



WEATHERHOLT & ASSOCIATES LLC

CONSULTING + MEDIA + PUBLISHING

David W Weatherholt - Curriculum Vitae

EXECUTIVE SUMMARY

A serial entrepreneur involved in business start-ups several of his own and as a consultant to others. Combining advanced business education with on the ground in the trenches experience Weatherholt brings this to his clients. Weatherholt knows entrepreneurs and small business owners get caught up running their businesses losing sight of the changing landscape. Failure to interpret changes in your business model, the economy, or industry hindering success. No one can guarantee success. But with the 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.

PROFESSIONAL EXPERIENCE

Weatherholt & Associates, LLC (WA) – CEO and Founder

1992 to Present

Starting in 1992 with a contract from the Veterans Administration for writing business plans Weatherholt has written over 40 business plans for startup and funding packages. Driven by his passion Weatherholt has developed an innovative approach to business consulting, the development of media products, and publishing books. Putting together proven financing packages, producing the syndicated business talk-radio program "Getting Down to Business®", and publishing books his first *My Name is Cosmos I Live in Alaska*.

Major Consulting Projects

Brr Concepts, Incorporated: Long term consulting relationship with Brian Wize, an entrepreneur who started a business that designs and fabricates off-road vehicle accessories. Written and revised business plan, set up accounting system and instructed its use, incorporated the business, worked on the acquisition of a drivetrain and axle company. Developed prospectus for equity offering and serve as the company Chief Financial Officer.

CozArt: Built an online store selling a series of products based on the children's book "*My Name is Cosmos I Live in Alaska*". To date these products include; Book in hardcover, softcover, iBook, Kindle Book, and audiobook. Created a coloring book "*Coloring with Cosmos*" plus publishing a series of prints based on illustrations from the book.

Getting Down To Business® Sales & Customer Service Conference: The lifeblood of any business is customer service resulting in sales. Taking the lead, Weatherholt assembled a group of presenters to address the key components of running a business focusing on customer service and sales. WA developed the program agenda, financed, and promoted a small business conference designed to move your business to the next level. Providing "must know business information" to business owners, managers, sales staff, and customer service employees. The Getting Down to Business® Conference was designed to be the best single day business training opportunity in Alaska full of "advice you can use."

CEO Club: An innovative business mentoring program. Using One-To-One and One-To-Many techniques designed to provide your small business with an effective outside governing body that functioned as a board of directors. The goal was to move a small business to not only the "next level", but move it to the "correct level."

Getting Down to Business®: Innovative Business Talk-Radio program broadcast weekly. Weatherholt developed this syndicated program including; program format, script written, topics, and scheduling guests on a local, national and international basis.

Broadcast Stations: Hot Talk KOAN FM 95.5 + AM 1080, Fox News Talk Radio KOAN FM 95.5 + AM 1020, Alaska's Progressive Voice KUDO AM 1080, KABA FM 87.7 in Anchorage Alaska. Valley News Talk KVNT FM 92.5 + AM 1020 in the Matanuska-Susitna Valley, Alaska, and KXLJ AM 1330 Juneau, Alaska. Money Talk Radio AM



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1230 Spokane, Washington, KKOL 1300 AM Seattle, Washington, Freedom 1590 KLFE 1590 AM Seattle, Washington.

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 business. The e-publication goal, stimulate your creativity and illuminate the path that moves your business to the next level.

Habitat for Humanity Anchorage - Worked as part-time CFO provided accounting services which included setup of QuickBooks, company chart of accounts, and training for 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 – Analyzed domestic and international financial statements then made credit recommendations to Worldwide Credit Managers.

Sinbad Network Communications, Anchorage, Alaska – Researched and wrote startup business plan for a local entrepreneur who became an internet service provider (ISP). Sinbad Network Communications sold their company to General Communications Incorporated (GCI) for 100,000 shares of GCI common stock.

Department of Veterans Affairs (VA), Anchorage, Alaska – Researched and wrote business plans for VA clients in diverse industries, including aircraft maintenance, woodworking, civil engineering and commercial greenhouse and Internet service.

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.

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.

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

Fiscal Manager

1999 to 2001

Anchorage Police Department (APD), Anchorage, Alaska

Department's fiscal management section had been vacant for over six months. My job was to put the fiscal management of the Department back on track for the 1999 budget year. My primary responsibility was to direction to the Chief and his command staff on all budget matters. Worked as a direct liaison between APD and the Municipality of Anchorage's Office of Management and Budget compiling annual budgets and managing staff and all budget matters. Developed and administered \$50M budgets, including Capital Improvement Budget, APD Investigation Fund, Parking Authority and state/federal grants.



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Business Analyst

1991 to 1994

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

Working as a business consultant provided management and technical assistance to rural business owners, managers and directors in 40 rural Alaskan villages around the state of Alaska. These assignments required extensive travel throughout rural Alaska, providing direct insight into conducting business in a geographical challenge business environment rural. This first-hand experience increased my understanding of their economies, business model, resources, and people. Provide direct technical assistance to the client who needed business planning, financial analysis, market analysis, financial packaging, and grant applications. Writing business plans was recognized as an exceptional resource to a number of rural communities.

Sales Representative

1987 to 1993

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

As the only Alaska-based sales representative managed new business development and client relations for Business Forms and Printing Division. My work increased sales territory from \$200,000 to \$400,000 total annual sales, which represented 12% of total sales division-wide. Responsible for providing inventory management services, business forms design services and business forms printing assistance for Company's largest account Providence Hospital of Alaska.

Co-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 (FDNW), Everett, Washington

A graphic design and printing company founded by Weatherholt. Working primarily in sales Weatherholt assembled a team of graphic artists and phototypesetters for the design and printing of business forms. With the introduction of mini-computers for use by small businesses, during the late 1970's & 1980's, created the need for preprinted pin feed business forms i.e. checks, invoices, etc.

Business forms, printed on high-speed web presses with tight design specifications. Combine proven graphic design techniques with forms analysis skills FDNW, produced high-quality custom business forms meeting the production requirements of the web printers and the software specifications of the end users.

FDNW developed a reputation for providing top quality design, production and timely printing services to customers, including Hewlett-Packard, Snohomish County Public Utility District, Intermec Corporation, and JanSport. Started the company going from zero sales to over \$200K, \$500K in today's dollars, annual sales in 4 years.

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 and Survey of Accounting

Adjunct Instructor/Business

1996, 2002, 2003

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

Developed and taught; Successful Business Planning Western Approach, Magadan & Yakutsk Russia. 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, and Management Fundamentals

EDUCATION

Includes an MBA, Master of Business Administration in Finance, BA Bachelor of Arts, Marketing/Accounting from Alaska Pacific University, Anchorage, Alaska. Obtained an AA, Associate of Technical Arts, Professional Management, Edmonds Community College, Lynnwood, Washington, and an AA, Associate of Arts, Graphic Reproduction Technology, Bellevue Community College, in Bellevue, Washington

PROFESSIONAL AFFILIATIONS

Alaska State Chamber of Commerce

American Marketing Association - Anchorage Chapter – Board of Directors

Anchorage Chamber of Commerce

Anchorage Economic Develop Corporation

Associated General Contractors

BNI® - Business Network International

Commonwealth North

Greater Spokane, Incorporated

Petroleum Club of Anchorage

Institute of Management Accountants

National Federation of Independent Business

Toastmaster International - Chugach Power Talkers

Seattle Metropolitan Chamber of Commerce

Visit Anchorage

PROFESSIONAL DEVELOPMENT

Technology Planning for Nonprofits, the Foraker Group, Anchorage, Alaska

Affordable Housing Development, NeighborWorks Training Institute, Minneapolis, Minnesota

Project Feasibility Analysis, NeighborWorks Training Institute, Minneapolis, Minnesota

Institute of Management Accountants 85th Annual Conference, Chicago, Illinois

Russian 101, University of Alaska Anchorage

Policy & Procedure Writing, Anchorage, Alaska

Local Law Enforcement Block Grant Administration, Fresno, California

Law Enforcement Finance, San Francisco, California

Fraud & Forensics, Anchorage, Alaska

Microsoft Excel, Advanced and Visual Basic, Anchorage, Alaska

Microsoft Access, Beginner through Advanced, Anchorage, Alaska

VOLUNTEER AFFILIATIONS

Anchorage Sister Cities Commission - Commissioner for Magadan

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AMA Alaska Board of Directors, Sponsorship Director, Anchorage, Alaska
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
Habitat for Humanity, Board of Directors, Treasurer, Anchorage, Alaska
Anchorage Council of Education, Board of Directors, Treasurer, Anchorage, Alaska
Gateway School, Board of Directors, Treasurer, Anchorage, Alaska

MEDIA & PUBLISHING

RADIO

Getting Down to Business®, Business Talk-Radio – 16,868 Podcast Downloads

May 2009

5/16/2009

BOOKS

My Name is Cosmos I Live in Alaska – 2011 Weatherholt & Associates LLC

ISBN 978-0-9823041-2-9(hardcover), 978-0-9823041-3-6 (softcover), 978-0-9823041-4-3 (eBook)

Coloring with Cosmos – 2012 Weatherholt & Associates LLC, ISBN978-0-9823041-5-0 (softcover)

ARTICLES

2008: Update from Alaska Wild Founder, How Did We Get Here, What is a Chief Financial Officer, Serious Stuff, The Value of a Customer, Business Health Checkup, The Cash Flow Statement.

2009: *It's Time to Make Plans, B/NV® News Summary January 2009, B/NV® News Summary March 2009, B/NV® News Summary April 2009, B/NV® News Summary May 2009, B/NV® News Summary June 2009, B/NV® News Summary July 2009, B/NV® News Summary August 2009, B/NV® News Summary September 2009, B/NV® News Summary October 2009, B/NV® News Summary November 2009, B/NV® News Summary December 2009, Welcome 2009!, Economic Measures, What's The Score?, Defining the Problem, Raising Money, Financial Tools for Managers, Embracing Change, Is Your Business Ready?, Selling Cold Drinks, A Great Partnership, Pricing for Profits, Going with the Flow.*

2010: *Paradox of Leadership, Diversify Your Business, B/NV® Economic News Summary January 2010, The Slow Motion Recovery, Stalled Recovery, Clouds in Your future, Learn How to Fish, Become a Peerless Competitor, Long on Legacy, Prosperity Returns, Become a Peerless Competitor (Part II), Be Courageous!, Become a Peerless Competitor (Part III), Be the Best, Unusually Uncertain?, Be the Best II, Good News & Bad News, Be the Best III, Weakest Recovery Since the Great Depression, Be the Best IV, Quantitative Easing, Be the Best V, It's Pedal to the Metal Time.*

2011: *Welcome 2011!, The Uncertain, Jobless Recovery, The Cash Flow Statement, Emerald Green at Alaska Stock Image, Busine7 Steps to a Business Health Checkup, Uncertainty, The New Normal, The Optimism Index, Economic Confidence Down, Mini Initial Public Offerings (IPO'S), Cost of a New Suit, One Arm Tied Behind Our Back, Still a Powerhouse, Get Prepared, The economy still feels bad!, REMEMBER, ITS YOUR POCKET, Protect your pockets in 5 steps, it's not rocket science, psychology vs. economic reality, WEALTH CREATION the American way, HAVE We*



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ALREADY BEEN THERE?, the last issue of Business/News & Views®, SHACKLED, The 800-Pound gorilla, revised downward

2012: caucus vs. primary - Civics 101, MILK TOAST economy, end of the beginning, road to recovery?, BE VERY CAREFUL, looking into the abyss, FEAR OF THE FUTURE, the cost of red tape, The "Saturday night fever" economy, why a conference?, There is SOMETHING HAPPENING HERE..., SALES & CUSTOMER SERVICE CONFERENCE - UPDATE?, economic HEADWINDS, 4 steps for navigating economic change, with lemons make lemonade, go with the flow, does anybody really CARE?, moving to the next level.

2013: how to Plan for Success, Alaska at an economic crossroads, Financial Tools for Managers, wealth distribution, LEARNING HOW TO LEAD, RECOVERY.....REALLY!, JUST ONE MORE SALE, CLOSER TO RECESSION THAN RECOVERY, ONR CLICK AWAY FROM RECESSION, GET GOOD SALES TRAINING, resilience – the American way, five Year MILESTONE, more uncertain uncertainty, repeat the past, Investment by the little guy, 7 Steps for keeping your Business Healthy

2014: SLOW BUT STEADY growth despite manmade uncertainty, ALASKA NORTH SLOPE CRUDE HITS \$50 – BARREL, ECONOMIC SUMMARY MARCH 2014, Podcast digest, February 2014, Podcast digest march 2014, Podcast digest April 2014, Podcast digest may 2014