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OPPORTUNITY MARKETING PIECE

CHIEF EXECUTIVE OFFICER

LOCATION | **Chattanooga, TN**

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FOR MORE INFORMATION, CONTACT:
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850.983.4883 | robbie@ropella.com



ABOUT EDWIN BOHR/ELECTRONICS

OVER 60 YEARS OF EXPERIENCE AND DEDICATION

Turn your problems over to Edwin Bohr/Electronics for their industry-leading experience, quality, value, pricing and turn-around time.

Edwin Bohr/Electronics aims to be an extension of its customers' locomotive reliability team — a partner providing manufacturing, repair, and custom engineering solutions for on-board electrical and mechanical needs.

For over 60 years, Edwin Bohr Electronics has built its reputation as a premier provider of repaired and remanufactured electrical and mechanical components for the rail industry. Leveraging its engineering expertise and close consultative relationships with Class I and Shortline rail partners, the company has also invested heavily in developing its own line of replacement parts and solutions to meet the needs of the industry.

QUICK FACTS

CHATTANOOGA, TENNESSEE
HEADQUARTERS

1957 FOUNDED

57 EMPLOYEES

RAILROAD EQUIPMENT MANUFACTURING & REPAIR
INDUSTRY

2 LOCATIONS
CHATTANOOGA, TN,
SEARCY, AR

BOHR.COM

AFFILIATIONS



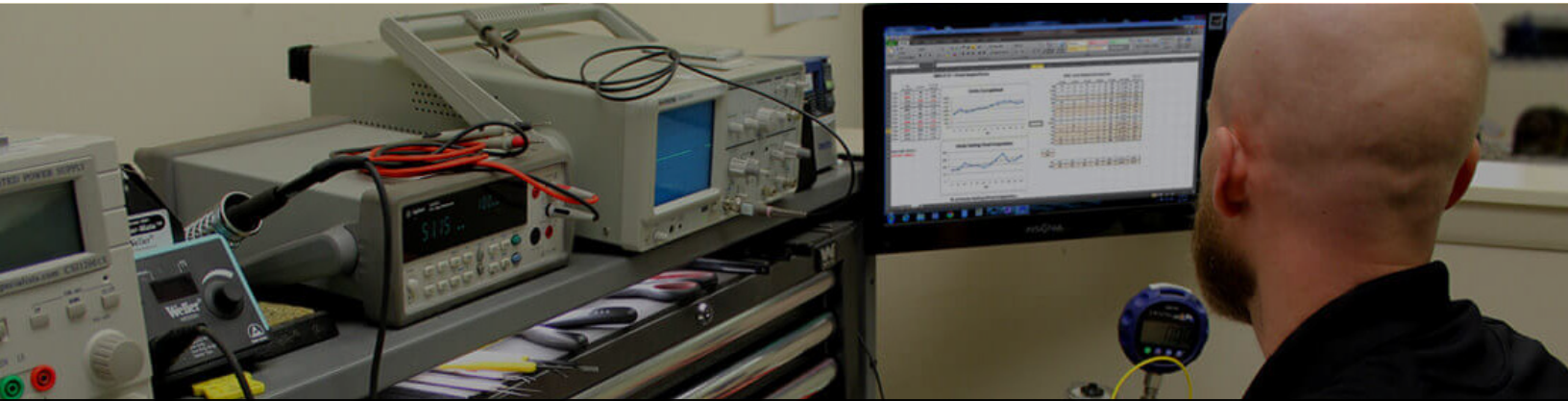
The Railway Supply Institute (RSI) connects members to their customers and represents the railroad supply industry in Washington, D.C. RSI is the only trade association representing the entire rail supply industry- manufacturers, distributors, and service providers to the freight car, locomotive, maintenance-of-way, communications, signaling, leasing, and passenger rail industries.



The American Short Line and Regional Railroad Association (ASLRRRA) is a non-profit trade association that represents the interests of its 450 short line and regional railroad members in legislative and regulatory matters. Short line and regional railroads are an important and growing component of the railroad industry.



The LMOA is a non-profit organization consisting of railroaders and rail vendors for the sole mission to offer improvements and recommendations for a safer and more reliable rail operation. In addition, the LMO's mission also includes reducing maintenance costs, improving locomotive productivity, and reducing the environmental impact of locomotive operations and maintenance.



SOLUTIONS AND SERVICES AT EDWIN BOHR/ELECTRONICS

REPAIR AND RETURN SERVICES

Let them take care of your repair headaches! EB/E services HUNDREDS of products from a wide variety of manufacturers including:

- Controllers
- Speed Indicators
- Event Recorders
- Contactors
- Equipment Testing

REMANUFACTURED OUTRIGHT

Why buy "NEW" when you can choose from a growing list of remanufactured items?

- Speed Indicators
- Data Recorders
- Contactors, Switches, Relays
- Module Cards
- SCR Assemblies, Battery Charging Rectifiers
- Locomotive Controllers
- And more...

ENGINEERING SOLUTIONS

EB/E LISTENS to their customers.

They are committed to developing products that interface with your existing control systems. Their skilled team of electrical engineers, mechanical engineers, project managers, and technical customer support personnel are ready to help provide customers with specific solutions.

UTEX (UNIT EXCHANGE)

They can help eliminate your AVAILABILITY headaches. Locomotive waiting? No time for Repair & Return? Low inventory?

Their UNIT EXCHANGE (UTEX) program can get customers going and KEEP them going!

PTC SOLUTIONS

PTC implementation remains an ongoing challenge. There is a clear need for additional product development and enhancement. EB/E's goal is to work very closely with rail partners to provide and refine onboard products and services that best suit their implementation needs.

WAREHOUSE SOLUTIONS

They have large facilities available to help customers identify and manage excess or core inventory.

SEE ALL HIGH-PERFORMANCE MATERIALS AT BOHR.COM/SOLUTIONS-AND-SERVICES/#TAB1



PRODUCTS AT EDWIN BOHR/ELECTRONICS



EB/E TESTERS

There are 3 types of Testers manufactured in house at Edwin Bohr/Electronics — Governor, MVB and MU Testers, with the MU tester being their biggest seller.



AMPROBE

EB/E keeps many of the most popular Amprobe test tools IN STOCK. Digital multimeters, clamp-on ammeters, hand-held megohmmeters. Where applicable, they will supply your new instrument with an initial certificate of calibration at no extra charge!



TEST LEADS

They carry a wide variety of test leads for digital & analog test equipment. Simpson? Fluke? Amprobe? Triplet? They have leads for your meter.



CABLES

They maintain a broad inventory of cables for industry use — specializing in those used for Quantum/Siemens equipment.

FORWARD MOTION: OEM PRODUCTS AT EB/E

Historically, Edwin Bohr/Electronics as a company has focused on repair and return of manufacturers' products; however, as they began reselling refurbished OEM products to various customers, the opportunity arose for EB/E to manufacture their own branded products.

EB/E's first OEM product was a series of **Testers** (MU/MVB/Governor Testers) in 2019. Since then, they've invested in building out an R&D facility with two primary focuses — reverse engineering additional locomotive components that they can put into their catalogue of repair and return products, and developing new products for the industry in-house.

The first OEM product coming from the new facility is a series of highly specialized **cables** (that tie into the controls systems of a locomotive) that have proven to be highly successful. Another OEM product that can also serve as a solution/remanufactured product is the **Locomotive Electrical Locker/Cabinet** (that operates as the central brain of the locomotive and often houses hundreds of pieces of equipment) which has experienced a strong demand with projected additional demand for future years to come.

LOCOMOTIVE ELECTRICAL LOCKERS/CABINETS



There are more EB/B-branded OEM products coming down the pipeline that are currently waiting to be greenlit for production!

ABOUT ALDERMAN ENTERPRISES

Whereas most private equity funds have to sell companies after so many years, Alderman’s structure is ever-green and its holding period is indefinite. Thus their inclination is to make the investments in people, culture, and resources that can be difficult to rationalize in the short-term but that unquestionably build superior value in the long-term.

Alderman also takes a more hands-on approach to its companies than most. Rather than a monthly call or a quarterly meeting, they are on-site almost every week helping our companies face challenges and seize opportunities to realize their fullest potential. This is the most interesting and rewarding aspect of their business, and it’s why they’ve built their model to be hands-on.

Finally, a majority of their companies are located in the greater Chattanooga area, with a portfolio company in Jamestown, TN. While most firms have a regional or national footprint, and they may one day look further afield themselves, Alderman Enterprises always has a strong bias towards supporting businesses, growing jobs, and creating success within all of their companies.

PORTFOLIO COMPANIES



"We buy and grow companies the right way, with the right people, for the long term."

HIRING MANAGERS**BEN** BROWN

Prior to founding Alderman Enterprises, Ben's professional experience included M&A advisory, corporate finance, venture capital, market research, and operations across a wide range of industries.

Ben attended the University of Virginia and Vanderbilt's Owen Graduate School of Management.

Ben resides in Lookout Mountain, TN with his wife Lynn, his children Thompson, Margaret, and Henry, and their rescue dog Emmie.

**CHRIS** WRIGHT

Prior to joining Alderman Enterprises, Chris worked with companies on matters of strategic growth, operations, finance, and M&A in an advisory capacity as well as an ownership capacity with a regional private equity firm.

Chris attended Yale University and University of Chicago's Booth School of Business.

Chris lives in Chattanooga, TN with his wife Acacia and his son Declan.

**AMBER** ROBERTS

Amber Roberts is a human resources leader with extensive Human Resources, Federal Law Enforcement, Strategic Coaching, and Leadership skills. She is a dynamic leader with a strong work ethic and uncompromising devotion to service and helping others. Amber is especially adept with building strategic partnerships with key executives, talented in organizational design and development, strong coaching and talent management skills, with the ability to influence and long-range plan. She is a thoughtful leader that advises leadership and fuels a positive high-performance culture.

POSITION OVERVIEW

CHIEF EXECUTIVE OFFICER

EDWIN BOHR/ELECTRONICS

Edwin Bohr/ Electronics is seeking an experienced executive to manage day-to-day operations of the company as a Chief Executive Officer. The right candidate must be ready to build and model a great company culture, provide inspired leadership to the overall team, and establish growth and strategic vision of the company.

AREAS OF PRIMARY ACCOUNTABILITY:

- Provide inspired leadership company wide.
- Make high-level decisions about policy and strategy.
- Develop and implement operational policies and a strategic plan.
- Function as the primary spokesperson for the company.
- Develop the company's culture and overall company vision.
- Help with recruiting new staff members when necessary.
- Create an environment that promotes exceptional performance and positive morale.
- Oversee the company's fiscal activity, including budgeting, reporting, and auditing.
- Work with senior leaders of the company to develop a growth mindset within all levels of the business.
- Assure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Work with the leadership team and key stakeholders to determine values and mission, and plan for short- and long-term goals.
- Identify and address problems and opportunities for the company.
- Build alliances and partnerships with other organizations.
- Oversee day-to-day operation of the company.
- Work closely with the human resource department to ensure great hiring.

AREAS OF PRIMARY FOCUS:

- Annual Financial Targets
- Strategy and Direction
- External Relationship Management
- Operating Matters
- New Business Development
- Acquisition Activity
- Employee Development
- Quality Oversight

EDUCATION AND EXPERIENCE

- BS/BA degree in a business or technical/science field (e.g., engineering, chemistry, etc.) An advanced degree (MBA) preferred.
- Minimum of ten (10) plus years of progressively increasing responsibility in management roles preferably including prior general management and/or experience as a GM/ COO/ CEO or VP in private industry. May consider varied, high level senior management experience depending upon responsibilities in such positions (e.g., divisional leadership of larger enterprises).
- Must possess at least 5 years' experience in the industrial, manufacturing, and or railway industry.
- Prefer broad based managerial experience including leadership of teams with diverse responsibilities. i.e. - production plants, manufacturing, engineering, business development/sales and organizational logistics.



EDUCATION AND EXPERIENCE (CONT.)

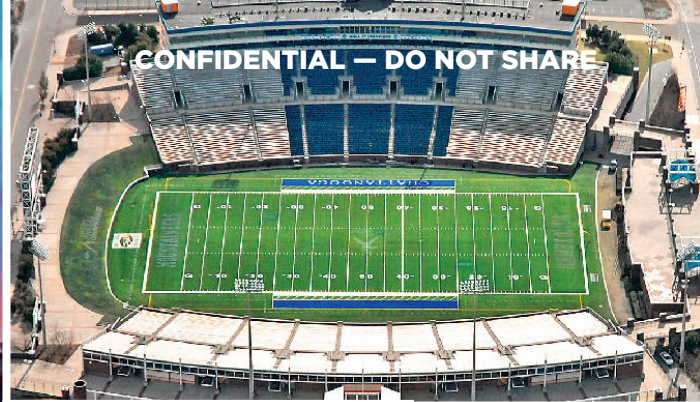
- Proven history in managing a P&L along with the corresponding understanding of financial statements.
- Prefer successful history of profit and loss accountability in an organization of significant revenue size and people management responsibility.
- Experience working in a private equity setting.
- Track record of being involved in the due diligence process for M&A / Joint Ventures.
- Successful history of overseeing the implementation of lean manufacturing and/ or continuous improvement methodologies.
- Ability to build consensus and relationships among executives, partners, and the workforce.
- Understanding of human resources and personnel management.
- Proven negotiation skills.
- Ability to understand current issues quickly and make wise decisions.
- Ability to inspire confidence and create trust.
- Ability to work under pressure, plan personal workload effectively and delegate

EB/E

EDWIN BOHR / ELECTRONICS

ISO 9001:2015 CERTIFIED

CHATTANOOGA



ABOUT CHATTANOOGA, TN

Chattanooga, the 4th largest city in the state, is located in Southeast Tennessee near the border of Georgia at the junction of four interstate highways. The city has received national recognition for the renaissance of its beautiful downtown and redevelopment of its riverfront. The city boasts the most productive affordable housing program in the nation, and is notable for leveraging development funds through effective public/private partnerships, with significant civic involvement on the part of private foundations. Chattanooga was one of the first US cities to effectively use a citizen visioning process to set specific long-range goals to enrich the lives of residents and visitors.

The Chattanooga Convention and Trade Center is solidly booked by groups who return to the city year after year for a good time and a great facility that has recently been expanded. Public entities and private citizens worked together to build the 20,000 seat Max Finley Stadium completed in 1998. The city and county have developed an extensive greenway system which includes 50 miles of constructed riverwalk beginning downtown and meandering through the historic art district and several parks. The city supports a downtown shuttle fleet of zero-emission electric buses - manufactured here in Chattanooga - for commuters and visitors wishing to park-and-ride.

Attractions such as the Tennessee Aquarium, Lookout Mountain, Civil War battlefield sites, the

African American Museum, and the Appalachian Trail bring thousands of people to the area, as do events like the Riverbend Festival, Bessie Smith Strut, Fall Color Cruise, the Creative Discovery Museum for children, and the Southern Writers Conference. Chattanooga is the home of NCAA Division I-AA national football championships and hosts the national softball championships every year.

People who love the out-of-doors use Chattanooga as a base for hang-gliding, bass fishing, mountain climbing and caving expeditions; the verdant Smoky Mountains and Tennessee River watershed support the greatest variety of flora of any area in the United States.

The local economy includes a diversified mix of manufacturing and service industries, four colleges, and several preparatory schools known throughout the South. "Sustainability" is a key concept for industry and government working together for enlightened development.

With its scenic beauty, stable population and economy, civic vitality and cross-sector partnerships, fiscal integrity, and strategic location, Chattanooga enters the 21st century as one of the most progressive and livable mid-size cities in the US. As are all cities in Tennessee, Chattanooga is free from state income tax. In this decade the city has won 3 national awards for outstanding "livability", and 9 Gunther Blue Ribbon Awards for excellence in housing and consolidated planning.

CHATTANOOGA AREA LINKS

AREA LINKS

Visit Chattanooga

visitchattanooga.com

City of Chattanooga

chattanooga.gov

ARTS & ENTERTAINMENT

Visit Chattanooga

visitchattanooga.com/things-to-do/arts-and-entertainment/?view=list&sort=qualityScore

Chattanooga Museums

visitchattanooga.com/things-to-do/arts-and-entertainment/museums/?view=list&sort=qualityScore

Chattanooga Theater and Performing Arts

visitchattanooga.com/things-to-do/arts-and-entertainment/theater-and-performing-arts/?view=list&sort=qualityScore

SHOPPING

Chattanooga Shopping

visitchattanooga.com/things-to-do/shopping/?view=list&sort=qualityScore

Chattanooga Farmers Markets

visitchattanooga.com/things-to-do/shopping/farmers-markets

Chattanooga Malls

visitchattanooga.com/things-to-do/shopping/malls/?view=list&sort=qualityScore

OUTDOOR RECREATION

Chattanooga Outdoors

visitchattanooga.com/things-to-do/outdoors/?view=list&sort=qualityScore

Chattanooga Hiking

visitchattanooga.com/things-to-do/outdoors/hiking/?view=list&sort=qualityScore

SPORTS

Visit Chattanooga

visitchattanooga.com/sports

Finley Stadium

visitchattanooga.com/sports/venues/?view=list&sort=qualityScore

Sporting Events

visitchattanooga.com/sports/events/?view=list&sort=date

EDUCATION

Hamilton County Schools

hcde.org

University of Tennessee Chattanooga

utc.edu

Chattanooga State Community College

chattanoogastate.edu

