



**RAINMAKER**  
CONSULTING

**FOR IMMEDIATE RELEASE**  
May 29, 2009

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## **Rainmaker Acquires Los Angeles-Based *Better Forms*** **National Expansion of New Forms Division**

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**JACKSONVILLE, FL** – Jacksonville, Florida-based **Rainmaker Consulting, LLC** today announced the completion of the acquisition of professional form-maker **Better Forms** (Los Angeles, California). Better Forms specializes in the creation of customized electronic and hand-writable forms for small and medium business, not-for-profit organizations, special event and professional motor sport promoters and producers and government agencies.

“We are very impressed with the professionalism and capabilities of the Better Forms management and operations team,” said Adam Kulig, Executive Vice President of Rainmaker Consulting. “The products and solutions created by Better Forms will greatly assist our clients with work-flow and records processing. The forms they create are the fastest, most economical, cost-effective way a company can improve its image and efficiency. The Better Forms’ solutions also compliment Rainmaker’s Green-Rain® efforts through a substantial reduction in paper and ink cartridge usage”.

“Better Forms was created to address the increasing demand for professional, fillable forms that provide adequate space for the entry of information, do not have moving fields, lines or boxes and can be converted to forms that can be completed electronically,” stated Better Forms founder and Chief Executive Danny Arden. “We are pleased to become a part of the one of the most dynamic, professional and fastest-growing medium and small business consultancies in the nation”.

– More

**Rainmaker Acquires Los Angeles-Based *Better Forms*, continued**

Rainmaker specializes in the Business of Business™ and has revolutionized the business consulting industry. Rainmaker provides the finest, most comprehensive, integrated professional business consulting services and solutions at a price that small- to mid-sized businesses can afford. Rainmaker recognizes that the needs of small- to mid-sized enterprises are more diverse, more challenging and more immediate than those of any other business segment. As part of the fastest-growing sector of the U.S. economy, these enterprises are always changing and require new strategies, processes and capabilities to gain competitive advantage.

What is a Rainmaker? In Aztec and other world mythologies, a Rainmaker brings rains to the earth to make things grow – giving man the sustenance he needs to live. In the modern world, a Rainmaker is an individual who is very successful in bringing in business to his company or firm – an individual who generates a large amount of business and consistently brings in money and/or business opportunities at critical times,

Just as too little rain causes drought and prevents vegetation (or a business) from thriving, too much rain causes flooding and devastation. Likewise, too much business over a limited period of time can stretch the management and operational resources of a business to the point of destruction. Rainmaker has developed a delicate balance in the management of its client engagements.

Rainmaker's Business Consulting practice includes Strategies & Operations; Marketing; Human Capital; Publishing; Staffing; Professional Motorsports and Transportation. Rainmaker Government Services Unit specialized in consulting with existing and potential GSA schedule holders, SBA 8(a), small, disadvantaged businesses and HUB-Zone businesses and Service-Disabled Veteran-Owned Small Businesses.

For additional information regarding Rainmaker, please contact Laura Goldey, Director of Global Communications at [laura.goldey@rainmakerllc.com](mailto:laura.goldey@rainmakerllc.com).

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