CERTIFICATION

I, THE UNDERSIGNED, BEING DULY SWORN UPON MY OATH SAY: The information contained in the response and in all attachments submitted herewith is to the best of my knowledge and belief true, accurate and complete. I have the authority to submit this response to the Borough on behalf of the below. I understand that if such information is willfully false, I am subject to criminal prosecution under N.J.S.A. 2C: 28-2 and that the Borough, at its sole discretion, may reject or make any decision within its power with respect to the selection of proposer under this procedure.

NAME OF REDEVELOPER FLEMINGTON UNION HOTEL, LLC
SIGNATURE _____
NAME (PRINT OR TYPE) MATTHEW McPHERSON LIAM BURNS
TITLE PRINCIPALS
DATE 9/28/12

Subscribed and sworn
before me this 28th day of
September, 2012.

_____
Notary Public Atty at Law
My Commission expires: State of NJ

Matthew McPherson & Liam Burns
Flemington Union Hotel, LLC
22 Bloomfield Ave
Flemington, NJ 08822

September 28, 2012

Borough of Flemington Clerk
38 Park Avenue
Flemington, NJ 08822

Dear Sir or Madam,

Enclosed please find eight copies of the Development Concept Proposal for the Union Hotel Redevelopment project from the Flemington Union Hotel, LLC.

If you have any questions, please feel free to contact us,

Liam Burns
Principal, Flemington Union Hotel, LLC

Enclosures

(a) Identification and Qualifications of Developer and Key Individuals

Developer: Flemington Union Hotel, LLC (FUH)
Principals: Matthew McPherson and Liam Burns
Company Background: Flemington Union Hotel, LLC was formed in 2012 with the sole purpose of redeveloping the Union Hotel into the cornerstone of Main Street, creating the spark to revive downtown Flemington into a thriving attraction for the region.

Key Company Leadership: Flemington Union Hotel, LLC has assembled a team of professionals and corporate leaders that combined bring nearly 150 years of professional experience to this project. Each of these individuals is a proven leader in their field with a track record of delivering results. Each of these key management appointments will hold equity ownership in the FUH, LLC. Attached to this proposal are detailed resumes for each leader, providing a comprehensive history of achievement to supplement the brief summaries below.

a) Matthew McPherson – CIA trained Executive Chef, Restaurateur. Matthew has created and opened two highly successful restaurants in Flemington, runs a thriving wedding catering business, and is a consulting chef for Copper Hill Country Club.
b) Liam Burns – Strategic Sales, Marketing, and Leadership Consultant. Liam is a sales and marketing leader who also brings a track record of consulting expertise guiding Fortune 500, start-up and turnaround companies to achieve dramatic business growth.
c) Christopher Pickell, AIA – Commercial Architect. Christopher is an award winning architect recognized for preserving the historical accuracy and cultural heritage of the projects he has worked on.
d) Michael J. Taylor, CHA, CMP – Hotel General Manager. Michael has successfully led the creation, planning and opening of several four star hotels including the Heldrich Hotel in New Brunswick, NJ and Hotel 718 in Brooklyn, NY.
e) John E Lanza – Corporate Counsel. John is a trusted general practice attorney who has extensive practice in land use and redevelopment.
f) Terence Burns, CFA – Investment Professional. Terence managed $680 million in financial assets for Bank of America prior to starting his own firm in 2005. An Adjunct Professor at the Johns Hopkins University Carey School of Business, he brings investment analysis and portfolio management experience to the project.
g) Michael Driscoll, CPA, CGMA – Corporate Finance and Accounting. Michael is a managing member in Driscoll & DeSimone, LLC, a fast growing accounting, tax, and financial services firm with Fortune 500 accounting and corporate integrity experience.
h) Construction Project Leader – we are currently in the final stages of the selection process of a construction project leader. Once we have finalized our selection, we will update our corporate leadership with the individual's name and corporation.

(b) Previous Development Experience

Members of the Flemington Union Hotel, LLC team have been instrumental in multiple development, redevelopment, and adaptive reuse projects. Key completed projects include:

The Deats Building (Rehabilitation) – Christopher Pickell led the rehabilitation of this 1881 three story building including the design of new elevator, stair tower, and restoration of two storefronts to their original configuration. Of note, this building was built before electricity and indoor plumbing and now includes modern energy efficient services without compromising its historical integrity.

The Heldrich Hotel and Spa (Multi-use urban revitalization) – Michael Taylor led the planning and opening of this $120MM project as General Manager with 200 employees. This public-private partnership project included a 248 room hotel, 25,000 square foot conference center, restaurant and bar; was cited as a catalyst for the reemergence of New Brunswick as a cultural and entertainment destination in New Jersey. (New Brunswick, NJ)

The Pittstown Inn (Restoration and Reconstruction) – Christopher Pickell's work to restore this circa 1786 Colonial Inn was recognized with the Donald B Jones Award for preservation of Hunterdon County's historical heritage. The project included the design and reconstruction of restaurant and original two-story porch.

Hotel 718 (New Construction) – Michael Taylor led the pre-opening planning of this $20MM project which included 128 rooms, 19th floor outdoor lounge, and signature celebrity chef restaurant. The hotel has garnered multiple industry accolades.

Matt's Red Rooster Grill (Adaptive reuse) – Matthew McPherson and Christopher Pickell, working in conjunction with the Hunterdon County Historical society led the conversion of this early 1900's Victorian into a 100 seat restaurant. The atmosphere and open kitchen design are consistently cited in media reviews of this top rated restaurant in the New York/New Jersey area.

(c) Project Concept

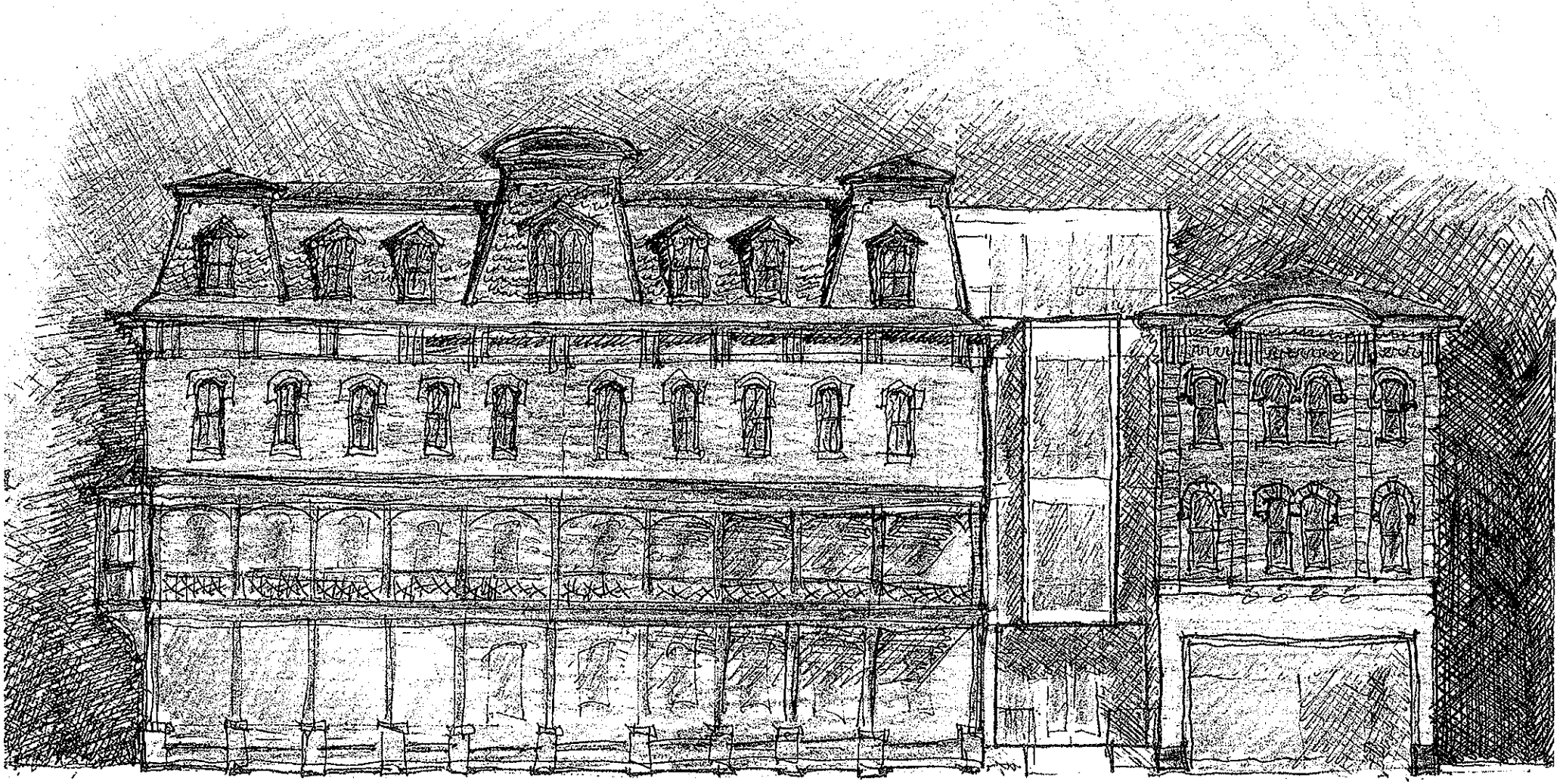
THE FLEMINGTON UNION HOTEL will become the cornerstone of Main Street in Flemington, creating the spark to revive downtown Flemington into a thriving attraction for the region. It will leverage the history of 1935 when the Union Hotel achieved international notoriety as the base of operations for reporters covering the Lindbergh kidnapping trial.

The Union Hotel will create a bridge between Flemington's storied past and a bright future where it becomes a launching pad to the New Jersey countryside.

Flemington Union Hotel LLC, will restore and update the buildings as a classic hotel that honors its historical heritage while updating each room with the latest conveniences. Within this timeless setting, Flemington Union Hotel will offer modern day conference and banquet facilities in the Grand Ballroom that will host up to 250 people.

Currently, our plans include the following amenities and services:

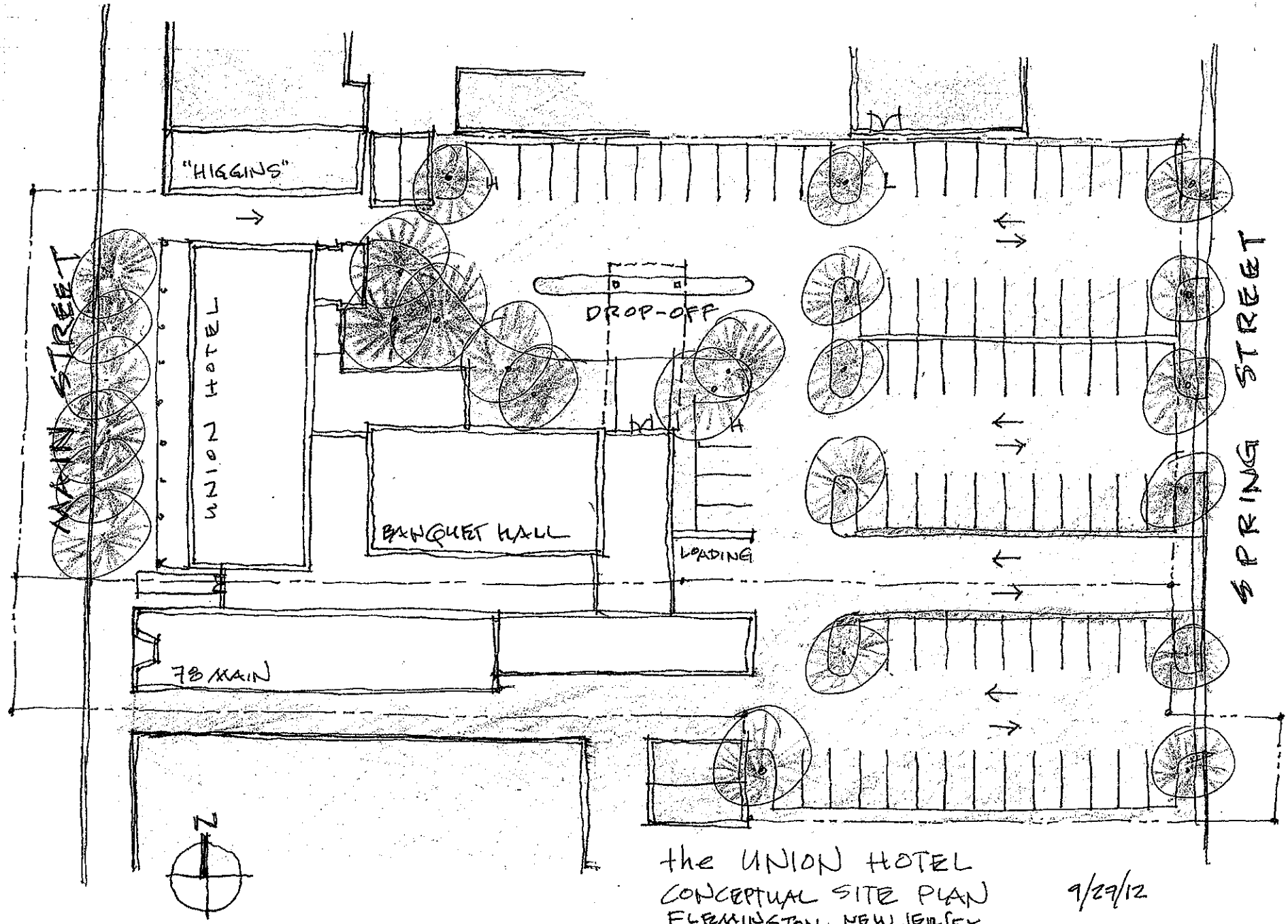
- 50 – 55 hotel rooms and suites
  - 20 – 24 historic hotel rooms and suites utilizing the existing hotel
  - 26 – 30 additional hotel rooms and suites
- Grand Ballroom
  - Seating for up to 250 persons to become one of New Jersey's premier wedding destinations
  - State of the art conference technology for large corporate meetings
- Meeting Space
  - 3 meeting rooms each accommodating 15 – 30 people
  - State of the art video and audio conference technology
- Restaurants
  - **The Press Pub** providing a casual dining atmosphere throughout the day
  - **Wings Bar** in the Press Pub - providing a local gathering place with classic spirits
  - **The Charles** – an elegant American Steakhouse restaurant featuring local farm to table produce
  - Our design includes a studio kitchen for corporate team building events, cooking classes and chef demonstrations
  - Additional outside dining will be available on the coveted front porch
- Retail Space
  - Space has been allocated for multiple boutique and specialty shops including Main Street facing retail shops.
- The Spa
  - Four treatment rooms with the most advanced skin, body and salon services.
- External Infrastructure
  - Our plans include external access to power, audio, and lighting designed to support for Borough sponsored events on Main Street (i.e. Music on Main)



9/27/12

the UNION HOTEL
FLEMINGTON, NEW JERSEY

CONCEPTUAL
ELEVATION



the UNION HOTEL
CONCEPTUAL SITE PLAN
FLEMINGTON, NEW JERSEY

9/29/12

The Borough is redacting/withholding from public disclosure financial information submitted with the Flemington Union Hotel, LLC proposal because public records do not include "proprietary commercial or financial information obtained from any source" or "information which, if disclosed, would give an advantage to competitors or bidders," pursuant to N.J.S.A. 47:1A-1.1.

MATTHEW MCPHERSON

32 Spring Street · Flemington, NJ 08822 [redacted]

EMPLOYMENT

MATT'S RED ROOSTER GRILL — **JUNE 2004-PRESENT**
Executive Chef/Owner — *Flemington, New Jersey*
Developed and synchronized concept of restaurant. Supervised design and renovation of historic property into restaurant. Runs all aspects of open kitchen, including menu creation, food presentation, and kitchen staff management. Coordinates accounting, operations, marketing and sales. Directs staff, including hiring, training, and management. Oversees private party functions and off site catering.

COPPER HILL COUNTRY CLUB — **FEBRUARY 2010- SEPTEMBER 2012**
Consulting Chef — *Flemington, New Jersey*
Consulted in culinary aspects of local country club – redesigning menus, formats & procedures to increase profitability and member satisfaction.

THE BLUE FISH GRILL — **FEBRUARY 2005- AUGUST 2007**
Executive Chef/Owner — *Flemington, New Jersey*
Created, opened & operated new restaurant concept. Developed menu, dining room & kitchen layout. Organized back & front of the house employees. Handled all aspects of business including accounting, payroll, schedule, & food ordering.

HAMILTON'S GRILL ROOM — **FEBRUARY 2002- JUNE 2004**
Sous Chef — *Lambertville, New Jersey*
Ran all aspects of kitchen, including open grill and private parties. Highly effective at working with kitchen staff, front house staff and customers.

MII AMO SPA, ENCHANTMENT RESORT — **JANUARY 2001 - JUNE 2001**
Spa Chef/Restaurant Manager — *Sedona, Arizona*
Opened new kitchen and developed a rotating organic menu. Trained staff in breakfast, lunch and dinner presentations. Responsible for healthy cooking demonstrations for guests. Managed bar, dinning room and wait staff.

THE SEA GRILL, ROCKEFELLER CENTER — **MAY 2000 - JANUARY 2001**
Sous Chef — *New York, New York*
Worked all stations of a fresh seafood establishment, covering both lunch and dinner. Assisted Executive Chef, Ed Brown, with payroll, scheduling, ordering and opening/closing procedures of kitchen. Sushi Chef for private functions.

AMERICAN BOUNTY — **MAY 1998 - DECEMBER 1998**
Sous Chef - Post Graduate Fellowship Program — *Hyde Park, New York*
Controlled food ordering according to a designated budget. Assisted head chef in menu development for American regional cuisine. Trained students for individual station work, and expedited during service.

LITTLE PALM ISLAND — **MARCH 1997 - OCTOBER 1997**
Sous Chef — *Florida Keys, Florida*
Held several positions at French Caribbean Relais Châteaux island resort. Job duties included; gardé manager, grill station manager, sauté chef, and butcher.

MATT'S REAL FOOD — **MAY 1994 - AUGUST 2000**
Chef/Owner Operator — *Flemington, New Jersey*
Implemented all aspects of private catering business. Responsible for planning cuisine, organizing staff, and coordinating ambiance for private parties ranging from 10 to 170 guests.

MATTHEW MCPHERSON

32 Spring Street · Flemington, NJ 08822 · [redacted]

EDUCATION

BACHELOR OF PROFESSIONAL STUDIES CULINARY ARTS MANAGEMENT — **MAY 2000**
Culinary Institute of America — *Hyde Park, New York*

ASSOCIATES DEGREE IN CULINARY ARTS — **MAY 1998**
Culinary Institute of America — *Hyde Park, New York*

EXCELLED CULINARY ARTS PROGRAM FOR H.S. SCHOLARS — **SEPTEMBER 1993 - JUNE 1996**
Voorhees High School — *Voorhees, New Jersey*

ACCOLADES & MEMBERSHIPS

THE WELLNESS COMMUNITY — **MAY 2005 - PRESENT**
Board Member — *Bedminster, New Jersey*

POLYTECH CULINARY ARTS OF HUNTERDON COUNTY — **FEBRUARY 2005 -**
Board Member & Alumni – ***2005 Most Successful Graduate Award*** — *Flemington, New Jersey*

FLEMINGTON RARITAN BUSINESS ASSOCIATION — **SEPTEMBER 2004 - PRESENT**
Member & ***2007 Businessman of the Year*** — ***Flemington****, New Jersey*

CYSTIC FIBROSIS FOUNDATION — **AUGUST 2010 - PRESENT**
Volunteer & ***2010 NJ's Finest Awards*** — *Flemington, New Jersey*

Matthew McPherson Biography

Matthew McPherson has been focused on a career in the field of food service since early childhood. As a junior at Hunterdon Central Regional High School, he enrolled in the acclaimed Polytech Culinary Arts Program where upon he began his first entrepreneurial venture: *Matt's Real Food,* a catering company.

Upon graduating high school Mr. McPherson then attended the Culinary Institute of America, where he earned a Bachelor of Science degree in restaurant management. Mr. McPherson worked for several years in restaurants, including the famed *Sea Grill* in Rockefeller Center and the Relais Chateaux resort, *Little Palm Island* in the Florida Keys. He then came home to Flemington and opened the well-known local gem *Matt's Red Rooster Grill.*

According to NJ Monthly *Matt's Red Rooster Grill* is "Flemington's best restaurant...situated in a charmingly restored house with an open kitchen, *Matt's* offers American food at fair prices that make it worth a trip." NJ Life boasts *the Rooster* "has many reasons to crow: a menu that is nuanced yet easy to love, experienced hands at the grill, personable staff, and a setting that manages to be thoroughly modern yet warm. Flemington could ask for little more."

Shortly after opening *Matt's Red Rooster Grill,* Mr. McPherson quickly undertook a new local project: *The Blue Fish Grill. The Blue Fish Grill* was commended by the Courier News as a "welcome addition to Central Jersey" and "elegant in a casual way". Since then has sold and passed on to a former chef of the *Red Rooster* and is still thriving today.

As an owner, manager, and chef of a local small business, Mr. McPherson has set out to become a fixture in the community by supporting local organizations and charities. *Matt's Red Rooster Grill* has helped out over 100 local charities and schools to date. He currently sits on the board of *The Wellness Community of Central Jersey,* whose focus is to aide in the support and healing of cancer patients. He is also on the board of the *Polytech Culinary Arts Program of Hunterdon County,* where in 2005 was recognized as one of their top successful graduates. Mr. McPherson is also an active member in the *Flemington Raritan Business Association* and in 2007 was awarded Businessman of the Year.

Matthew currently resides in the borough of Flemington with his wife, Erin, of 9 years and their two young children - Matthew Jr. age 5 and Meara 3 years old. They enjoy family bike rides together and anything else that gets them outside.

Selected References for Matthew McPherson

Cameron Stark

Unionville Vineyard

General Manager and acclaimed wine maker for Unionville Vineyards – Through countless events and large weddings, Cameron has seen my planning and execution ability first hand. Together we have developed several functions to pair his award winning wines with Matt's Red Rooster's gourmet fare. Mr. Stark and I frequently pair UV wines with chef's tastings for charitable organization fundraisers.

Office # [redacted]
Email: [redacted]

Brian Rodenbeck

Copperhill Country Club

Brian and I have worked together for two years where I was hired to assist in improving food and beverage operations at the club. By implementing new systems and procedures in the kitchen facility, we built the foundation for sustainable change. In addition, I worked with Brian to modify all menus and private events to be more customer appealing. Together, we made the necessary modifications that have increased profitability and member satisfaction.

Email: [redacted]

Robert H. Rosen

President RH Rosen Associates, INC.

President of a consulting firm that has provided advisory assistance to more than 600 entrepreneurial businesses over the past twenty five years. We have been working together for the past 5 years in developing new standards of excellence.

Cell: [redacted]
Email: [redacted]

Ian McGann

Pocono Produce

District Sales Rep at Pocono Produce Company

Ian has been the Sales Rep for Matt's Red Rooster Grill for approximately 5 years and has watched me tirelessly work to build my restaurant into one of the most successful and respected establishments in our vast service area. In an economic climate where most restaurants are looking to cut corners and save money by sacrificing quality, we have boldly chosen to do the opposite and have flourished by utilizing only the highest quality products he can source.

Office # [redacted]
Cell # [redacted]
Email: [redacted]

Matt Holt

Adams Party Rental, Country Free Holder

Matt and I have worked together for the past several years on varying types of catering functions. We have developed events together from intimate dinner parties to large scale weddings in remote locations. Mr. Holt and I have developed a strong business partnership that customers continuously observe and benefit from.

Office # [redacted]
Cell # [redacted]
Email: [redacted]

LIAM BURNS

4 Pond View Court Whitehouse Station, NJ 08889

[redacted]

QUALIFICATIONS SUMMARY

- Strategic leadership proven in business turnaround increasing corporate value by $125MM
- Marketing expertise confirmed growing one business from $68MM to $190MM (23% 5 yr CAGR)
- 20+ years commercialization experience in healthcare driving adoption of new technology
- Powerful analytical & problem solving executive capable of setting the pace in complex environment
- Award winning sales & marketing "change agent" driving growth, innovation, & product development
- Trusted executive coach creating high performance environment inspiring teams to exceptional results
- Proven accelerator of management talent through sustainable leadership development programs
- Start-up mindset enables stretching limited resources to add millions of dollars to the bottom line

EP Burns Group, LLC (2007 - Present)

President **Whitehouse Station, New Jersey**

Enabling healthcare and life science companies to accelerate growth through strategic marketing and sales programs, executive leadership development and key business processes. Key projects include:

- Drove $150MM durable medical goods business turnaround, providing sales, marketing, and leadership guidance. Increased corporate value by $125MM enabling profitable divestiture of business.
- Provide capital raising and commercialization expertise for early stage medical device companies
- Chief Commercialization Officer for early stage genomic cancer diagnostics company
- Provide strategic insight and market assessment to VC/Private Equity prior to investment
- Leading sales & marketing commercialization for market entry into $5B global surgical stapling market. Developed KOL network of 100+ world renowned thoracic, general, bariatric and colorectal surgeons
- Guiding new & tenured executives in healthcare, technology, & consumer companies
- Providing monthly sales analytics tool down to the territory level for sales force of 130. Tool cited as "cornerstone of renewed growth and increased sales rep productivity"
- Conducting High Performance Leadership Series for executives and leadership teams
- Developed incentive compensation plans for start-up, turn-around, and growth companies
- Led management development program for $1B+ medical device company
- Facilitated institutional strategy development process for leading pharmaceutical company
- Implementing expansion strategy for weight loss magazine broadening scope to metabolic health
- As Chief Operating Officer, led the development of the 1st World Congress on Diabetes Surgery from concept to implementation resulting in CMS reimbursement review of bariatric surgery to treat type 2 diabetes and addition of bariatric surgery to ADA treatment guidelines. Accomplishments include:
  - World class faculty included Ministers of Health of UK, Mexico and Medical Society Executives
  - Raised @ $1MM through pharmaceutical, medical device, and consumer company support
  - Inaugural meeting endorsed by 26 medical societies with 1,000 attendees from 43 countries
  - Extensive network television and major international print/online news media coverage
  - Authored Congress synopsis published in peer review medical journal

POWER MEDICAL INTERVENTIONS, Inc. (2006 – 2007)

Vice President, Marketing **Langhorne, Pennsylvania**

Led a global team (10) responsible for marketing, product development, sales training, clinical affairs, sales operations, professional education, & customer service in a pre-IPO privately held company.

- Tailored product positioning to surgical procedures aligning marketing elements to portfolio strategy
- Flattened negative sales trend with 3 product launches, revised sales compensation & recognition plan
- Implemented key processes to enable growth, including product development and S&OP forecasting
- Rebuilt marketing department through recruiting, rebranding, & marketing collateral development
- Drove innovation through surgical procedure development labs, medical advisory board, and KOL's
- Supported IPO process & led PR efforts gaining television/print coverage of company achievements

JOHNSON & JOHNSON – ETHICON, Inc. (1991 – 2006)

Group Marketing Director, Biosurgicals **Somerville, New Jersey 2005 - 2006**

P & L responsibility for a $190MM medical device biosurgicals business with a $5MM budget including strategic planning, product development, positioning, branding, pricing, market research, surgeon education, advertising, packaging, trade show management & managing OEM relationships.

- Achieved income growth three times faster than expense growth by prioritizing limited resources
- Developed global strategy focused on surgical specialty areas building comprehensive market model
- Implemented procedure based product hierarchy focusing sales team on highest potential opportunities
- Drove $64MM of growth (50%) by leading four product launches in advanced hemostat category
- Achieved 18% share against an entrenched competitor in two years
- Developed unseasoned team to deliver under higher regulatory, operational, & competitive challenges
- Led pricing strategy development and market positioning, increasing gross profit by 5%
- Expanded marketing mix from sales material focus to fully integrated communications plan
- Created weekly sales forecasting process integrated into operations production model reducing inventory on five month lead time products. System now in place across all growth brands

Director, Sales Operations, Biosurgicals **Somerville, New Jersey 2003 - 2005**

Responsible for leading a direct/indirect staff of 30 including Sales Planning, Management Development, Sales Training, Compensation, Telesales, Distribution, and Strategic Accounts for a $250MM business unit composed of three divisions with a $5MM project budget

- Accelerated growth to 20% with flawless execution & redeployment of resources to higher profit revenue generating activities
- Led crossfunctional war games team focused on predicting competitive behavior and strategy in response to FDA approval requirements change. Learnings drove product development and marketing strategy
- Rebuilt failing compensation system for three divisions (8 plans) creating a "pay for performance" culture, adding robust analytics and forecasting capability, cited as a critical success factor in accelerating growth
- Rebuilt outdated sales training program while reducing dedicated headcount from 6 to 2
- Launched a Management Development Program for sales & marketing, program expanded globally
- Co-Led launch of company's entry into biosurgical category achieving 10% marketshare in 1st year
- Managed to below year end spending target while department previously overspent by $1.0MM
- Led planning & execution of key events (National Training Meeting, Glamour Prize Trip, Launch meetings)

Product Director, Hemostasis **Somerville, New Jersey 2002 - 2003**

Responsible for marketing $102MM portfolio of eight brands including marketing & brand strategy, new product development, positioning, forecasting, pricing, market research, advertising, packaging, marketing material development, and trade show management resulting in $34MM of growth (50%)

- Led flawless launch of two products cited as "best ever" by company president, rolled out as global benchmark accelerating European market entry
- Led entry in stagnant gelatin powder category to 90% share in first year. Repositioned product drove 300% category growth generating sales of $12MM in 3 years
- Marketing project manager on company's first entry into advanced hemostat category set new standard with five months from concept to launch
- Doubled sales of a ten year old product to $16MM with rejuvenated marketing strategy
- Led global product development project including product design, market assessment, brand name development, positioning, and first ever global packaging design at ETHICON
- Led entry in commodity category to marketshare leadership in 4 years, with <5% reduction in price
- Led pricing strategy accelerating growth on existing brands while driving higher marketshare in new categories. Short term program to reverse slowing SURGIFOAM sales growth drove 5% share gain ($2MM) in 90 days

Division Sales Manager & Trainer
Wound Management Division **Cleveland, Ohio 2000 - 2002**
Selected to lead sales team of 9 sales representatives for internal start-up, responsible for increasing sales of surgical hemostasis, mesh, and drains from $6MM to $9.7MM. Responsible for development, coaching, sales direction, planning, contracting, recruiting, motivating and key account relationships with sales team. Trained and mentored new division managers.

- Ranked 1st of 9 Divisions ($2.2MM of growth - 35%), only division to achieve forecast in all product categories
- Co-led the Strategic Planning Process developing the 7-year strategic plan, work recognized with President's Leadership Award
- Led the development of the national contracting strategy, structure created is still in place today
- Submitted three invention memos to R & D on new & existing products to drive product development

Division Sales Manager
Suture Division **Cleveland, Ohio 1997 - 2000**
Led a sales team of 13 responsible for increasing suture, mesh, and skin glue sales from $19MM to $21.5MM. Responsible for development, coaching, sales direction, planning, contracting, recruiting, motivating and key account relationships with sales team.

- Rebuilt last place sales team to top 10 achieving $2.5MM in sales growth in shrinking market
- Drove marketshare to 89% (3rd Highest in the Nation) despite largest competitive presence in the US
- Awarded Johnson & Johnson Health Care Systems Leadership Award for work at the Cleveland Clinic Foundation Hospital resulting in growth across 20 Johnson & Johnson operating companies

Sales Training Manager, Suture Division **Somerville, New Jersey 1995 - 1997**
Responsible for training/coaching new and existing sales representatives and developing curriculum in anatomy, surgical procedures, product features and benefits, competition, selling techniques, and territory management

- Rebuilt outdated training program from the ground up without assistance of outside vendor saving $400K. Revised curriculum cited as "exceptionally focused on developing clinical experts" by VP of Sales
- Consistently rated 1st of 8 facilitators on critiques. Modules cited as "most creative, dynamic & effective presentations"
- Developed and facilitated international sales schools to global sales teams

Senior Executive Sales Trainer, Suture Division **Corpus Christi, TX 1991 - 1995**
Responsible for $4.1MM of surgical suture sales directly to surgeons, nurses, and materials managers in 32 hospitals. including surgeon/nurse education on new products & surgical techniques; management of hospital inventory & consolidation programs, and training of new sales representatives.

- Sales Representative of the Year ranked 1st of 250 with a sales increase of $652M (22%)
- Increased sales 70% in four years from $2.4MM to $4.1MM
- Number one in U.S. in sales of all new products launched between 1992-95, including INTERCEED* (1992, 1993); MONOCRYL* Suture (1993, 1994, 1995); VICRYL RAPIDE* Suture (1995); SPECIAL ORDER Sutures (1994, 1995)
- "Go-to" sales trainer for underperforming sales representatives helping to strengthen surgical procedure knowledge and understanding of clinical issues

UNITED STATES NAVY – HONORABLY DISCHARGED
Lieutenant **Various Locations 5/87 – 10/91**
Led up to 35 personnel as shipboard Department Head, Division Officer and land based Instructor earning various awards, including the Navy Achievement Medal. Key accomplishments include:

- Ranked #1 Junior Officer onboard ship for three years (1988-1990)
- Ship ranked #1 in communications in squadron of 13 ships. Ship went from last to first in one year
- Earned qualifications and additional responsibility ahead of peers:
  - Qualified Surface Warfare Officer (SWO) in 16 months vs. 24 month standard
  - Selected as Command Duty Officer (CDO) in 18 months vs. 30 month standard
  - Designated as Tactical Action Officer (TAO) with weapons release authority, the Commanding Officer's representative in employment of shipboard weapons/sensors, without benefit of 4-month training school
- Selected as Instructor Training School "Instructor of the Year"

EDUCATION
Bachelor of Arts, Economics 1987, College of the Holy Cross
Executive MBA, Case Western Reserve University 2001, Ranked 1 of 435

PUBLICATIONS (13)
"The Future of the OR" Future Healthcare (August 2007) 40-44 with Ryan Rhodes

"1st World Congress on Interventional Therapies for Type 2 Diabetes," Bariatric Times 5.11 (November 2008) 1, 24-28.

"A Heart For A Cure," WLS Lifestyles 6.4 (Winter 2008-09): 6-10.

"Sixty Reasons & Counting . . . Body Weight Linked to Diabetes and Much More, But How?" WLS Lifestyles 6.4 (Winter 2008-09): 20-21 with Louis J. Arrone, M.D.

"Can Bariatric Surgery Cure Diabetes?," WLS Lifestyles 6.4 (Winter 2008-09): 48-49.

"Emme. How Adversity Shaped This Supermodel," WLS Lifestyles 7.1 (Spring 2009): 6-10.

"For Better Metabolic Health and More: DO Drink the Water," WLS Lifestyles 7.1 (Spring 2009): 28-29 with Suzanne Ward, RD, RN

"Ticket to Ride," WLS Lifestyles 7.2 (Summer 2009): 50-51

"Slim Your Waist, Not Your Wallet," WLS Lifestyles 7.2 (Summer 2009): 30-31 with Suzanne Ward, RD, RN

"The Mediterranean Path to Wellness," WLS Lifestyles 7.3 (Fall 2009): 44-47

"Cleveland Clinic Pioneers a Lifestyle 180 From Obesity," WLS Lifestyles 7.4 (Winter 2010): 6-12

"Understanding Sarah; Our Exclusive Interview with the Duchess of York," WLS Lifestyles 8.1 (Special Issue 2010): 6-10

"Pay it Forward; Former Biggest Loser Winners Helping America Get Healthy," WLS Lifestyles 8.2 (Inspirational Issue 2010): 6-11

ACHIEVEMENTS
New Jersey Marathon (26.2 miles) 2012 PR 3:24:42 Boston Qualified
Eagleman Half Ironman (70.3 miles) 2011 PR 5:36:59

Selected References for Liam Burns

Doug Bohrer

Chief Development Officer at American Surgical Assistants, Inc.

Have been working with Doug for four years across two companies. As VP Sales and Marketing at TSS (Beds Division of KCI), retained to support turn-around of this failing $150MM business unit including strategy and business plan development, organization design, 1:1 executive coaching, sales force redeployment, marketing strategy, compensation plan development, pricing strategy review, etc. Increased corporate value by $125MM enabling profitable divestiture of business. While he was VP of Sales (@450 sales reps/mgrs) at VAC Division of KCI, provided 1:1 executive coaching, led a high performance workshop (HPW) for his senior management team, and provided leadership support and coaching to his sales managers (25) and region vice presidents (5). Recently, Doug transitioned to ASA, Inc. where I am coaching him in his new company where he has been identified as the next CEO.

[redacted]

Bob Newell

Chief Financial Officer and Vice President, Finance, Cardica (NASDAQ: CRDC)

Over the last 2 years, Bob and I have worked closely together on a retainer basis developing the commercial launch plan of a new surgical stapler including creating a comprehensive 5 yr product and procedure based market model, recruiting & managing investors, and developing the marketing strategy including positioning and pricing. During this time, I have recruited over 75 world renowned surgeons (see attached list) to provide input into product development, clinical applications, and develop/strengthen existing relationships to ensure rapid growth after launch. Currently, I am leading an update to the company website as part of a rebranding effort.

[redacted]

Andrew Tosdevin

Vice President, Marketing at KCI Medical ($2B Wound Care Products Company)

Andrew and I have worked together in various capacities for 15 years. We were part of the original management team at Ethicon Biosurgicals, where I started on his marketing team. Together (in various sales and marketing leadership roles) we launched seven products driving $110MM in US growth at Ethicon Biosurgicals. We developed the marketing, pricing, and portfolio strategies, launched the products to the US sales team and created a ready to execute "launch in a box" for each European country. The business grew from a virtual start-up with ten year old products to a $400MM market share leading global business in less than five years. In Andrew's current role, I am providing 1:1 executive coaching to him and key members of his team. We are currently in discussions for my team to take over sales analytics, compensation plan development, and management development.

[redacted]

Jason Hoffman

Vice President of Sales, TSS (a division of KCI)

Have been working with Jason and his team for two years, retained to provide monthly sales analytics down to the territory level for 130 sales reps, develop sales strategy, sales force redeployment, compensation plan development. Providing 1:1 executive coaching, leadership support and coaching to his sales managers (13).

[redacted]

Trish Kamps

Region Manager, Medtronic Endovascular

Trisha and I have worked together beginning with Ethicon Suture in 1992. I have mentored her throughout her career from sales representative through to her current executive sales leadership role. Currently in discussions to lead the creation and implantation of the management development program at this $541MM division of Medtronic.

[redacted]

Robert Dougherty

President/Group Publisher at Matrix Medical Communications

Bob and I worked networked extensively during my tenure at Power Medical Interventions to recruit world renowned surgeons for their Scientific Advisory Board. In addition, we leveraged our mutual relationships during the creation and development of the 1st World Congress on Diabetes Surgery. We continue to work closely together on projects related to current clients including Cardica and Lifecell. A few years ago, Bob published my article in Bariatric Times (a peer review medical journal) summarizing the findings of the 1st World Congress on Interventional Therapies for Type 2 Diabetes. Bob was a senior leader at Cath Lab Digest prior to starting his own publishing and media company.

[redacted]

Paul Childs

Director, Global Strategic Insights, Mentor Worldwide (a division of Johnson & Johnson)

Paul and I have worked together beginning when I recruited him from Duke MBA program to join my marketing team in an analytics capacity. We have worked together on bottom's-up and top-down forecasting models, sales analytics, compensation plan development and modeling. I have mentored him for the last six years.

[redacted]

Barbara Montresor

Vice President, Communications at McNeil Consumer Healthcare

Barbara and I have worked together and have known each other for fifteen years. We worked closely at Ethicon Biosurgery on internal and external communications strategies including new product launches and National Sales Meetings.

[redacted]

Fern Lazar

President, Lazar Partners (a full service communications advisory firm focused in healthcare)

Fern and her team managed the PR/IR for Power Medical Interventions leading up to the company going public. We continue to leverage extensive clinician, executive and financial industry relationships for both our firms.

[redacted]

Selected Recent Coaching Assignments

- **Garrett Kiesle,** Senior Director Sales Operations, TSS
- **Greg Matthews,** Vice President Specialty Sales and National Accounts
- **Chris Hoffman,** Founder & President, Southern Cottage Corporation
- **Matthew McPherson,** Owner & Executive Chef, The Union Hotel and Matt's Red Rooster Grill

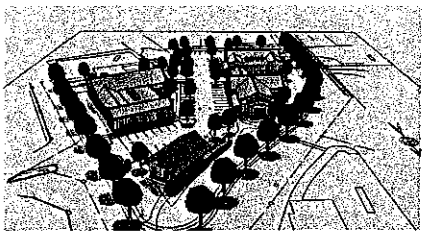
Curriculum Vitae **Christopher Pickell, AIA** September 2012

Pickell Architecture, LLC 1998 - Present
Flemington, New Jersey

Selected Architectural Projects:

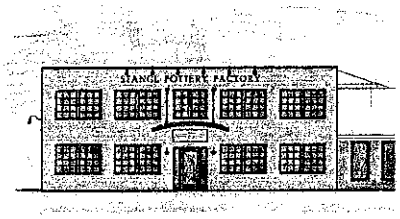
Commercial / Adaptive Reuse Projects:

Nilkanth, L.L.C.
Flemington, NJ 2011



Design of 21,000 square foot shopping center, broken up into a collection of three historically inspired buildings. Restoration of the 1886 Lehigh Valley Railroad Freight House.
Currently the project has received Planning Board approval.

Stangl Pottery Factory, Stangl Road and Mine Street
Flemington, NJ 2011

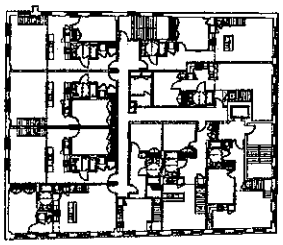


Conversion of old pottery factory into arts-oriented retail, including new home for The Bluefish Grill and Kissimee River Pottery.
In construction.

Feed Mill Station, 39 Route 12
Flemington, NJ 2011

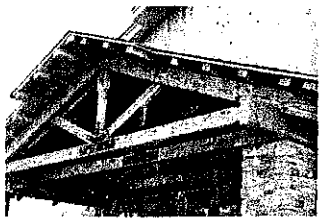
Conversion of a retail complex into offices, 54,000 square foot total. Addition of a fourth floor, redesign of atrium space, tenant fit out of 8,000 square feet for Artcraft Health Education.
In construction.

1 West Washington Street
Washington Borough, NJ 2010



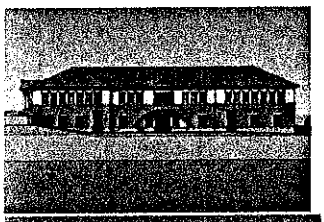
Design of eighteen apartments on the second and third floors of three story Italianate building.
On hold.

Old York Cellars, 80 Old York Road
East Amwell, NJ 2010



Located on a twenty-seven acre property, with a beautiful view of the Sourland Mountains. Under new owner, rehabbing and upgrading existing buildings, including adding front entrance to Log House, converting utilitarian garage into two-story Tasting Building, and renovating the Vista Room, as well as the Processing Building.
Partially complete.

Zinn Realty, Center Street
Clinton, NJ 2010

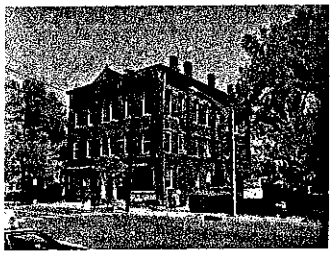


Design of a new medical office building. Designed to fit into sloped ground in Clinton, NJ.
Currently in zoning process.

Teaberry's Tea Room, 2 Main Street
Flemington, NJ 2010

Conversion of an 1822 house into an upscale teahouse, including historically sensitive handicapped accessibility and zoning approvals. Ranked as the number one teahouse in New Jersey.

The Deats Building, 120-124 Main Street
Flemington, NJ 2006-2008



Rehabilitation of a fine 1881 three-story brick building and design of a compatible new elevator and stair tower, incorporating full handicapped accessibility. Restoration of two storefronts to their original configuration, reusing the original double doors.

Old Fire House, 37 Belvidere Avenue
Washington Borough, NJ 2007

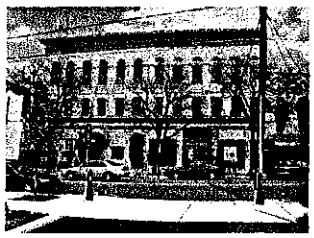
Rehabilitation of a 3-story Victorian era building; restoration of the original façade.

The Town Clock Building, 48-52 Main Street
Flemington, NJ 2004-2005

Re-creation of the original storefronts for a three-story Italianate brick commercial building built in 1874, and design of a new first floor lobby & elevator, and the rehabilitation of the upper floor offices.

Unity Bank, 157 Main Street
Flemington, NJ 2004-2005

Restoration of the 1865 Central Railroad of New Jersey passenger terminal, removal of twentieth century accretions, design of compatible drive through lanes for new use as a branch bank, zoning approvals.
Winner – Hunterdon County Planning Board, Donald B. Jones Award, 2005.



The Flemington National Bank Building, 56 Main Street
Flemington, NJ 2003-2004

Design of historically appropriate storefronts and a new lobby for a three-story Renaissance Revival brick and terra-cotta bank building from 1897, creation of a new elevator lobby and rehabilitation of upper floor office space.

Kries Jeweler, 24 Main Street
Flemington, NJ 2004

Creation of historically inspired new storefronts in an older structure.

134 Main Street
Flemington, NJ 2004

Rehabilitation of a Victorian house for Teaberry's Tea House and office space upstairs.

Matt's Red Rooster Grill, 22 Bloomfield Avenue
Flemington, NJ 2004

Conversion of a two-story Victorian house into a 100-seat restaurant for award winning chef, Matt McPherson.

The J. Bodine Building, 123 Main Street
Flemington, NJ 2002-2006

Historic preservation & rehabilitation of a three-story wooden Victorian commercial building, circa 1858, incorporating a restaurant and six new upper floor apartments.

The Pittstown Inn
Pittstown, NJ 2001-2003

Restoration of a three-in-a-half-story stone Colonial inn, circa 1786, design and reconstruction of the ground floor restaurant, and re-creation of the original two-story front porch.

Winner – Hunterdon County Planning Board, Donald B. Jones Award, 2004, given for completed projects that significantly contribute to the preservation of Hunterdon County's historical or rural heritage.

Lee B. Roth Law Offices
Flemington, NJ 2000-2001

Rehabilitation and conversion of a Victorian house, featuring a new Victorian storefront on Main Street.

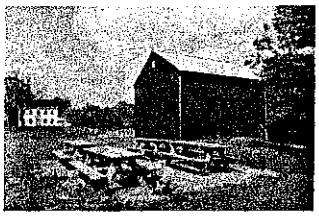
Winner – Hunterdon County Planning Board, Rehabilitation and Adaptive Reuse Award 2001

Public / Non-Profit:

Parsonage Barn Re-erection
Cranbury, NJ 2010

Re-erection and faithful reconstruction of a historic late 1700's barn, to serve as a multipurpose community structure for Cranbury Township.

Ann Reno Barn Re-erection
Readington, NJ 2009-2010



Relocation of a historic 1850's barn, to serve as a multipurpose structure at Readington Township's new Cushetunk Nature Preserve.
Winner - New Jersey Historic Preservation Award.

West Portal Historic Society
Bethlehem Township, NJ 2007-2008

Replacement of the original slate roof on the 1913 patterned concrete block former Town Hall building.

Flemington Borough Municipal Offices, 90 Main Street
Flemington, NJ 2005-2006

Mixed use rehabilitation of a three-story, brick Victorian commercial structure, build in 1864. Flemington Borough's municipal court and offices will occupy the second & third floors. Design of new elevator; first floor lobby, interiors, and new entrance canopy.
Not constructed.

Hunterdon Land Trust - Dvoor Farm
Flemington, NJ 2005-present

Prepared measured drawings for the historic barn complex and 1798 stone house, oversaw change of use and code compliance issues to utilize the farmhouse for offices and meeting space for the Land Trust.

Charles Fish Barn, Howell Living History Farm
Pleasant Valley, NJ 2003-2007

Re-erection of a historic timber-framed barn as a multipurpose space for the museum's new Visitor's Center, including full mechanical systems and accessibility concerns.

Wade/Wycoff Dutch Barn Reconstruction
Readington, NJ 2000-2001

Relocation and reconstruction of a 200+ year-old Dutch barn for Readington Township's Bouman-Stickney Farmstead Museum.

Phillips Barn Restoration, Howell Living History Farm
Pleasant Valley, NJ 1999-current

Phased restoration of a three-part barn complex to the period 1900-1910, for a working agricultural museum.

Selected Residential Projects:

Stone House
Mountainville, NJ 2010-

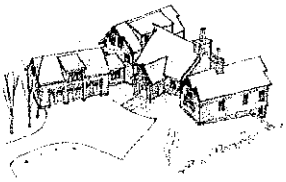
Design of a vernacular stone and wood house, in a historic hamlet. In construction.

"Edgewood"
Delaware Township, NJ 2008-2012

Complete redesign and vertical expansion of a house on a sixteen acre private ecological preserve, incorporating a glass conservatory and a seventy-five foot aerial "birdwalk".

1905 House
Morristown, NJ 2008-2010

Design of a sympathetic two story addition to a 1905 stucco house, including design of the custom kitchen and built in, and overall landscape layout.



Lake House
Princeton, NJ 2008-2009

Design of an Arts & Crafts style house overlooking Carnegie Lake, incorporating a slate roof, cedar shingles and cedar brackets and accents. Custom library & fireplace.

Rock Road House
West Amwell, NJ 2008-2010

Design of a vernacular style farmhouse, with a bridge to an adjacent garage. Design of wood library shelves and cabinets, kitchen and all exterior and interior trim.

Odd Fellows Hall
Frenchtown, NJ 2007-2010

Extensive reconstruction of a late 1800's three story brick fraternal organization meeting hall into a loft-style residence; incorporating a private elevator, two roof terraces, custom kitchen, a fireplace and using the original meeting room as a 1,500 square foot great room. Also included the rehabilitation of two second floor apartments

Carriage House
Reaville, New Jersey 2008

Reproduction of a historic house in a village setting, designed as a three bedroom house with a central cupola and Victorian gingerbread details.

Arts & Crafts House
Readington, NJ 2008-2010

Design of a new, Arts & Crafts-inspired three bedroom house.

Round Mountain 2
Readington, NJ 2007

Design of a Victorian style, one story house, wrapped around a central courtyard, including custom library with rolling ladder and secret doorway.

Round Mountain 1
Readington, NJ 2006

Design of a historically-inspired farmhouse to contain a large antique collection.

Painter's Studio
Lambertville, NJ 2006

Design of a detached garage/artist's studio and apartment in a historic river town.

"Cashel"
Hillsborough NJ 2005- 2008

Master plan for an eleven acre estate, to include a relocated 1850 barn, stable, riding arena, trails and gardens. Expansion of a classic 1860 Italianate house, incorporating a historic colonial fireplace and cistern; creation of Victorian style porches, balcony, and window hoods. Re-erection of an 1850 hewn oak barn as living and office space with stables in the cellar; relocation of a six stall stable.

Colonial Revival House
Raritan Township, NJ 2006

Design of an extensive expansion and updating of a 1950's two-story, neocolonial house to address aesthetic and functional issues; design of bookcases, bar and other built-ins.

1808 Stone House
Flemington, NJ 2004-2006

Reconstruction and enlargement of a wood wing on an 1808 Federal style stone house, with a new kitchen and master suite.

Greek Revival House Expansion
Wainscott, LI, NY 2003-2004

Extensive addition and renovation of a grand Greek Revival style house, redesign of the overall estate including a new Greek Revival poolhouse and outbuildings.

"Buttercup Farm"
Chapel Hill, NC 1998-2001

Design and layout of a thirty-seven acre estate including a main house featuring an early 1800's New Jersey English barn and an early West Virginia log house; also the rehabilitation of a vernacular North Carolina farmhouse, the re-creation of a Southern double-pen dogtrot house and the re-erection of a late 1800's New Jersey wagon house. The buildings were sited to enjoy views of the existing pond, fields and woods.

Hopewell Barn House & Estate
Hopewell, NJ 1998-2001

Re-erection of an early 1800's two-story wagon house as living space, and renovations to the previously converted barn house. Also added a historic wagon house as a garage, and relocated a historic barn and stable

Consultant:

Frenchtown Borough Planning Board Frenchtown, NJ 2005- current
Architectural consultant to the Frenchtown Borough Planning Board, reviewing development applications for conformance to the Frenchtown Village Center Plan.

Previous Experience:

Kehrt Shatken Sharon Architects *Project Architect/Project Manager, 1988-1994 & 1995-1997*
Princeton, New Jersey

Selected Architectural Projects:

Readington Township Municipal Building Addition & Renovation	Whitehouse Station, NJ	1997
Princeton Day School, Upper School Science Renovations	Princeton, NJ	1996
Princeton University, Firestone Library Rare Book Facility	Princeton, NJ	1995
Villanova University, Garey Hall Additions	Villanova, PA	1993
University of Delaware, Colburn Laboratory Addition & Renovation	Newark, Delaware	1993
Temple Beth El V'Shalom An award winning synagogue	Charlotte, North Carolina	1992
US Coast Guard, Building 140, Preservation Historic preservation and restoration of 1840's brick Armory	Governors Island NY, NY	1991

Nadaskay Kopelson *Project Architect, 1994-1995*
Morristown, New Jersey

The Hillier Group *Project Coordinator, 1986-1988*
Princeton, New Jersey

James Goldstein & Partners *Architectural Designer, 1985-1986*
Millburn, New Jersey

Professional Affiliations:

American Institute of Architects
Hunterdon County Cultural & Heritage Commission
National Council of Architectural Registration Boards
New Jersey Society of Architects
National Trust for Historic Preservation
Alexandria Township Historic Commission

Professional Registrations:

Massachusetts	30300	2004
New York	027694-1	2000
NCARB	Certificate 52044	1999
Pennsylvania	HA-015382-B	1998
New Jersey	AI 10409	1988

Education:

Rensselaer Polytechnic Institute
Troy, New York

Bachelor of Architecture, cum laude	1985
Minor in the Studio Arts	
The American Institute of Architects Medal	
Bachelor of Science, magna cum laude	1984

Morristown High School
Morristown, New Jersey

National Honor Society	1980
National Merit Semi-Finalist	1980

Biography September 2012

Christopher Pickell, AIA heads **Pickell Architecture** in Flemington, New Jersey. Pickell Architecture celebrated its 14th year in January 2012. Central to the firm's philosophy is a respect for, and an appreciation of the value of historic building styles, traditions, and practices. The firm is sensitive to the past, to local conditions, and to the social and natural environment; and combines these attitudes with a practical knowledge of both current and historic construction practices and technologies. Pickell Architecture strives to incorporate simplicity, honesty and timeless qualities into each design, whether commercial, public or residential.

- The firm's adaptive reuse and preservation work has received three awards from the Hunterdon County Planning Board.
    - In 2000, Pickell Architecture completed the rehabilitation of a Victorian house on Main Street in Flemington, New Jersey; converting the house into law offices and replacing an inappropriate 1950's storefront. This project won the Rehabilitation and Adaptive Re-Use award.
    - The Donald B. Jones award was given for the firm's work on the Pittstown Inn, a stone inn dating from 1786. This award recognizes projects that significantly contribute to the preservation of Hunterdon County's historical or rural heritage.
    - Pickell Architecture is very pleased to have completed the restoration and conversion of the 1865 Central Railroad of New Jersey passenger station into Unity Bank's Main Street headquarters. This prominent building was also presented with the Donald B. Jones award.
- Pickell Architecture has designed a series of mixed-use, adaptive re-use projects, which have restored the heart of Main Street in Flemington.
    - These projects require an ability to balance quality and budget, and an understanding of modern building codes, historic review ordinances and zoning regulations.
    - Historically significant, three story brick buildings which the firm has renovated include: the Town Clock Building (1874), the Flemington National Bank Building (1898), the Deats Building (1881), and the wooden three-story J. Bodine Building (1858).
        - Restored storefronts, a variety of tenants and uses, new elevators, new lobbies and sensitively handled handicapped accessibility have restored the vitality of these grand Victorian structures.
    - Additionally, Pickell Architecture worked with award-winning chef, Matt McPherson on the renovation for Matt's Red Rooster Grill on Bloomfield Avenue, and on New Jersey's number one ranked teahouse (by teamap.com) Teaberry's Tea Room on Main Street.
- The firm works with a wide variety of businesses to craft unique and practical designs.
    - Pickell Architecture is involved in the ongoing rehabilitation and upgrading of Old York Cellars, the East Amwell, New Jersey winery.

- The Feed Mill Station is being converted from a moribund 56,000 square-foot retail complex into unique and upscale office space, including 8,000 square-feet custom designed for Artcraft Health Education.
- The 100 year old Stangl Pottery Factory is undergoing conversion into an arts-oriented complex, which will include a new home for both The Bluefish Grill and Kissimee River Pottery.
- While working for KSS Architects in Princeton, New Jersey, Mr. Pickell served as project architect for the $18 million Allan P. Colburn Chemical Engineering Building on the University of Delaware's campus.

- Pickell Architecture also works with local public museums and historical groups. The firm is involved in the ongoing restoration of the Phillips Barn at the Howell Living History Farm in Mercer County, and completed the relocation and reconstruction of the Charles Fish Barn at the farm's Visitors Center.
  - The firm recently shared a New Jersey Historic Preservation Award with the New Jersey Barn Company and Readington Township for the reconstruction of the historic Ann Reno barn at the township's Cushetunk Nature Preserve.
  - In Cranbury Township, the historically important late eighteenth century Parsonage Barn was re-erected as a publicly accessible building just a short distance away from its original site.
  - In an ongoing effort, we are assisting the Hunterdon Land Trust Alliance in their ongoing restoration of the Dvoor Farm, including the two story stone 1798 Case Farmhouse.

Mr. Pickell received his Bachelor of Architecture degree from Rensselaer Polytechnic Institute in 1985, as well as a Bachelor of Science degree in 1984. He is a Registered Architect in New Jersey, New York, Massachusetts, and Pennsylvania, and is a member of the American Institute of Architects. Mr. Pickell is a commissioner for the Hunterdon County Cultural & Heritage Commission and over the years has often been seen on the streets of Flemington giving historical tours of the town. Originally from Morristown, New Jersey, Mr. Pickell and his family have resided in Hunterdon County since 1987.

Pickell Architecture, LLC
115 Main Street
Flemington, NJ 08822
[redacted]

References

September 2012

Jennifer Bryson & John McGahren
145 Wertsville Road
Hillsborough, New Jersey

"Cashel"
1850 Italianate House Addition & Renovation,
1850 Barn Reconstruction Completed 2008

I worked with Jenny for over two years, re-planning an 11 acre farmstead to better accommodate horses, vehicle circulation, and gardens . The central factor was the re-erection of an 1850 timber framed barn (originally from Clinton, New Jersey), this barn now serves as an office, guest suite, and playroom, with stables below. We relocated and expanded an existing stable, and then extensively rebuilt and expanded the 1850 Italianate house. We successfully integrated energy efficiency and sustainability with historic sensitivity.

[redacted]

James Hyman, President/CEO
Hopewell Valley Community Bank

Flemington Branch office, 56 Main Street
Completed 2012

Last year, we worked with Jim and his team to redesign Flemington National Bank's old Main Street office, turning it into a vibrant new branch office for HVC Bank. The interior design uses Neo-Classical trim, beams, lighting and wood paneling to evoke the Lindberg era. On the exterior, this project completed the historically appropriate redesign of this important building. We are currently working together to rehabilitate a branch bank in Pittstown.

[redacted]

Karl Lackemacher
Bremen Associates
Flemington, New Jersey

the Deats Building
120 Main Street
Completed 2007

Karl and I worked together to revitalize the 1881 Deats building. This solid building was put up before electricity or indoor plumbing; it now has energy efficient and modern building services, an elevator, and is fully handicapped accessible.

[redacted]

Joseph Pizza, Project Manager
Mercer County Park Commission
Historic Hunt House
197 Blackwell Road
Pennington, New Jersey

Charles Fish Barn reconstruction – 2004-2005
Henry Phillips Barn restoration – 2007-2010
Hunt Barn rehabilitation - ongoing
Keefe Road Barn rehabilitation - ongoing
Historic Roofing projects - 2012

I have worked with Joe Pizza on a number of projects over the years for Howell Living History Farm and for the Park Commission. These projects have involved getting the best possible results for important historic buildings while dealing with public bidding contractors.

[redacted]

Lee B. Roth, Attorney at Law
Lee B. Roth Law Offices
91 Main Street
Flemington, New Jersey 08822

91 Main Street Renovation
Completed 2001
Back Office 91 Main Street

Our transformation of Lee Roth's law office from a drab sporting goods store into a Victorian storefront won a Hunterdon County Planning Board Design Award in 2001; several years later, we also rebuilt his property's rear building, creating additional office space.

[redacted]

Don Shuman
Don Shuman Associates, Inc.
130 Main Street
Flemington, New Jersey

Feed Mill Station – Flemington, New Jersey
Zinn Realty - Clinton, New Jersey
Old Egg Auction – Flemington, New Jersey

I have worked with Don on several large projects recently, including the design of a new 12,500 square foot medical office building in Clinton. Currently in the midst of construction, we are transforming the former 56,000 square foot Renaissance Plaza retail complex into upscale office space; adding a new fourth floor above the original feed mill and silos.

[redacted]

William Wyman
69 Raven Rock Road
Rosemont, New Jersey

"Edgewood"
Completed 2012

I worked closely with William for the last three years; on a complex, mutli-facted project which utterly transformed a plain house into a light and art filled wonderland. We directed a team of artisans and craftsmen, creating unique doors, stairs, fireplaces and other elements.

[redacted]

Michael J. Taylor, CHA, CMP
11 Vail Place
Metuchen, NJ 08840
[redacted]

Current role:

The Westin Princeton at Forrestal Village **Princeton, NJ**
Managed by Remington Hotels

General Manager April 2012 to present

- Responsible for overseeing the overall operation of a 296 room luxury hotel, with 200 associates, extensive conference/catering volume and over $18 million in annual revenues. The Princeton Westin features the largest ballroom in the area and has consistently achieved leadership in occupancy and ADR in the prestigious Princeton market.

Leadership Qualities:

- *Proven builder of teams that consistently exceed guest expectations.*
- *Strong track record of achieving ownership objectives.*
- *Sales driven focus that identifies and creates multiple revenue streams to achieve full property potential.*
- *Consistent history of delivering a high quality guest experience while maintaining proper expense management.*
- *Unique understanding that community partnership fosters positive business results.*
- *Relentless desire to be recognized as the market leader.*

Previous Experience:

Hotel 718 **Brooklyn, NY**
Managed by Benchmark Hospitality International

General Manager May 2011 to April 2012

- Responsible for overseeing the pre-opening operation of a new construction 128 room boutique luxury hotel. Part of Benchmark's Personal Luxury Hotels & Resorts Collection. Hotel 718 is the first luxury hotel to open in Brooklyn in the last fifty years. Hotel 718 features a Brooklyn styled guest lounge, and a roof top bar, along with a luxury day spa, and The Marrow Restaurant inspired by celebrity chef Harold Dieterle.

Benchmark Hospitality International **The Woodlands, TX**

General Manager – Transitions January 2011 to May 2011

- Responsible for overseeing the operational conversion of newly acquired hotels and conference centers. Scope of work includes detailed financial analysis, sales & marketing action plans, revenue management improvements, employee benefit transition, and corporate culture implementation.

The Heldrich Hotel and Spa **New Brunswick, NJ**
Managed by Benchmark Hospitality International

General Manager June 2006 – January 2011

- Overall leadership responsibility for this premiere hotel and conference center with 200 employees including 125 union associates.
- Successfully led the 2007 pre-opening effort of this $120 million multi-use urban revitalization project built through a public and private partnership. The property includes:
  - 4 - star quality hotel with 248 guest rooms, Christopher's Restaurant and Bar, and a luxury day spa
  - 25,000 square foot state of the art IACC conference center
  - Managed a 48 unit luxury condominium HOA
  - Managed a 30,000 square foot extension of Rutgers University with extensive conference facilities
  - Award winning Daryl Wine Bar & Restaurant
- Achieved STR RevPar index of greater than 100 within seven months of opening the property. Shortest time done in Benchmark Hospitality history.
- *Awarded Benchmark's "CEO of Sales" in 2009, Benchmark's highest annual honor given to a General Manager.*
- Achieved number one ranking in guest satisfaction of all Benchmark properties within six months of opening operation.
- Responsible for the development of the successful revenue strategies to become the market leader through GDS, OTA, and social media channel deployments.
- Maintained daily involvement in the hotel direct sales effort and constant interaction with our diverse client base.
- Successfully negotiated an owner favorable CBA with UNITE local 6 and IUOE local 68 with no business disruption.
- Established The Heldrich as a community leader through involvement in local events to promote the New Brunswick business community as well as numerous partnerships with city charities.

Awards and Recognition:

- **Benchmark Hospitality International / #1 guest satisfaction ranking - 2008**
- **Paragon Award / Corporate Meetings & Incentives Magazine – 2008**
- **Pinnacle Award / Successful Meetings Magazine - 2009**
- **Best of the Best / Meetings East Magazine – 2008, 2009, 2010**
- **IACC Green Star Certification – 2009, 2010**
- **The Home News and Tribune / Best Hotel in Central NJ - 2010**

North Maple Inn at Basking Ridge **Basking Ridge, NJ**
Managed by Benchmark Hospitality International

General Manager January 2000 – June 2006

- Overall leadership responsibility for a premiere IACC conference center and its 175 employees.
- Multi-unit responsibility overseeing three additional Pfizer, Inc. conference facilities.

- Consistently achieved highest guest satisfaction scores within Benchmark Hospitality International. Exceeding 96% 2004 – 2006.
- Consistently achieved revenue and profit targets.
- Worked with owner to transition property from exclusive AT&T usage to an open market identity, recruiting business from local Fortune 500 companies.
- Supervised extensive renovation of guest rooms, suites, food & beverage outlet, and public areas to maintain luxury identity.
- Created local catering operation that achieved $1.5 million in revenues in second year.
- Successfully transitioned sale of property to new ownership and assured continuation of Benchmark Hospitality management agreement.

Awards and Recognition:

- **AAA Four-Diamond Award – 2004, 2005, 2006**
- **50 Best Places to Work in New Jersey – 2005, 2006**
- **Paragon Award – 2004, 2005, 2006**
- **Top 25 Planners' Choice Award – 2004, 2005, 2006**
- **Lodging Hospitality's Top Performer – 2004, 2005, 2006**

Director of Conference Services **Basking Ridge, NJ**
AT&T Learning Center 1996 - 2000

- Served as Corporate Conference Services Staff Support with responsibility for the operations of 14 Benchmark Hospitality properties.
- Recognized within Benchmark Hospitality as the 'resident expert' in the area of conference services.

The Waldorf=Astoria **New York, NY**
Director of Convention Services 1994 – 1996

- Executive Committee member of a world renowned 1,400 - room luxury hotel.
- Oversaw the planning and service execution of the meeting/convention group segment that generated $75 million in property revenue.
- Responsible for the maintenance and operation of 50,000 square feet of public space, which generated $60 million in catering revenue.
- Responsible for the leadership of 15 managers and 80 union associates.

Assistant Director of Convention Services 1990 - 1994

Anaheim Marriott **Anaheim, CA**
Convention Service Manager 1986 – 1990

Sigma Phi Epsilon Fraternity Headquarters **Richmond, VA**
Regional Director 1985 – 1986

Education:
New York University - Master of Science – Hospitality Industry Studies
Truman State University - Bachelor of Science – Business Administration

Professional Designations:
Certified Hotel Administrator (CHA)
Certified Meeting Professional (CMP)

Professional Activities:

- Current President - New Jersey Hotel and Lodging Association
- Hotel industry liaison to the New Jersey Department of Homeland Security
- Past Vice President of the International Association of Conference Centers (IACC), Board of Directors North America
- Past Board Member – Middlesex County Convention and Visitors Bureau
- Past Board Member – New Brunswick City Market, a downtown improvement committee
- Member of gastronome society *Chaîne des Rôtisseurs*
- 2010 inductee – The Waldorf=Astoria Distinguished Alumni Association

Community Activities:

- National Leadership Committee – Sigma Phi Epsilon National Fraternity
- Board of Governors – Sigma Phi Epsilon Educational Foundation
- Vice President and co-founder of Futbol Club COPA, a non-profit youth soccer academy for elite players

Industry References – Michael Taylor

Greg Atkins
President - V3 Hotels
[redacted]
I served as the opening general manager for Hotel 718 in Brooklyn, NY. V3 Hotels was the owner developer and working on an intimate and detailed level with V# on all aspects of the pre opening of this hotel project. Hotel 718 was the first boutique luxury hotel concept to open in the emerging Downtown Brooklyn area. The project was $20 million new construction, featuring 128 guest rooms, 19th floor outdoor lounge, and signature celebrity chef restaurant. It is within walking distance to the soon to open Barclays Center Arena. Hotel 718 garnered industry accolades for its fresh and innovative design and planned services. This project was sold prior to opening at a price above its development cost.

Ellen Sinclair
Senior Vice President - Benchmark Hospitality International
[redacted]
I served as the opening general manager of The Heldrich Hotel in New Brunswick, NJ. The hotel was managed by Benchmark Hospitality and Ellen Sinclair served as the regional vice president overseeing the hotel. I successfully led the 2007 pre-opening effort of this $120 million multi-use urban revitalization project built through a public and private partnership. The Heldrich quickly became one of the preeminent conference destinations with the Mid-Atlantic region. It has also served as the catalyst for the reemergence as New Brunswick and a cultural and entertainment destination within the state.

Sam Haigh
CEO - Trybin Hospitality Corporation
[redacted]
I served as the general manager of the North Maple Inn in Basking Ridge, NJ. The hotel was managed by Benchmark Hospitality International and Sam Haigh was the Chief Operating Officer of the company. During my tenure at the hotel we converted the project from a private conference center to an open marketed luxury hotel. In 2004 the hotel was awarded the prestigious AAA Four Diamond Award and subsequently continued to receive the award for many years. During my years as general manager the North Maple Inn was consistently recognized as one of the top conference centers in America.

Jeff Farina
Vice President Acquisitions & Development – GF Management
[redacted]
Profile: N/A
I have known Jeff for twenty years having worked together on many acquisition projects at Benchmark Hospitality and having served on several industry association board of directors. Jeff has worked with a number of well known hotel companies in senior development and acquisition roles.

Bill Boyle
President - Boyle Hotels Management Group, LLC
[redacted]
I have known Bill for ten years and currently serve with him on the board of directors for the New Jersey Hotel & Lodging Association. During this time Bill and I have lobbied federal, state and local government representatives on behalf of the association. Bill is the owner and operator of several well known independent hotels within the state. Bill is also the chairman of the New Jersey Travel Industry Association, which is the umbrella association representing all facets of travel with New Jersey.

JOHN E. LANZA

23 Augusta Drive
Annandale, New Jersey 08801
[redacted]

EXPERIENCE

LANZA & LANZA LLP, ATTORNEYS AT LAW, Flemington, NJ, *Associate, 2003 – 2011, Partner 2012-Present*; Represented diverse clients in general practice. Litigation preparation, argument and trial experience.
Specific Practice Areas:
Probate Practice – Represented Estate fiduciaries, incapacitated persons and Guardianship applicants, litigated will contests, administered decedents' Estates and performed estate planning.
Land Use & Redevelopment – Assistant to Law Director, City of South Amboy, *2003-Present*
Participated in redevelopment area designations, redevelopment plans, obtained Tidelands riparian grants for waterfront redevelopment area; litigated condemnation cases, prerogative writs actions, enforcement of zoning ordinances and redevelopment designations.

ASSISTANT MUNICIPAL PROSECUTOR, South Plainfield, Piscataway and South Amboy, NJ
Concurrent with Private Practice, 2003 - Present
Prosecuted traffic violations (DWI), drug offenses, disorderly persons' offenses and municipal ordinance violations.

GREENBAUM, ROWE, SMITH, RAVIN, DAVIS & HIMMEL LLP, Woodbridge, NJ
Associate, Litigation Department, 2001 – 2003
Summer Associate/Law Clerk, Litigation Department, 2000 – 2001
Performed legal research, drafted legal memoranda and represented clients in complex commercial litigation, construction defect litigation, white-collar criminal defense and environmental litigation.

EDUCATION

SETON HALL UNIVERSITY SCHOOL OF LAW, Newark, NJ
Juris Doctor, cum laude, June 2001

BOSTON COLLEGE, COLLEGE OF ARTS & SCIENCES, Chestnut Hill, MA
Bachelor of Arts, May 1998, Political Science

PUBLICATIONS

Contributor: "What Lawyers Need to Know About Accepting Cash From Clients," Michael B. Himmel, 162 N.J.L.J. 156 (Oct. 9, 2000).

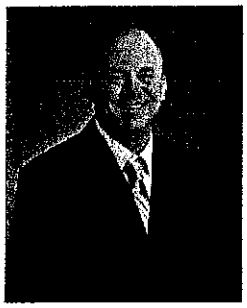
Contributor: "Bankruptcy Practice for the Next Millennium," Patricia Gardner, 159 N.J.L.J. 469 (Feb. 7, 2000).

CASES APPROVED FOR PUBLICATION

Pacifico v. Pacifico, 190 N.J. 258 (2007)
O'Rourke v. City of Lambertville, 405 N.J. Super. 8 (App. Div. 2008)
Marcinczyk v. State of New Jersey Police Training Comm., 406 N.J. Super. 608 (App. Div. 2009)
Marcinczyk v. State of New Jersey Police Training Comm., 203 N.J. 586 (2010)

BAR ADMISSIONS/PROFESSIONAL ORGANIZATIONS

State of New Jersey (2001); Federal District Court, District of New Jersey (2001);
Supreme Court District XIII Ethics Committee (2009-present; Chairman, 2012-2013 Term)



TERENCE E. BURNS, CFA
PRESIDENT AND FOUNDER

Terence E. Burns, CFA is the President and Founder of Campion Asset Management and has overall responsibility for developing our clients' investment policy and strategic asset allocation, implementing investment strategy through security selection, evaluating portfolio performance, and reporting.

With 20 years of investment analysis and portfolio management experience, Terence has served a wide range of individuals and tax-exempt organizations. Prior to founding Campion Asset Management, he was a Senior Portfolio Manager at Bank of America Private Bank and was responsible for managing $680 million in financial assets. Other former affiliations include Riggs & Co. and the Association for Investment Management & Research.

As an active volunteer in the investment community, Terence has served as President of the CFA Society of Washington and as a President's Council Representative for the CFA Institute. He also was a contributing author on the third edition of *Managing Investment Portfolios, A Dynamic Process* (CFA Institute April 2007). Terence currently serves on the Editorial Advisory Board of the *Journal of Wealth Management* and the CFA Institute Standards of Practice Committee.

Terence also contributes to the community though teaching. He has served as an adjunct professor at both the Johns Hopkins University Carey School of Business and the University of Virginia's McIntire School of Commerce.

Terence is a Chartered Financial Analyst, holds a M.B.A. from Pepperdine University, and a B.S. in Finance from the University of Maryland.

Interested in learning more about the Campion team? Feel free to give us a call at 703.848.0344 or visit our website www.campionam.com.

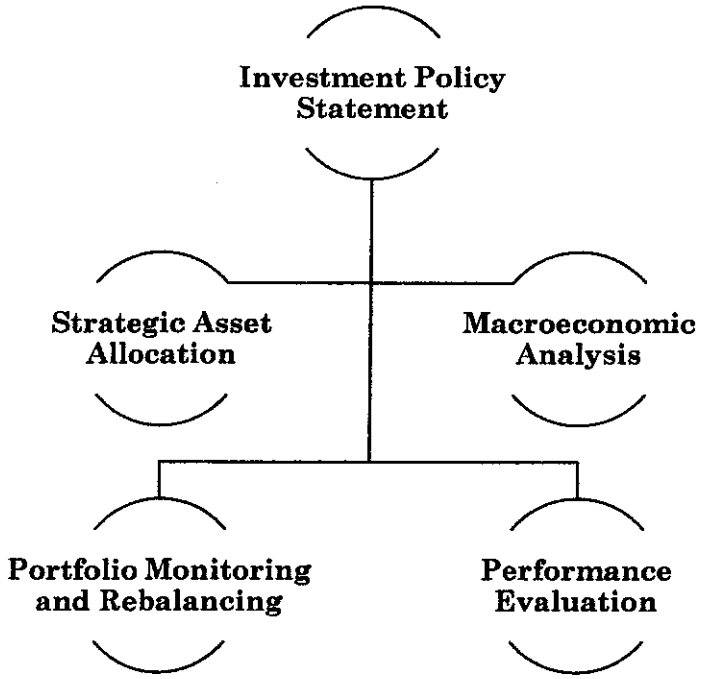
Campion Asset Management was founded in 2005 by Terence E. Burns, CFA in order to serve both individuals and non-profit organizations in accordance with a fiduciary standard of care. From the beginning, our firm's focus has been to provide our clients with high-quality, independent advice and personalized service. As Campion has grown, our original core values remain unchanged:

- **INDEPENDENCE.** Our mission is to preserve and enhance our clients' assets by providing truly independent and objective investment advice and the highest level of client service.

- **INTEGRITY.** We always act with integrity, competence, dignity, and place our clients' interests above all else.

- **INNOVATION.** Our passion for investing is pervasive and unrelenting. We constantly look for ways to enhance our clients' experience by improving our people, processes, and performance.

OUR INVESTMENT MANAGEMENT FRAMEWORK



Michael J. Driscoll, CPA, CGMA

210 George Wilson Blvd.
Flemington, NJ 08822
[redacted]

WORK EXPERIENCE

Driscoll & DeSimone, LLC
Managing Member — March 2010 - Present

- Provide business and accounting guidance to clients with services including but not limited to tax consultation and preparation, bookkeeping, business planning and investment advising.
- Managing member for all of firms operations including compliance with Federal and State business requirements.
- Hire, train and manage all new employees on both technical and developmental skill sets to facilitate towards a successful career.
- Responsible for all firm marketing and advertising which has resulted in an 85% increase in top line sales over the past two years.
- Partner with Executive team to advise and manage over $2MM of client assets.
- Liasion for client interaction with Federal and State authorities.

Johnson & Johnson
Johnson & Johnson International
Manager – Health Care Compliance — April 2012 – Present

- Promoted in previous role, with similar responsibilities, with additional focus on strategic vision of both the Organization and Oversight & Monitoring group.

Supervisor – Health Care Compliance — December 2010 – April 2012

- Collaborate with Senior Management and other cross functional areas to assess and mitigate risk within the Organization as it relates to oversight & monitoring of the Company's interaction with Health Care Professionals.
- Ensure compliance with federal, state and local laws and regulations through proactive monitoring.
- Supervise and lead a team of analysts to provide regular reporting to Senior Management identifying the current landscape within the Organization as it relates to risk and monitoring.
- Develop key focus areas for review with Senior Management during quarterly Compliance Committee Meetings.
- Analyze current systems in place to identify mitigation strategies for the future of Oversight & Monitoring.

Johnson & Johnson Pharmaceutical Research & Development — July 2009 – December 2010
Senior Analyst – Health Care Compliance

- Collaborate with core team to implement Corporate Integrity Agreement requirements, as required by the Office of Inspector General.
  - Successful analysis, identification, implementation and tracking of supplier attestation process, ensuring compliance with all third party suppliers who engage in promotional related activities with the Organization
  - Enhancement of Field Coaching Report process to allow for effective monitoring as required by the CIA. Collaboration with extended Field teams and Information Technology to ensure consistency across the Organization. Developed short-term solution while continuing to work towards long term resolution.
- Lead O&M analysts towards process enhancement for quarterly cycle to ensure appropriate deadlines are met related to completion of dashboards and executive summary. Developed a process for self management to encourage leadership and collaboration across the group to produce exceptional work product.
- Create and analyze reports from several sources of large volumes of data to assist individual business units with identification of potential violations and/or trends as they relate to Health Care Compliance.
- Collaborate with business partners in investigations and/or legal inquiries through process and data analysis. Led interview process and analysis for investigation of sales representative.
- Identify potential risks within current monitoring tools and establish process improvements/tools to mitigate these risks to ensure compliance goals are met.

Johnson & Johnson Pharmaceutical Services, Inc. — April 2008 – July 2009
Senior Analyst – Health Care Compliance

- Point of contact for processes and procedures related to operating company's Contract and Pricing Committee.
- Provide support to pharmaceutical strategy and marketing teams in coordinating compliance reviews of commercial contracting and pricing strategies.
- Ensure contracts and pricing strategies are both compliant and strategically aligned with organizations overall goals.
- Provide input with regards to Health Care Compliance, as it relates to contracting strategies.

Ortho-McNeil Janssen Pharmaceutical Services, Inc. – Titusville, NJ
Senior Financial Analyst — June 2006 – April 2008

- Manage $155 million budget.
- Ensure compliance with payments to external supplier and health care providers.
- Partner with Marketing and Selling teams to develop and achieve budget needs.
- Ensure compliance with year end GAAP requirements.
- Develop process improvements, both internally and externally with regards to financial activities.

Financial Analyst November 2004 – June 2006

- Partner with various functional areas to accomplish Health Care Compliance audits.
- Ensure internal controls are in place and operating effectively.
- Perform expense audits to ensure Health Care Compliance.
- Investigate highly sensitive audit issues.
- Communicate results and recommendations both oral and written to high level management.

Charles A. Lota, CPA - Midland Park, NJ October 2002-November 2004
Staff Accountant

- Review and supervise staff, which includes payroll preparation. Consult and advise clients.
- Conduct audits, reviews and compilations.
- Compute and analyze monthly payroll and quarterly payroll tax returns.
- Calculate monthly NJ sales and use tax and prepare quarterly returns.
- Prepare federal and state income tax returns for various types of entities.
- Review and analyze general ledgers. Draft, review and evaluate financial statements.
- Prepare monthly bank reconciliations. Create W-2 and 1099 forms.

Cedar Fair L.L.P. – Dorney Park, Allentown, PA *(Internship)* May 2001-September 2001
Internal Auditor

- Independently review procedures at Dorney Park, ranging from ride operations to vault counts, assuring that all are followed properly.
- Analyze issues within the park and make recommendations to management.
- Communicate with top-level management in decision-making.
- Work as a team to establish efficient procedures within the park.

EDUCATION

- Certified Public Accountant
- Chartered Global Management Accountant
- Masters in Business Administration, Marketing, Rutgers University – May 2008
- Muhlenberg College, Allentown, PA August 1998-May 2002
- B.A. with a major in Accounting, Minor in Political Science
- Member, American Institute of Certified Public Accountants
- Member, New Jersey Society of Certified Public Accountants
- Associate, Association of Certified Fraud Examiners – 2012 CFE Candidate

LEADERSHIP/ACCOMPLISHMENTS

- Cystic Fibrosis Foundation Board Member, Event Chairman and Committee Member – Volunteer Leadership Initiative Board Member for Greater New Jersey Chapter. Recipient of "Breath of Life" award from CFF for outstanding leadership to the Organization. Event Chair for "NJ Finest" which raised $50,000 in its inaugural event. Organized and ran "Bowl for Breath" and "CF Softball Challenge" fundraisers, raising money for Cystic Fibrosis research. Committee member for "Great Strides" walk and CF Sports Challenge. Throughout tenure, responsible for raising over $250,000 towards Cystic Fibrosis research.
- Appointed to Johnson & Johnson HCC&P Transformational Team Council
- Johnson & Johnson Volunteer Recognition Grant Recipient – selected from global employees for outstanding dedication to volunteerism.
- Blood Drive Chairperson – Responsible for organizing and managing blood drives at J&J Titusville location for 2006 & 2007.
- Take Our Sons and Daughters to Work Day Committee Member – 2006 & 2007.
- Johnson & Johnson Recruiting Team Member – 2006 & 2007.
- Former President, Victorian Square Homeowners Association.

COMPUTER SKILLS

Windows, Word, Excel, Access, PowerPoint, Totality, gXRS, Lynx SAP, Cognos Upfront Reporting, Ariba, RIA, Creative Solutions, Great Plains, 1099ETC, Dynamics, FRX Reporting, UltraTax, Quickbooks, ProSeries

Selected References for Michael J. Driscoll

Michael Cyriacus

President, Straight Line Communications

Straight Line Communications has been a client of mine for the past two years. During this time, I have provided Mike and his management team with consultation and advice on several different tax strategies, as well as general business consultation. I have also served as his liaison to both Federal and State Taxing Authorities to ensure full compliance and correct previous inaccuracies on file within these authorities. Since my integration with Straight Line Communications, the company has been able to increase top line revenues by over 30%. This was driven by my hands on approach to managing the finances and regular communication and advice to the company. I have also been involved in marketing decisions made by Straight line to further expand its market.

[redacted]

Diane Deloria

Director of Investigations, Heath Care Compliance, Johnson & Johnson

Diane leads all Health Care Compliance investigations within the Pharmaceutical Sector of Johnson & Johnson. I have partnered with Diane over the past five years on various roles and responsibilities. These have included assistance and subject matter expert guidance on investigations relating to financial issues. I routinely work with Diane to analyze trends and develop recommendations and strategies towards monitoring interactions that sales representatives have with Health Care Professionals.

[redacted]

David Fisher

Owner, Fisher Creative, LLC

David is the owner of Fisher Creative, providing advertising and promotional materials for several Fortune 500 companies. I have worked with David for approximately three years and have provide him with both personal and business tax consultation that have resulted in additional tax savings to him and his business. I also provide regular business consultation and financial advising, currently managing his entire portfolio.

[redacted]

David Kaplan, CPA

Assistant Controller, Broadview Networks

Dave is the Assistant Controller at the Telecommunications company, Broadview Networks, which is a public company with regular SEC filings. I have worked with Dave on a regular basis over the past ten years. My interaction with Dave has been consultative, providing him with accounting and financial guidance on decision making and strategies. Dave frequently sends me his clients to provide more specialized work in line with their tax and corporate financial needs.

[redacted]

William Squires

Owner, The Right Stuff Consulting, Inc.

Bill is a household name in the Facility Management community. Prior to starting his own consulting firm he served as Vice President and General Manager of Giants Stadium, Stadium Manager at Cleveland Browns Stadium, General Manager at Disney Wide World of Sports and Director of Stadium Operations at Yankee Stadium. Bill was a pilot in the United States Navy and currently serves on the Board of the Cystic Fibrosis Foundation, where he has been the top fundraiser in the country for the past several years. I have worked with Bill closely over the past nine years on several strategies and events benefiting the Cystic Fibrosis Foundation. Collectively, Bill and I have chaired or committed events

that have raised over $2MM towards vital Cystic Fibrosis research which includes the creation and implementation of new events that will continue throughout the Foundations history.

[redacted]