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www.summitofeverest.com

The Summit *report*

PROVIDING TRANSFORMATION LEADERSHIP IN BUSINESS AND LIFE SO YOU CAN **DO MORE.**

The Summit of Everest Group was called to adventure in 2011 to support individuals, teams, and businesses in achieving their goals – their own Summits. By answering the call, our own lives have been transformed through these journeys.

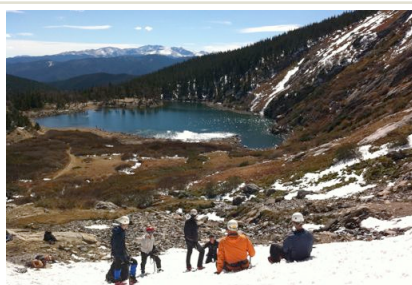
Transforming Product Development for Growth

Air Methods, a leading manufacturer of air medical equipment for the commercial and defense industries was looking to grow their business through improved margins in the US and sales growth internationally. They recognized the need to change their product development processes to support the mission and enlisted Summit of Everest Group to develop and implement a Virtual Engineering Environment (VEE) specific to these needs.

The Air Methods VEE implementation included engineering process redesign, best

practices and methods for their products, and a process specific knowledge management program for the engineering team.

The DMAIC process was used to ensure the project would have measureable result and achieve desired returns. Six months after production implementation, skills had been increased by 40%, design cycles cut in half, and quality increased by a factor of 2x – resulting in a first year return of 125%. With the first phase transformation complete, the foundation is in place for achieving growth.



The Hero's Journey

Leaders are all around us, but heroes are something more. Committed to the exceptional, all of us have a hero within waiting to answer the call. Our leadership expedition based company “A Call to Adventure” has designed a flagship program called “The Hero’s Journey” to help individuals and teams discover this hero within. The adventure based setting in the Colorado High Country combines mountain based personal, interpersonal, and team based challenges. Are you ready to answer your call to adventure? Go to www.acalltoadventure.com today!



Leadership through Service

Support and funding raised for children in Nepal, challenged athletes in the US, and injured US veterans highlight 2011 campaigns.

One of the main drivers behind the founding of Summit of Everest Group was to devote our time and energy to projects that were important to us. It is this desire to be intentionally active in our communities and spheres of influence that has driven us to focus on multiple campaigns in 2011. We are very grateful to our customers, partners, and friends who have contributed their time and resources.

3 Summits for Nepal

Our friend Jwalant Gurung founded this organization to help create better lives for Nepal's many orphans and at risk children. We helped in raising over \$20,000 for this cause through our climb of Mt. Rainier in July.

Challenged Athletes Foundation

The CAF provides funding for physically challenged athletes to find success in sports and life.

We were part of the team that raised over \$1M for this effort through a ride from San Francisco to San Diego in October 2011.

Soldiers to the Summit

As one of our most important efforts, we continue to work with No Barriers in their efforts to fund, support, and execute the next SttS expedition to Ecuador in 2012 as well as the release of the documentary film High Ground.

Never doubt that a small group of committed citizens can change the world. It is the only thing that ever has.

MARGARET MEAD

BRAND PLATFORM: Golf Center World Record



As a key component of our North American branding strategy for Irish based Egan Golf, we set a goal of establishing a Guinness World Record for golf endurance. Further, in setting this record (www.guinnessworldrecords.com), we raised money for Folds of Honor which supports America's service men and women. Check out the Golf Center at Amazon.com.

SUMMIT OF EVEREST RACING: Life and Technical Education On Track



Our team is proud to be involved with young people and motorsports. With the motto "Fast, Safe, & Fun", we use this platform to teach lessons of competition, comraderie, and commitment. Our drivers are also learning valuable technical skills including data analysis, mechanical systems, and physics.

Strategic Growth Through Executive Advisory Services



Sanity Solutions innovative Affiliate Program empowers sales professionals to run their own business and participate in strategic growth and brand building.

Sanity Solutions is a nationwide specialist in data management solutions and a Dell Computer Premier Partner. With a focus on excellence in the customer experience, Sanity has been named to Inc. Magazine's Fastest Growing Private Company list.

Seeking to continue this growth and broaden their customer support through national growth, Sanity CEO Jason Chervený realized he had an opportunity to do more. Instead of just growing his own business, he wanted to create a model that would

provide an opportunity for experienced sales professionals to contribute to and benefit from that growth. Jason thus established the Sanity Affiliate Program which provides a brand, partner platform, and back office framework to support sales professionals who desire to start their own businesses.

Knowing full well the benefit of having people who have "been

there and done that", Jason brought the Summit of Everest team on board to provide advisory services and to help build the strategic model and investment fund. Together, we have collaborated on the business plan and strategy and new affiliates are already successfully up and running. In 2012, the plan calls for up to fifteen new affiliates along with support structures such as the Sanity Affiliate Council to help govern the program

Summit of Everest Group's experience in business ownership has helped us considerably.

JASON CHERVENÝ – PRESIDENT AND CEO



A View to the Next Summit: 2012

From Colorado and the US. To Europe and Africa. And even Peru & Ecuador... 2012 promises new calls to adventure.

We have been extremely fortunate to work with the individuals and organizations that we call customers and friends in 2011. In a time a tremendous challenge, it is truly inspiring to be among people who see adversity as something to take on and turn into positive energy.

These experiences have made us even more excited about the call

to adventure in 2012. What do we see as our next summits?

We will continue to work in our communities and support efforts such as Soldiers to the Summit and the February 2012 premiere of High Ground.

We anticipate the launch of a new company focused on a life saving medical device product launch.

Our motorsports team will

participate in the Challenge of the Americas series starting in January 2012.

A Call to Adventure will be officially launched with new Hero's Journeys.

And of course, our customers will bring us new and exciting challenges as they seek more ways to transform.

In other words, together we'll **Do More.**

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.

JOHN F. KENNEDY

ABOUT SUMMIT OF EVEREST GROUP



Summit of Everest Group is a private company whose mission is to provide a team of experienced business and leadership experts to those individuals and organizations seeking to transform their businesses and lives.

We believe in doing more, providing exceptional service, and enjoying the adventure.



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