

Advisory
for family-owned companies

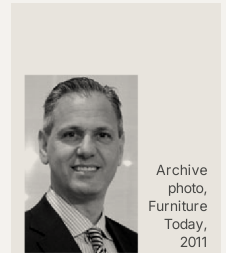
Steve Lowsky
Founder and owner; Pride CEO until
2017

Fort Lauderdale
Florida, working across the U.S.

Since 2017
Small, hands-on and personal

Family companies grow when someone keeps them on task.

Hands-on help from Steve Lowsky, who led his family's company,
Pride Family Brands, for 20+ years and was its CEO until 2017.



~23_{yrs}

in Pride Family Brands
leadership

1,000+

U.S. retail locations
served

20_{mo}

planned CEO handover

2017

founded Middle Market
Strategies

01 About Steve

Steve's father, Bernie Lowsky, founded Pride Family Brands in Fort Lauderdale in 1977 with his sons Jamie and Steve. They grew it from a local retailer into an international designer, manufacturer and distributor of aluminum outdoor furniture, including the Castelle and SummerWinds brands.

From 1994 Steve served as VP, CFO, COO, EVP, president (2011) and CEO (2015–2017). After the family partnered with New Water Capital in 2015, he led a planned, roughly 20-month handover to his successor. He founded Middle Market Strategies in 2017 and today owns it, advising family companies. B.S. in finance, Florida State University; FSU Department of Finance Professional Advocacy Board.

02 How Steve helps

- 2.1 Growth, and staying on task.** A few clear goals, checked weekly.
- 2.2 Succession and transition.** Planned, paced handovers.
- 2.3 Buying or selling a business.** Getting ready, or finding the right fit.
- 2.4 Near-shore manufacturing.** Production in the Americas vs. overseas.

03 Free self-assessment

What Makes a Company Great: rate your company on the eight principles in about 5 minutes and get a score out of 100, your gaps and an action plan. middlemarketstrategies.com/self-assessment

04 Five principles + three extras

- 01 A great quality product.** "How good is the product?"
- 02 A great warranty,** and support your retailers.
- 03 Ship on time.** "Probably the hardest of the process."
- 04 Great customer service.** "Answer the phone on the first ring."
- 05 Promote your brand** so retailers enjoy the fruits of it.
- +1 Train the front line,** not just the buyer.
- +2 Innovate from your strengths.** "Look at what we do best."
- +3 Bring sales into product development.** "It's their baby."

05 Front Porch client app

Every client gets Front Porch, a private app for their company, installed from the browser on iPhone, Android or a computer. middlemarketstrategies.com/app

- a A 2-minute weekly check-in:** scores, top 3 goals, where you need help.
- b Private file sharing** with Steve.
- c Ask Steve anything:** one conversation per company.
- d Book meetings:** request a call or visit, see his notes after.

Talk with Steve

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Talk with Steve



Steve Lowsky



Client app