

DAVID W. WEATHERHOLT

Resume

EXECUTIVE SUMMARY

A serial entrepreneur Mr. Weatherholt has been involved in numerous business start-ups having traveled the sometimes rough and always exciting path of entrepreneur and innovator. Finding that entrepreneurs, small business owners and executives get caught up in the day-to-day activities of their businesses and lose sight of the larger picture, often failing to see or correctly interpret shifts in their business model, the economy, or their industry, producing costly results. His first hand experience with this problem provides the passion and goal behind his consulting practice.

An entrepreneurial professional with 20+ years of quantifiable achievement: Has always provided innovative leadership for startup and ongoing businesses. Directed financial management and business development for non-profits, private business, and governmental departments. Developed turnaround strategies for lead business units, taught university accounting and business courses. Holds MBA and BA-Marketing/Accounting.

PROFESSIONAL EXPERIENCE

President and Founder

Weatherholt & Associates, LLC.

1992 to Present

Starting in 1992 with a contract from the Veterans Administration for writing business plans Mr. Weatherholt has written over 40 business plans. Mr. Weatherholt has taken an innovative product based approach to business consulting. This approach has produced a business talk-radio program "Getting Down to Business", a newsletter known as Business/News & Views®, and the "CEO Club" provides the basis for this bold new approach to consulting.

He is also working on a children's book entitled My Name is Cosmos I Live In Alaska and A Wild Ride, which is a detailed account of what it took to bring a sports entertainment business to Alaska the "Last Frontier". Alaska Professional Sports, Inc. and the Alaska Wild indoor football team were the results of his pioneering efforts. This business and entrepreneurial experienced combined with solid academic credentials allows Weatherholt to translate business theory into useful business applications producing advice you can use.

Major Consulting Projects

CEO Club

A business mentoring program that utilizes proven techniques designed to move a small business to not only the "next level" but move it to the "correct level". Monthly meetings plus one-on-one sessions provide an opportunity to focus on the big picture, stepping back and taking a fresh look at a business, see it as others do. This on-going partnership combines both group peer-to-peer input with that of an experienced executive all designed to make your business a force in its market.

Getting Down to Business with David Weatherholt (Providing Advice You Can Use)

Innovative Business Talk-Radio program broadcast weekly on 1080 AM KUDO News talk radio.

Developed program format, topics, write script, schedule guests, interview guests. Each program offers timely and practical business insights and informative special guests from around the world.

Business/News & Views®

Designed and developed an informative newsletter loaded with solid business advice and down-to-earth lessons on how to succeed with your usiness. The e-publication goal, stimulate your creativity and illuminate a path that moves your business to the next level.

Habitat for Humanity Anchorage

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Provided Rent-a-CFO and accounting services which included setup of QuickBooks, company chart of accounts, and training to accounting staff.

Alaska Professional Sports, Inc.

Company start-up which included; concept development, market analysis, financial feasibility study, corporate formation, IPO package, and business launch.

Microsoft Corporation, Redmond, Washington

Recruited by Treasury Worldwide Credit Organization to provide top Microsoft management with timely and accurate assessments of financial strength and durability of Microsoft's domestic and international customers, vendors and strategic partners. Developed Z-score ratings and other business metrics to estimate financial health. Assessed credit worthiness and recommended risk control options. Gained strong understanding of international economic conditions, international accounting procedures and currency conversion standards.

Sinbad Network Communications, Anchorage, Alaska

Hired as consultant 3 times by this major Internet Service Provider (ISP) after long association providing representation through VA. Formulated start-up business plan later revised financial projections and recommended acquisition of local competitor. Positioned company to generate a profitable \$1.4M gross revenue stream in 4 years, obtain expansion funding and successfully takeover another ISP. In 1999, Sinbad Network Communications owner sold company to GCI for stock valued between \$800K and \$1M.

Department of Veterans Affairs (VA), Anchorage, Alaska

Formulated comprehensive business plans for VA clients in diverse industries, including aircraft maintenance, woodworking, civil engineering, commercial greenhouse and Internet service.

CEO, President and Founder

Alaska Professional Sports, Inc.

2006 to 2008

Alaska Professional Sports, Inc. (APS) was started to bring high quality professional level sports to the "Last Frontier". Formed a professional indoor football team called the "Alaska Wild" in Anchorage, Alaska. The corporate goal, use our passion for the community and sports to provide Anchorage with a high quality sports entertainment experience. To work in conjunction with our fans, business affiliates, and employees, and use sound business concepts to provide a high quality sports products that will benefit the community and its shareholders. As the company CEO/President served as chairman of the board, developed and implemented policies to ensure corporate goals were achieved. Directed over 60 employees covering the areas of administration, accounting/finance, sales, marketing, operations, and retail sales. The company had annually revenues of \$1.4 million.

Director of Finance

Anchorage Neighborhood Housing Services, Inc.

2004 to 2005

The Finance Director is responsible for structuring and guiding the financial integrity of an affordable housing organization with an annual operating budget of \$8.5 million and \$42 million in assets. This position formulates reviews, analyzes, and adjusts all financial plans, projections and documentation of the organization and acts as advisor to other senior management staff and key employees. Responsible for all financial processes of the corporation, including payroll, cash receipts, accounts payable and receivable, investments, budgeting, and working capital analysis and preparation. Completed a four year analysis of revenue and expenses then prepared an operating budget for 2005. Lead the accounting department through a number of changes; organizational

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merger, process change, and accounting system implementation. Hired trained and developed a strong focused accounting team.

Fiscal Manager

2003 to 2004

University of Alaska Anchorage, Business Services Department, Anchorage, Alaska

The Fiscal Manager is directly responsible for managing, developing and carrying out the fiscal policies of Business Services; a university auxiliary organization that generates \$17M in revenue. The departments that make up Business Services include Housing, Dining, Conference Services, Procurement Services, UAA Bookstore, Document Services and General Support Services. Completed a three year historical analysis of the department, developed and improved management reports with revenue/expenditure projections accurate to within 3% of actual performance. Developed the FY 05 Budget using a zero based approach which identified \$100K surplus that was available for special projects and \$79K for IT software/hardware upgrades. Initiated and completed an analysis of the departments' financial structure. The project identified seven financial technician positions which preformed eighteen separate and redundant job functions. Reengineered organizational structure and rewrote the positions descriptions for all seven positions to fit new structure. Developed finance team and promoted two individuals to accounting supervisors and hired two accounting technicians. Developed 12 month training plan designed to improve the skills of the new accounting supervisors. This innovative plan was the first staff development plan approved under a new program developed by the University Alaska's HR Department.

Financial Coordinator

1996 to 1999 and 2001 to 2003

Anchorage School District, Student Nutrition Department, Anchorage, Alaska

Develop and implement an innovative financial unit within the department. Revitalize and restructure long-range financial planning, budget formulation and execution for this \$13M department, comprised of a central meal preparation facility, 16 full service cafeterias, 61 meal distribution kitchens, a warehouse with distribution facilities and 300 employees, serving over 17,000 meals per day. Recognized by Director of Student Nutrition Department in 1998 as "our Chief Financial Officer over a \$9.4 million budget." Developed and implemented inter-departmental financial systems, profit and loss reporting, cost/benefit analysis, and process flowcharting. Design and implement effective cost controls. Provide informed and objective counsel to Anchorage School District senior management, Anchorage School Board and Student Nutrition Department personnel. Monitor all governmental administrative and regulatory issues, contracts and development of department's first comprehensive policy and procedures manual. Supervised accounting staff of four. Serve as Project Manager for installation of a \$300K inventory management software system used in 80 locations district-wide to track food service expenditures. Developed innovative mentor system to efficiently roll out software and train over 80 end-users to operate this system.

Fiscal Manager

1999 to 2001

Anchorage Police Department (APD), Anchorage, Alaska

Hired to bring fiscal management section back on track after being without a manager for over 6 months. Developed and administered \$50M budgets, including Capital Improvement Budget, APD Investigation Fund and state/federal grants. Developed proposals, negotiated bids and administered grants/contracts. Recognized by Chief and command staff for building reliable financial reporting system that allowed unit managers to make sound budget planning decisions. Responded to management requests for spending reductions by quickly and effectively demonstrating cost cutting measures of 4% that wouldn't impact personnel. Implemented new

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PeopleSoft computer software. Conducted audits in response to internal and external requests. Supervised Accounting Specialty Clerk, gaining reputation for affecting a distinct improvement in employee's performance and attitude. Built effective relationships with Municipal support departments.

Business Analyst **1991 to 1994**

Minority Business Development Center, Alaska Village Initiatives, Anchorage, Alaska

Provided management and technical assistance to rural business owners, managers and directors. Traveled throughout Alaska to gain insight into rural economies, resources and people. Assisted with business plans, financial analysis, market analysis and financial packaging. Recognized for being an exceptional resource in compiling business plans.

Sales Representative **1987 to 1993**

Corporate Express, Renton, Washington (formerly Trick & Murray)

Managed new business development and client relations for Business Forms and Printing Division. Built sales territory from zero to \$400K total annual sales, which represented 12% of total sales division-wide. Handled company's largest account - Providence Hospital of Alaska.

Founder and Partner **1984 to 1986**

Forms Design North West Typesetting, Everett, Washington

Working with a partner started a full service typesetting business serving graphic artists, marketing departments, print shops and publishers. Company reached sales of \$45,000 annually. In 1986 bought out partner and incorporated typesetting services into Forms Design North West.

President and Founder **1979 to 1987**

Forms Design North West, Everett, Washington

Founder and principal of firm with reputation for providing top quality design and printing services for major customers, including Hewlett Packard, Lake Stevens Instrument Division, Snohomish County Public Utility District, Intermec Corporation, and JanSport. Grew company from zero to \$200K annual sales in 4 years time. Managed product development, on time delivery, quality control, marketing, sales, human resources, finance and accounting. Formed business with only 1 part-time graphic artist and expanded to staff of 5 professional/technical employees and 1 administrative assistant.

ACADEMIC EMPLOYMENT

Adjunct Instructor **2005 to Present**

Alaska Pacific University, Anchorage, Alaska

Courses:

Accounting for Information Age
Advanced Cost and Managerial Accounting
Financial Accounting and Public Reporting
Financial Tools in Management
Survey of Accounting

Business Trainer/Advisor **1996, 2002, 2003**

University of Alaska Anchorage – American Russian Center, Anchorage, Alaska

Courses:

Successful Business Planning Western Approach", Magadan, Russia

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Customer Service Seminar, Magadan, Russia
Guest lecturer at Northern International University, Magadan, Russia
Western Economics, Yakutsk State University, Yakutsk, Russia

Instructor

1995 to 1996

American Institute of Banking, Alaska Chapter, Anchorage, Alaska

Courses:

Business Writing Skills
Officer Calling Skills
Management Fundamentals

EDUCATION

Master of Business Administration in Finance
Bachelor of Arts, Marketing/Accounting
Alaska Pacific University, Anchorage, Alaska
Associate of Technical Arts, Professional Management
Edmonds Community College, Lynnwood, Washington
Associate of Arts, Graphic Reproduction Technology
Bellevue Community College, Bellevue, Washington

PROFESSIONAL AFFILIATIONS

American Marketing Association - Anchorage Chapter
Anchorage Chamber of Commerce
Anchorage Convention & Visitors Bureau
Anchorage Economic Develop Corporation
Commonwealth North
Petroleum Club of Anchorage
Institute of Management Accountants
National Federation of Independent Business
Toastmaster International - Chugach Power Talkers

VOLUNTEER AFFILIATIONS

NFL Youth Flag Football, Official, Anchorage, Alaska
Mariner Point Homeowners Association Secretary/Treasurer, Anchorage, Alaska
Anchorage Football Officials Association, VP Training, Anchorage, Alaska
Alaska State Handball Association, VP and Treasurer, Anchorage, Alaska
Treasurer, Habitat for Humanity Board of Directors, Anchorage, Alaska
Treasurer, Anchorage Council of Education Board of Directors, Anchorage
Treasurer, Gateway School Board of Directors, Anchorage, Alaska

PROFESSIONAL DEVELOPMENT

Technology Planning for Nonprofits, the Foraker Group, Anchorage, Alaska, May, 2005
Affordable Housing Development, NeighborWorks Training Institute, Minneapolis, Minnesota, April, 2005
Project Feasibility Analysis, NeighborWorks Training Institute, Minneapolis, Minnesota, April, 2005
IMA 85th Annual Conference, Chicago, IL, June 2004
Russian 101, Anchorage, Alaska, May to July 2002
Policy & Procedure Writing, Anchorage, Alaska, February 2002

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Local Law Enforcement Block Grant Administration, Fresno, California, March 2001

Law Enforcement Finance, San Francisco, California, January 2001

Fraud & Forensics, Anchorage, Alaska, May 1999

Microsoft Excel, Advanced and Visual Basic, Anchorage, Alaska, February 1999

Microsoft Access, Beginner through Advanced, Anchorage, Alaska, April 1999