



# CRAIN'S DETROIT BUSINESS



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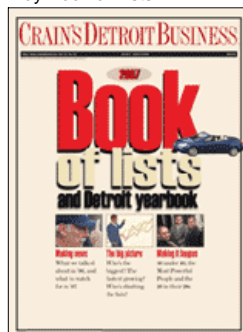
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## CFO Finalists

6:00 am, May 28, 2007

Jonathan Ball, 46

Senior vice president and CFO

**Jervis B. Webb Co.**, Farmington Hills

Jonathan Ball joined conveyor manufacturer **Jervis B. Webb Co.** in 2003 and since that time has helped the company reduce its overhead by more than one-third.

The company's revenue had fallen from \$350 million during its last peak in the 1990s to about \$200 million, predominantly due to automotive-industry challenges. Ball devised a two-year restructuring plan that included consolidating engineering and production capacity, and a sale and leaseback deal for the company's Farmington Hills headquarters. Ball also refinanced the company's senior debt, which allowed Jervis B. Webb to be debt-free this year.

Jervis B. Webb expects revenue this year of \$250 million.

Jeff Blackman, 38

CFO

**ePrize L.L.C.**, Pleasant Ridge

Jeff Blackman last year co-led a complete overhaul of **ePrize L.L.C.**'s pricing model.

EPrize, which specializes in online promotions such as sweepstakes, had charged clients a fixed fee, but found projects often grew during production. In response to this problem, Blackman separated the agency into two divisions: one for core projects that don't require extensive customization and could be charged a fixed-fee, and one for "hand-crafted" projects. Ball established a base fee for these projects and additional monthly fees for dedicated resources such as project managers.

The change allowed ePrize to forecast its needs and profits more accurately and to be more profitable. EPrize's revenue for 2006 was \$35.9 million, up from about \$29 million in 2005.

Colleen Gonyea, 37

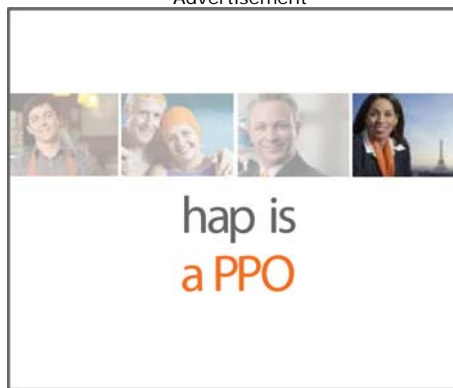
Director of operations

**The Arbor Strategy Group Inc.**, Ann Arbor

Since joining the **Arbor Strategy Group Inc.** in early 2004, Colleen Gonyea has found herself wearing more than just the financial chief's hat.

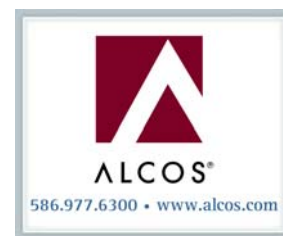
Gonyea oversaw the installation of financial planning and control programs that cut waste from the business consultancy' and revealed how profitable each project was.

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