



**TRUE NORTH UPDATE**  
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**Compass Point Gives Direction to New and Growing Companies**

There are almost 15,000 businesses in the Lehigh Valley. The overwhelming number of them have fewer than 50 employees and a whopping 7,300 have only one to five employees, which means the founder/principal is often forced to become more business administrator than entrepreneur. They can find themselves bogged down in the everyday necessities of owning a business -- bookkeeping, personnel issues, billing and sales - that

negate the very reason they became entrepreneurs, which is the thrill of guiding their own vision and product development.

That's where Compass Point comes in. As a former C-level corporate executive, founder Tom Garrity knows the frustrations felt by many entrepreneurs. Garrity and partners Jeff Green and Beth Downing can help their clients forge a direction for their small businesses and develop the practices that allow them to dominate their market niche.

"In most small businesses, the owner is a technician - usually a very smart technician, but a technician having an entrepreneurial seizure," Garrity said, adding that most eventually find themselves burdened by those administrative tasks that come with owning a business. "The owner ends up being an employee instead of doing strategy and planning and the things that got them into their own business."

Compass Point, founded by Garrity five years ago, is a business management firm that helps those entrepreneurs find ways to keep their growing businesses on track while allowing the owners to step back and regain that visionary

**ABOUT**

**Compass Point, Ltd**

**Strategy-Growth-Exit**

Compass Point provides business management consulting services to the owners of closely held, lower mid-market companies to develop plans to beat competitors and generate substantial, lasting financial impact. Our clients have historically outperformed their competitors by 4:1. We help companies find where to make their money, make more of it faster, and sustain its growth longer.

**Primary Services:**

- \***Business Planning / Strategic Planning** including Vision, Strategy, Customer Focus, and Beating / Avoiding the Competition
- \***Ownership Planning** including Preserving and Protecting Value, Exit Strategies, Contingency Planning, and Succession
- \***CFO Advisory Services** including Interim CFO, Month End Closing, Budgeting, Cash Flow Projections, M&A, Due Diligence, Post Integration, Valuation, Business Audits, Business Benchmarking, and Capital Raising
- \***Sales and Marketing Organization Development** including Sales Plans, Sales Process, Ideal Customer, Core Marketing Message, Value Proposition, Channels to Market, Pricing Strategy, Scalability, and Competitive Advantage
- \***Business Management Consulting** including Business Advisory, C-level and Key Management Development, Family Business Advisory, and Organizational Structure and Alignment

role that attracted them to the idea of running their own business in the first place.

Based in Wescosville, Compass Point works with companies throughout eastern Pennsylvania and they have the resources to bring in other partners, such as attorneys, accountants, financing program, marketing firms and other specialists, as needed. The company provides guidance in sales, marketing, management, operations, financing and strategic planning, among other services.

Most clients are new and smaller companies that generate \$2 million to \$40 million annually. By finding ways to focus the company strategy, Compass Point works to increase the net by 2 percent a year, Garrity said.

"It's like everything else. Once you have defined the goal, it just comes to making a map to where you want to go," he said.

One of the major components Compass Point brings to its clients' strategic process is the need for an exit strategy. Garrity urges owners to think forward to the day they will sell their business, retire or move on to new ventures.

"We use what we call ownership-planning," he said. "Our mission is to help the owners of our client businesses create more market value in their business and to convert that value to cash. We work to educate owners on transitioning out."

Though he has no plans to go anywhere or transition out of his own business, Garrity does have an exit plan that will guide Compass Point should he and his partners ever decide to sell, retire or pass the firm on to new partners.

A strong believer in community involvement, Garrity also serves as chairman of the Investor Relations Committee at the Lehigh Valley Economic Development Corporation. He became involved in LVEDC in large part due to concerns about workforce development and retaining young talent in the region, but, he said, LVEDC has been an invaluable resource for his own business.

"LVEDC brings several levels of benefits. You get the connections in the community -- high-level connections -- that can happen at events. For my business, having access to the Finance group here for our clients is a very big part of what we do," he said, adding that LVEDC helped find financing for one of his clients: Eco-Tech Marine, a Keystone Innovation Zone company that developed a new water purification method for large aquariums.

"I'm a big believer in the philosophy that if you are going to be in an organization, get involved in a leadership level," he said, explaining his role at LVEDC. "It's involvement in the community, service to the community, and it's helping my business grow. "It's paid for itself 200-fold," he said.

## GET IN TOUCH



*Establishing True-North...together.*

1011 Brookside Road  
Suite 302  
Allentown, PA 18106

Ph: 610-336-0514

Fx: 610-336-4857

**Tom Garrity**

*Managing Partner*

[tgarrity@compasspt.com](mailto:tgarrity@compasspt.com)

**Jeff Green**

*Principal*

[jgreen@compasspt.com](mailto:jgreen@compasspt.com)

Visit our Website:

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