountability

With Kim providing direct oversight, coaching, and performance tracking, CSRs will operate within a structured accountability framework tied to measurable outputs: daily call volumes, lead conversion rates, pipeline progression, and CRM data quality. This structure is expected to increase CSR productivity by approximately 15–20%, translating to an estimated \$200,000–\$275,000 in annual value through better utilization of existing staffing capacity and improved follow-through on qualified opportunities.

Communication Efficiency and Operational Speed

The elimination of Maureen's communication control structure is expected to save an estimated 8–12 hours per week across the CSR and operations teams—time previously spent navigating approval processes, waiting for responses, or escalating issues through unnecessary layers. Annualized, this efficiency gain equates to roughly \$75,000–\$100,000 in reclaimed productive capacity that can be redirected toward client engagement and service delivery.

Beyond these quantifiable impacts, Kim's leadership restores organizational trust by demonstrating that accountability and performance are non-negotiable standards for management positions. The transition reinforces Cardinal's broader cultural messaging while ensuring that the substantial investment in outbound sales infrastructure finally delivers its intended returns.

Buckeye Update:

Negotiations for Cardinal's acquisition of Buckeye Charters remain collaborative and are focused on resolving a handful of key operational and legal terms. Recent correspondence between Cardinal/Cogent (Elliott Culp) and Buckeye's legal (Matthew Huffman) confirms clear alignment on process and mutual intent to advance the deal.

Mutual Non-Solicit Agreement Progress

The current focus is on finalizing a mutual non-solicitation provision affecting Buckeye Dayton and Buckeye Lima operations.

Both sides have agreed in principle to a "Top 10 Client" structure for each business, ensuring neither solicits the other's largest accounts after closing.

Buckeye Dayton's top 10 customers represent about 37% of its revenue. Buckeye Lima's list will only include customers that have not been serviced by Dayton/Cardinal in 2024 or 2025.

Any overlap or prior service to these clients will result in substitution, maintaining fairness and commercial clarity.

This framework awaits Cardinal's final review and a formal written response from Elliott and leadership once Roy returns to Columbus next week.

Deal Structuring, Coordination, and Path Forward

Both teams agree the sequence is term sheet → proposal negotiation → resubmitted term sheet → agreement → formal LOI (drafted by Cardinal's attorney).

Previous confusion, including preliminary LOIs on Cardinal letterhead generated by Buckeye counsel, has been addressed and will not recur.

Once the non-solicit terms and protected client lists are finalized, parties expect to advance promptly to broader transaction and closing preparations.

Additional Note on Lima

There has been some preliminary discussion regarding the potential for Cardinal to acquire Buckeye Lima as well—an option being considered internally by Buckeye's ownership (Bill and Frank, who are not involved in the Dayton business). This would serve to further simplify the customer protection structure, though it remains only a potential path at this stage.

Outlook

Legal and business teams report constructive collaboration and strong alignment on the negotiation process. Finalization of the non-solicitation protections and completion of client list validation are the immediate priorities, with the deal well positioned to move toward a definitive agreement within the coming weeks, pending final owner and legal review.

LOOKING FORWARD: Next Lifecycle Visit Weeks of October 20th**Kim – Outbound Sales Leadership Transition**

- Finalize Front Desk Job Description with Dennis, James, and consulting team for recruiting and training Kim's replacement
- Conduct transition meeting with Maureen and consulting team to document responsibilities and functional handoffs
- Continue refining formalized outbound sales plan, establishing KPIs and performance benchmarks for incentive-based compensation (target: December 3rd)
- Complete Zoho CRM review session covering tracking protocols, reporting cadences, and data integrity standards

Maureen – Marketing & Corporate Outreach Development

- Coordinate with Eric Briggs (Cogent Marketing) to support tactical plan development for Online Brand Protection, Social Media Engagement, and Content Strategy (delivery: within 30 days)
- Prepare Q1 2026 Marketing & Corporate Outreach Proposal for preliminary presentation to James ahead of December 3rd deadline

Buckeye Acquisition – Next Steps

- Complete internal review of mutual non-solicitation framework
- Exchange and verify protected client lists (Buckeye Dayton and Lima) to finalize mutual non-solicit language
- Submit final Term Sheet to Dobbs and Send LOI

General Business Development

- Monitor early activation of sales infrastructure (200+ prospect list, AIS client system) as Kim assumes CSR leadership
- Track CSR performance metrics and communication flow improvements following protocol changes
- Ensure strategic alignment between Kim's internal sales execution and Maureen's external corporate outreach

This week's progress and achievements are represented by 45 billable project hours, totaling \$ 18,649.38

As outlined in the associated Invoice, all 45 of those hours represent my time, Elliott J. Culp.

Examined and approved by:

Elliott J. Culp
Project Director
Cogent Analytics

Roy Alonso
President/Owner
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