

The Owner's Journey Breakfast

June 7, 2018

Bios of the Panelists, Moderators and Hosts

PANELISTS

JEFFREY S. EDELL

Principal, Edell Productions, LLC

Jeffrey Edell has worked extensively throughout the U.S. and abroad, in both the public and private sectors. Mr. Edell has successfully completed in excess of 20 mergers/acquisitions with multiple exit deals on behalf of several private and institutional investors. He currently serves as the CFO for Cinedigm Corporation, one of the largest independent, U.S. based TV/Film content distribution companies. Mr. Edell is also a Managing Member of Mindbright Productions, LLC, a content development and distribution company. Mr. Edell is a member of the Academy of Motion Picture Arts and Sciences (Oscars) and the Academy of Television Arts and Sciences (Emmys) and was a member of the Young Presidents Organization (YPO) for 15 years. A frequent public speaker, Mr. Edell obtained his B.S. in Commerce degree from the McIntire School of Commerce at the University of Virginia in Charlottesville, VA, with an emphasis in accounting, taxation and law.

JASON FARBER

Principal, Carlin Capital Partners

Jason Farber is principal of Carlin Capital Partners. Founded in 2009, Carlin Capital Partners is a private investment firm focused on acquiring or making control-oriented investments in established small and micro-market businesses with the potential for meaningful growth or improved profitability. Prior to co-founding Carlin Capital Partners, Jason was a Vice President of Mergers & Acquisitions at Platinum Equity, a multi-billion dollar global private equity firm. Previously, he worked at ARC Investment Partners in Beverly Hills. Craig started his career in investment banking at Broadview International (now part of Jefferies) in New York. He received his B.S. in Economics, with a concentration in Finance, from the Wharton School at the University of Pennsylvania. Jason Farber also serves as a Board Member/Strategic Advisor to numerous tech and CPG firms.

CRAIG LEVRA

President, Gear Corp; Principal, Saferock

Craig is the President of Gear Corp, LLC, the preferred portal of the nation's top two hundred outdoor specialty brands on Amazon. He also serves as a Principal of SafeRock, Inc., a privately-held global analytics and strategy firm that advises preeminent US and international companies to improve company value and efficiency. Craig was Chairman and CEO of Sport Chalet for several years until the sale of the company. During his tenure, Sport Chalet was twice named one of America's Best 200 Small Companies by *Forbes* magazine and was ranked as the nation's "most desired retailer" by Kanbay Research Institute. He currently serves on the Boards of Directors and as a Strategic Advisor for a variety of companies. A former member of the Board of Directors for the National Retail Federation, Craig currently serves on the Boards of the Los Angeles Sports and Entertainment Commission and the Los Angeles Sports Council.

MICHAEL PEREIRA

CEO, Gordon Labs

Michael Pereira has more than 20 years of experience in leadership, customer acquisition, and financial innovation, with a unique combination of corporate, private equity, and banking experience and extensive networks in the personal care and manufacturing industries. He is able to lead and motivate employees through empowerment. He believes that it takes a team to achieve success, and an important measurement of a leader should be the growth of those working for them. Integrity, collaboration, putting customers first, and a positive work environment are all requirements to achieve results. He was previously Chief Financial Officer for HFH Corazonas, LLC and Apex Design Technology, Inc.

ALAN SHAPIRO

Co-Founder, Express Pipe & Supply Co., LLC

Since 2015, Alan Shapiro has served as COO for OjO Electric, LLC, a manufacturer of electric scooters for the bike lane. Prior to his current role, he was the co-founder and CEO of Express Pipe & Supply Company for nearly 20 years, which was the largest independent plumbing wholesaler in Southern California. Under his leadership, Shapiro grew the company to 13 branches, then sold the company in late 2012. During the previous two years Shapiro was CEO of Iguana Bay Tropical Iced Teas, manufacturers of ready-to-drink, flavored iced teas, with major distribution in Target and 7-11 stores, as well as many other chain retailers. Prior to that role, Shapiro served as executive vice president of his family business, Familian Pipe & Supply Company, for 11 years. It was the largest distributor of plumbing supplies in the 11 western United States, plus Hawaii. That business was sold in 1987. Shapiro is also an investor in commercial real estate since 1980.

MARK SIEGEL

CEO, Emerald Health Services

Mark Siegel is Chief Executive Officer of Emerald Health Services, a leading Travel Nurse Staffing company, providing outsourced supply of nurses to hospital in the California market. Mark joined Emerald Health Services as President and minority owner in October of 2013. Mark led the company, culminating in a sale of the company to Webster Capital in March 2018. Prior to joining Emerald Health, Mark has held the title of Chief Executive Officer of Street Surfing Worldwide and Ultra-Pro Corporation, and served in Executive and Management roles for Fortune 500 and publicly traded companies, along with private equity and family owned businesses. Mark has led multiple debt restructuring and management turnarounds. He has been a consultant to the Otis School of Design toy program and the ABC television program American Inventor. He is also an active member of the Pacific Coast Gold Chapter of Young Presidents' Organization (YPO). Mark gained his Bachelor of Arts degree at the University of California, Los Angeles

JOHN H. UPSHUR, CPA, MBA

Managing Principal, First Nations Capital Partners I & II, LLCs

John Upshur is the Managing Principal of First Nations Capital Partners, LLC, I and II (“FNCP”). FNCP is a \$25+ million specialized private equity fund begun formally in 2008, and FNCP II is a “one off” Pledge Fund launched in 2013. John has been active in the mergers and acquisitions arena for most of his more than 40-year career. He also has been a successful small business owner and entrepreneur and is a seasoned executive in the areas of financial management, operations, consulting, and public accounting. His operating experience includes filling the roles of Board Chairman, President, COO, CFO, and Senior VP-Marketing. He is a noted guest lecturer and panelist. John earned his Master of Business Administration degree (with honors) from the University of Southern California, and Bachelors of Science in Business Administration degree from UC Berkeley. He is a Certified Public Accountant, licensed in California.

JOHN T. VINKE

CFO, Conesys

John Vinke began his career with the international accounting firm of Arthur Andersen and Co. After eight years focusing mainly on manufacturing companies, he left public accounting to join private industry. He has focused mainly on financial management of both public and private companies, including merger and acquisition work, equity raising through both stock and bond offerings, and the normal functions of a Vice President of Finance, including maintaining banking relationships and negotiating for lines of credit. Mr. Vinke has been Director of Internal Audit for Lockheed Corp, Vice President of Finance for Special Devices Inc (a manufacturer of initiators for automotive air bags), and Vice President of Finance for Conesys Inc (a manufacturer of military specification circular connectors). In addition, he worked as a consultant mainly focused on start-up companies. Mr. Vinke is a Certified Public Accountant licensed in California.

MODERATORS & HOSTS

STEVEN BLOCK

Private Client Advisor, U.S. Trust

Steven Block is a Senior Vice President and Private Client Advisor at U.S. Trust, Bank of America Private Wealth Management. He leads a team of specialists that provide strategic guidance and tailored recommendations for high-net worth individuals and their families. Specific areas of focus include investment management, custom lending, trust and estate planning services and philanthropic services. His depth of experience gained through more than two decades in the financial services arena enables him to focus on relationships with corporate executives, business owners, entrepreneurs, and family office executives in Greater Los Angeles and the San Fernando/Conejo Valleys. Prior to joining U.S. Trust, Steven was a Senior Client Manager in the Global Commercial Bank at Bank of America.

ISSY KOTTON

Audit Partner, BDO USA, LLP

Issy has more than 40 years of experience in accounting, auditing, and consulting of both privately and publicly held clients. His practice focuses on clients in manufacturing and distribution, consumer products, logistics, and transportation industries. Issy currently serves as a leader of the firm's Manufacturing and Distribution Industry Group Practice in Southern California and is a member of the firm's National Consumer Products Group. He has assisted numerous clients with LBOs, IPOs and private placements, mergers and acquisitions, financial services vs. financial issues, and structuring the integration of acquired businesses. Issy joined BDO in 1979 where he served as Managing Director, BDO Southern California and Alternative Distribution Channel Partner. Issy earned a B.S., Certificate Theory of Accounting from the University of Witwatersrand, South Africa.

LIEB ORLANSKI

Partner, K&L Gates

Mr. Orlandski helps companies and management teams find acquisition targets to buy, brings in private equity firms to finance buy-outs or growth capital, and structures and documents the terms of the M&A and investment transactions that he originates. He also represents companies seeking to find underwriters for an IPO or a follow on public offering or a PIPE financing, structures the terms of the public offering or the private placement, and represents either the issuer or the underwriter in public stock offerings. Among his extensive list of roles serving on various professional committees, Mr. Orlandski is a former member of the Executive Committee of the Caltech/MIT Enterprise Forum, and a co-founder of the Acorn Angels, a network of high technology and Internet investors. He has also done numerous public speaking engagements and webcasts. Orlandski earned a J.D. from the University of Southern California, School of Law, and a B.A. from the University of California, Los Angeles.

ROSEMARY RINGWALD

Managing Director, Wealth Strategies Advisor, U.S. Trust

Rosemary L. Ringwald, J.D., is a Managing Director and Wealth Strategies Advisor for the West Division Wealth Planning Solutions group at U.S. Trust, Bank of America Private Wealth Management. In this role, Rosemary leads the West

Division's senior planners and personal tax professionals in developing strategies and helping to ensure the quality and timely delivery of planning and tax services. Prior to joining U.S. Trust, Rosemary spent over 10 years in public and industry accounting, and financial, tax and investment planning. In her previous positions with Ernst & Young LLP and PricewaterhouseCoopers LLP, she provided financial, compensation and retirement counseling, along with estate planning and gift tax consulting for many executives and high-net-worth individuals. Rosemary joined U.S. Trust in 2005. Rosemary graduated cum laude with a B.A. in history from the University of California San Diego and completed her J.D. at Southwestern University School of Law. She is a member of the California State Bar.

Rosemary does not provide legal or tax advice in her role at U.S. Trust.

KAREN REYNOLDS SHARKEY

National Business Owner Strategy Executive, U.S. Trust

Karen Reynolds Sharkey is the National Business Owner Strategy Executive with U.S. Trust, Bank of America Private Wealth Management. Karen directs the bank's strategy, outreach and offerings to entrepreneurs and their family members nationwide. She leads the bank's strategic vision and tactical initiatives for this fast-growing constituency, promoting an optimal client experience. Closely attuned to the needs and priorities of business owners, Karen works with Private Client Advisors and specialists to provide thoughtful guidance and innovative research on critical issues

including business succession, liquidity strategies, expansion financing, wealth transfer, investments and legacy fulfillment. She fosters close collaboration across the enterprise, streamlining the intersection of personal and

professional priorities. Karen joined U.S. Trust in 2010. Previously, Karen spent 17 years with the Investment Bank at J.P. Morgan. She holds an M.B.A. from NYU Stern School of Business and her B.A. in Economics and History from Rutgers College. Karen serves on the advisory board of the Eugene Lang Entrepreneurship Center at Columbia Business School, the board of directors of the New York Women's Foundation, and the advisory council of the Riverside Symphony.

DANIEL SHEA

Managing Partner, Head of Private Equity Coverage, BDO Capital Advisors

Mr. Shea serves as Managing Partner, Head of Private Equity Coverage for BDO Capital Advisors, LLC. He has over 25 years of experience providing transaction and valuation advice to public and private companies as well as private equity firms. He has worked in a variety of industries including Consumer & Retail, Healthcare, Manufacturing & Distribution and Technology, Media & Telecom. In addition, Mr. Shea has primary responsibility for BDO Capital's relationships and clientele in the Western region of the U.S. Before joining BDO in 2011, Mr. Shea served as Managing Director with Hadley Partners, a consumer focused investment banking firm, and also with W. Y. Campbell & Company (a division of Comerica, Inc.). Prior to that, he held a senior position within Ernst & Young Corporate Finance LLC. Shea is a senior member of the Global Private Equity Committee of BDO International Limited; General Securities Representative (Series 7, 79, 63) and an ACG Member. He earned a Masters of Business Administration in Finance from Case Western Reserve University and a B.S. in Economics from the University of Michigan.



Tiffany L. Wright

Private Client Advisor, U.S. Trust

Tiffany Wright is a Senior Vice President and Private Client Advisor with U.S. Trust, Bank of America Private Wealth Management in the Century City office. She is responsible for developing and maintaining client relationships through regular client communication, coordinating client account service delivery and consulting with clients' advisors. She draws on the skills of internal and external experts to deliver services in lending, investment management, legacy planning, trust administration, tax planning, real estate advisory, private banking and other financial services. Tiffany has over 20 years of experience working with high net worth families. Prior to joining U.S. Trust, Tiffany served as a Senior Director at BNY Mellon Wealth Management in Los Angeles, a Principal and Senior Client Account Manager at Bessemer Trust, a Vice President in the Private Client Services Group for Goldman, Sachs & Co., and a Vice President in the J. P. Morgan Private Client Group. Tiffany has a M.B.A in finance from the Anderson School at UCLA. She received a Bachelor of Science from UCLA. She is a member of the South Bay Estate Planning Council and the Los Angeles Exit Planning Institute.

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