



## Biography

### Entrepreneur

A serial entrepreneur, Weatherholt has been involved in numerous business start-ups, traveling the path of entrepreneur and innovator. He has found that entrepreneurs and small business owners get caught up in the day-to-day activities of their businesses, losing sight of the big picture. They fail to interpret changes in their business model, the economy or their industry—hindering their success. No one can guarantee success. But with help you can improve your odds.

Over the years, Weatherholt has started many businesses. Some were winners; some were not. With Weatherholt, you get the advantage of these lessons, minus the hard knocks.

### Business Programs

Listen to his business talk radio program "*Getting Down to Business*®," enjoy his informative e-Newsletter by the same name or visit his web site [www.waconsult.com](http://www.waconsult.com), a valuable business resource. These resources are the basis of a bold new approach to business consulting.

### Author

David Weatherholt has written a children's book called *My Name is Cosmos, I Live in Alaska*. He is currently writing a book called *A Wild Ride*, a detailed account of what it took to bring a sports entertainment business to Alaska, the "Last Frontier."

### Experience & Training

Weatherholt has a Master of Business Administration and a Bachelor of Arts in Marketing with a minor in Accounting from Alaska Pacific University. He also holds an Associate of Art Degree in Graphic Arts and an Associate of Art Degree in Professional Management.

Weatherholt has over 30 years in senior leadership positions, hands-on experience with business start-ups, new product development and new product introduction. He has also worked in corporate relationship sales for a national company and held a number of financial management positions in the profit and non-profit fields. His experience includes writing over forty business plans and working as a business consultant in geographically-challenged areas like rural Alaskan villages, the Russian Far East and Siberia. His entrepreneurial experience, combined with solid academic credentials, allows Weatherholt to translate business theory into useful business applications, resulting in *advice you can use*.

