Digital Media Summit

MAY 5 TO 7, 2013

IN THE HEART OF THE DEEP SOUTH

FARM LINKS
at PURSELL FARMS
DEAR CEOS, FOUNDERS, LEADERS & FRIENDS:

We are thrilled that you have joined us and more than 40 of your peers for our 2013 Digital Media Summit at Pursell Farms.

DURING THE SUMMIT WE WILL TALK ABOUT:
- Industry trends and how to take advantage of these key strategic opportunities
- Scaling an Internet business for maximum value and success
- Current valuations, deal structures and the hottest market segments
- Building or renting a multi-disciplinary team for rapid growth
- Selling, acquiring, partnering or going it alone
- How marketing automation and digital media are transforming marketing

Our program is designed to listen to and tap the wisdom of this very special crowd. We plan on having a lot of fun along the way and hope you enjoy the Southern hospitality.

Cheers,

Zane Tarence  
Founders Investment Banking  
Internet and Digital Media Practice  

Michael Connolly  
Atlas Digital Partners
AGENDA

SUNDAY, MAY 5 – FOR OUR EARLY ARRIVALS

3:00pm  GOLF OUTING – Play on one of Alabama’s most beautiful and challenging championship courses
       Relax and choose from the many activities FarmLinks offers
6:30pm  WELCOME RECEPTION – Cocktails and a casual dinner
8:00pm  RICK MORSE – The Net Direct Merchants Success Story
         DAVID SILVER – The MedTrackAlert Success Story

MONDAY, MAY 6

Morning is free - Experience your complimentary recreational activity on the FarmLinks grounds, including golf, sporting clays, bass fishing or a cooking class

12:00pm – 1:00pm  ENJOY A SOUTHERN LUNCH BEFORE THE FESTIVITIES KICK OFF
1:15pm – 1:30pm  WELCOME TO THE DIGITAL MEDIA SUMMIT – Opening Remarks
1:30pm – 2:15pm  JAMIE HUTCHINSON – The American Lawyer Dealmaker of the Year Trends in Digital Media
                  Capital Formation
2:15pm – 3:30pm  INTRODUCTIONS – Get to know your fellow attendees
3:30pm – 3:45pm  BREAK
3:45pm – 5:00pm  CHRIS CURTIN – How Digital Media is Transforming Marketing at the Enterprise
5:00pm – 6:00pm  STRATEGIES TO CREATE VALUE – Small Group Breakouts
6:15pm – 9:00pm  BAMA BASH – Relax with other guests while enjoying a deep south shrimp & crawfish boil
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00am – 9:00am</td>
<td>ENJOY BREAKFAST AND SOUTHERN HOSPITALITY</td>
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<tr>
<td>9:15am – 10:00am</td>
<td>DIGITAL MEDIA MARKET UPDATE - VALUATIONS, CREATIVE DEAL STRUCTURES, IMPACT OF TIMING AND HOTTEST SEGMENTS – Panel Format</td>
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<tr>
<td>10:00am – 11:00am</td>
<td>PAUL RAFFERTY &amp; JARET CHRISTOPHER – Marketing Automation: Bright Shiny Object or Revenue Driver?</td>
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<td>11:15am – 12:00pm</td>
<td>HOW DIGITAL MEDIA IS CHANGING THE FINANCIAL SERVICES INDUSTRY – Panel of leading online financial firm CEOs</td>
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<td>12:00pm – 1:15pm</td>
<td>LUNCH AND LEARN WITH SAIBAL SEN – Marketing in the Mobile World</td>
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<td>1:15pm – 2:45pm</td>
<td>DECIDING WHETHER TO SELL, PARTNER, ACQUIRE OR GO IT ALONE</td>
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<tr>
<td>2:45pm – 3:00pm</td>
<td>CLOSING – Thank you for joining us!</td>
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Bob Brolund is the chief operating officer and chief financial officer for Publishing Group of America (PGOA Media), a multi-media company that offers print, digital and event platforms that deliver more than 180 million consumer impressions each month with annual revenue of $50 million. Prior to coming to PGOA, Brolund was the chief operating officer for Ocean Design Inc., a high technology developer and manufacturer of sub-sea connectivity systems used throughout the offshore oil and gas industry and defense markets. Ocean Design achieved rapid sales and profitability during his tenure which ended with the successful sale from private equity to Teledyne Corporation. Prior to Ocean Design, he was in the furniture industry as CFO for Drexel Heritage Furnishings, and as director of finance and later marketing for Steelcase’s international group. Prior to Steelcase, Brolund was vice president controller for Newell Rubbermaid’s Home Hardware Division. Brolund started his career with Sundstrand Corporation’s aerospace group where he held various finance positions in the company.

Matt Arceneaux is the vice president of digital for PGOA Media, a multi-media company that offers print, digital and event platforms that deliver more than 20 million unique visitors each month with annual revenue of $50 million. He has been with PGOA Media since April of 2010. Prior to coming to PGOA Media, Arceneaux was the chief information officer of eSports Partners, a sports merchandising company focusing on sports apparel and novelties. eSports saved $3.2 million annually and increased sales significantly by creating new, innovation methods for delivering products to sports enthusiasts during his tenure. Prior to eSports Partners, Matt was vice president of digital marketing for the largest flooring company in the world, Mohawk Industries; chief executive officer of Digital Cube and president of Square One Interactive, an interactive ad agency based in Dallas, Texas.
ERIK BUDDE  CEO | RETIREMENT ONLINE

Erik Budde is CEO of Retirement Online which owns RothIRA.com & TraditionalIRA.com. He is a technology and product expert with more than 15 years experience in Silicon Valley. In his early years, Erik provided financial consulting for Cornerstone Research, business development for Microsoft and product management for Excite@Home, Intuit and Yahoo. More recently, Erik served as COO of a consumer lead generation company, Trouvé Media (sold to Bankrate) and founder of AboutAirportParking.com. In its first two years, AboutAirportParking.com completed nearly 200,000 reservations representing more than $10 million in partner revenue before being sold to Oversee.net. Erik has a Bachelor of Arts in political economics from the University of California, Berkeley and an MBA from Stanford Business School.

MATT CARRINGTON  VICE PRESIDENT, ACQUISITIONS | EBSCO

Matt Carrington, vice president of acquisitions, has extensive experience in mergers and acquisitions, corporate finance and strategic planning. During his tenure with EBSCO, Matt has led, overseen or been involved in the completion of more than 25 acquisitions in a variety of industries. Prior to joining EBSCO, he held positions at Ernst & Young; Prometheus Partners, a lower-middle market private equity firm; and TransMolecular, a venture-backed biotech company developing a peptide for the treatment of brain cancer. Matt graduated with distinction from Goizueta Business School at Emory University with a Masters of Business Administration, graduated with honors from Auburn University in accounting and is a Certified Public Accountant.
James Childs, partner at Bradley Arant Boult Cummings LLP, is an experienced attorney, entrepreneur and consultant with deep up-to-date knowledge of current investment and M&A deal terms and trends and the ability to make connections and bring strategic value to his clients. James currently serves as chairman of Bradley Ventures, a cross-disciplinary team of attorneys focused on representing participants in the entrepreneurial ecosystem, including both investors and digital media, Internet and other high growth companies. He also operates a high-end entrepreneur training program called the “Entrepreneur Accelerator Program” (EAP) that he founded in 2004 as president of the Birmingham Venture Club. Prior to joining Bradley Arant, James co-founded a strategic investment firm and a healthcare-focused start up.

Jaret Christopher is the founder and CEO of MortgageCEO (MortgageCEO.com), a leading provider of all-in-one CRM, lead management, website and marketing automation solutions for banks, credit unions and mortgage companies. As an experienced SaaS technology executive and serial entrepreneur, Jaret is responsible for the strategic direction and daily operations of the company. Prior to founding MortgageCEO, Jaret was the founder and CEO of TrueAdvantage, a venture-backed, sales intelligence technology company based in Southborough, Mass. Throughout his career, Jaret has received numerous awards for his accomplishments including Top CEO to Watch in Central Massachusetts, Top 40 Under 40 and Business Model of Excellence. He holds a Bachelor of Science in management engineering from Worcester Polytechnic Institute.
Michael Connolly, CEO of Atlas Digital Partners and board member of MarketBridge, couples significant experience in transforming traditional business models into digital media and dot com solutions with more than 20 years of experience in large enterprise and emerging start-ups leadership roles. He started his career with the leading global advertising agency Dancer Fitzgerald Sample where he worked on familiar accounts such as Wendy’s, Toyota and several Proctor & Gamble brands. In the last 10 years, he has had several CXO leadership roles in the multi-unit franchising, financial services and health care industries with assignments including turnaround and growth roles with brands such as Jamba Juice, Great Clips, BlockBuster, ElderLife Financial Services and Global Axcess. More recently, Michael’s entrepreneurial skills helped three digital media companies monetize their business models: ElderCarelink, Buyer Zone and Big City Docs. Michael earned a Bachelor of Arts from Pomona College in history and a Masters of Business Administration with second year honors from Harvard Business School.

Tom Cox is president and CEO of Golfballs.com, a business he co-founded in 1995. Golfballs.com has been named to the Inc. 5000 for the last six years and the Internet Retailer Hot 100 twice. Focused on product customization since 2001, the company was recently named to the inaugural MIT Mass Customization 500. In 1996, Tom co-founded Einstein Digital Media, a web-development firm that grew to be one of the largest in Louisiana prior to his exit. Tom is a former member of the editorial board of Internet Retailer magazine, and has been a featured speaker at its annual conference on topics like social media, employee recruiting and in 2011 he chaired the CEO track. Tom is chairman of the Opportunity Machine, a technology business incubator based in Lafayette, La., former chairman of the Louisiana Workforce Commission, former chairman of the Lafayette Economic Development Commission and is a former member of Governors Jindal’s Louisiana Innovation Council. He is also a member of the Iberia Bank Lafayette Advisory Board.
Chris Curtin is senior vice president of strategy & innovation for Global Marketing at HP, where he is responsible for advancing marketing strategies, customer engagement and driving the pan-HP marketing model. His team also accelerates and expands the HP brand presence via digital media, social media and mobile marketing on HP.com, the company’s global web presence. Prior to HP, he spent 13 years at The Walt Disney Company, culminating in his position as vice president of global media & technology. In this role, he directed Disney’s new media marketing and technology initiatives. He was also in charge of global media buying and planning for Disney Parks and properties around the world. He also served as a special adviser to Michael Eisner as vice president of Corporate Synergy and Special Projects. His first role at Disney was director of government relations in Washington. He began his career at Robinson, Sawyer and Miller, a crisis communications firm.

Alexander Daskaloff is the original creator of CardOffers.com, BuildOffers.com, FlexOffers.com and MiamiShared.com. He has been in the affiliate space for more than 15 years, first as a publisher, then as a network provider in the credit card space. He is the author of Credit Card Debt: Reduce Your Financial Burden in Three Easy Steps, has created many platforms that are now standard use by credit card issuers in the affiliate space and his online credit card assets were acquired by a public company in late 2012. He has always enjoyed being creative - as the son of two painters, it comes naturally - and is looking forward to launching his next online venture in the affiliate space.
STEVE DAVIS  DIRECTOR | STONEHENGE GROWTH CAPITAL  
Steve Davis directs the operations of Stonehenge Growth Capital in Alabama and is responsible for the origination and management of debt and equity investments. Steve began his career as a commercial banker for SouthTrust Bank in Birmingham, Ala., and was with the company from 1990-2004, where he focused on middle market and corporate banking. Prior to joining Stonehenge in 2004, he was a senior vice president in the Corporate Banking Division. Since joining Stonehenge, Steve has closed debt and equity investments in 26 companies. He currently sits on the board of Innovation Depot in Birmingham, Ala. and the Stonehenge portfolio company, Rx Advantage, Inc. He is also a board observer for portfolio companies including ContinuumRx Services, Inc.; Talon Aerospace, LLC; Atlas RFID Solutions, LLC; and Water Science Technologies, LLC.

DUANE DONNER  MANAGING PARTNER | FOUNDERS INVESTMENT BANKING  
Duane Donner, managing partner of Founders Investment Banking, is an accomplished entrepreneur and business advisor as well as an active Internet and digital media investor. Under his direction, Founders has facilitated more than 50 transactions, totaling nearly $500 million in transaction value. Duane began his career as a project engineer for Global Industries, an industry-leading oil and gas offshore construction company. In 1995 after completing his MBA, Duane successfully started a branded food manufacturing and distribution company that he expanded through a subsequent strategic acquisition and eventually sold. After selling his company, Duane partnered with a large regional CPA firm to launch the strategic development of a mergers and acquisition practice group from the ground up. Duane received his bachelor’s degree in engineering from the University of Louisiana, Lafayette and his MBA from the University of Alabama’s Manderson Graduate School of Business. Duane also served in the Army Reserves for six years and ended his military service as a 1st Lt. Infantry officer in a Mechanized Infantry Brigade, serving his last year on active duty during Desert Storm. He holds his Series 79 and 63 securities licenses.
Damien Dovi is co-founder and partner of Kindle Capital Investors, LLC, a Charlotte, NC-based private investment firm focused on subordinated debt and equity investments in growing middle market companies. Kindle has a dedicated focus on growth segments of the economy including business services, digital media, education, entertainment, healthcare services/IT, information and data services, technology-enabled services and vertical SaaS. Prior to co-founding Kindle Capital Investors, Damien was with BIA Digital Partners, a mezzanine oriented firm focused on investments in similar industry segments. Damien began his career as an investment banker with Banc of America Securities, now BAML. Representative investments currently include Total Attorneys and Vantage Media, companies operating in the performance marketing and vertical SaaS industries.

Thomas Donohoe started an online marketing and customer generation agency in 2010, which has grown quickly into a nationally recognized digital marketing agency. The company’s two “faces” are Level Interactive (Level-Interactive.com) and University Bound (UniversityBoundAgency.com). Thomas launched the agency in his three story house with a handful of freelance employees and a passion for direct response online marketing and customer generation. Relocating to his hometown of Pittsburgh, Pa., Thomas set out to change the landscape of marketing with everything on the line financially and personally. Currently, Level Interactive and UB is the leading full-service online marketing agency in the Pittsburgh, Pa. /Tri-State region that specializes in ROI-positive customer generation via online marketing. With more than 100 clients across a number of verticals and working on an international basis for customer generation – most notably national education, healthcare and technology firms in both the B2C and B2B space – Thomas' company plans and executes digital marketing campaigns that are efficient and effective.
SCOTT EAST  CO-FOUNDER, PRESIDENT/CEO | MSIGHTS INC.

Scott East founded MSIGHTS Inc. in 2004 with the vision of building a marketing results reporting and data management company focused on improving marketing decision making. As CEO, East is responsible for developing overall business strategy, forging partnerships and overseeing MSIGHTS’ client engagement teams. He is also actively involved with product development strategy. Prior to founding MSIGHTS, East built a successful marketing consulting firm that served FORTUNE® 500 clients. A leader in the development of effective marketing programs, East has managed offline and online marketing campaigns for some of the nation’s most recognized brands, including Sprint Nextel, FedEx, Verizon, World Wildlife Fund and AOL. His unique experience — a blend of ad/digital agency and client-side management — is complemented by successful work spanning industries, products and segments. Scott East holds a B.A. in political science from Syracuse University and an MBA with honors from Georgetown University. He lives in Charlotte, N.C. with his wife and two children.

SCOTT FERGUSON  CEO/FOUNDER | CHARTCAPTURE

Scott Ferguson is the inventor of the world’s most popular medical records scanning solution. As the CEO and founder of ChartCapture, he and his company have been serving the healthcare community since 2007. ChartCapture’s products provide clinics with an easy way to archive and access legacy patient charts. A life-long entrepreneur, Scott started an Internet company while studying as an undergrad at Auburn University and started a family shortly thereafter. He grew both the company and the family throughout his thirties, sold the company in 2001, kept the family (now a party of six) and is currently involved in a range of business ventures, including ChartCapture.com, InfluenceMD.com, TheInnerCircleSessions.com and Ferguson Systems, Inc. He enjoys educating early-stage entrepreneurs, coaching youth lacrosse teams, running ultra-marathons and serves on a number of boards for charitable and civic organizations.
David Graf, president and CEO of TRANZACT, is a veteran executive dedicated to providing superior business results based on clear, open and honest communications with corporate partners, suppliers, employees and clients. He actively leads TRANZACT, the leading provider of end-to-end technology-driven customer acquisition solutions to select Fortune 1000 brands across the insurance, financial services and home services industries. TRANZACT is primarily owned by Veronis Suhler Stevenson, a New York-based private equity firm. Prior to joining TRANZACT, Graf was president of Mosaic Performance Solutions North America (formerly Paradigm Direct), a direct marketing services company and a wholly-owned subsidiary of Mosaic Group, Inc. Graf co-founded Paradigm Direct, which became part of Mosaic in December 2000.

Jeff Gale has been in the web experience and entertainment business since 1997, when he co-founded Nylon Designs in Brooklyn, N.Y. Jeff developed the original TicketBiscuit system in 2001. In 2005, Jeff turned his full attention to serving the event management needs of organizations and venues. Jeff earned his bachelor’s degree in drama and theatre arts, cum laude, from Columbia University in 1996. He is a self-taught software developer and businessman.
Bill Hardekopf has been the CEO of LowCards.com for the past 13 years. LowCards is a consumer resource website that covers the credit card industry from every perspective and is the only site that provides data on all 1,000+ cards available in America. He co-authored The Credit Card Guidebook, a free online book to help people navigate the complex world of credit cards. He is a frequent contributor to Forbes, The Street and The Christian Science Monitor. Previously, Bill was the president of the Birmingham Barons baseball team, The Weather Company and AllWorship.com, an online Christian radio station.

Toby Hardy is the CEO and co-founder of FrenchRiviera.com Media Group, LLC in Birmingham, Ala. Their flagship site, FrenchRiviera.com, is the iconic worldwide brand that is the dominant “go to” online travel resource for Southern France and Monaco. To expand their digital media platform, they launched SpanishRiviera.com, BarcelonaRiviera.com and GreekRiviera.com in late 2012. Prior to launching the travel resources, Toby had a career in corporate real estate with McDonald’s, Pillsbury and Balcor/ American Express and developed more than 1.5 million square feet of institutional grade shopping centers in Central Florida. He transitioned into the virtual real estate world to take advantage of the opportunities of developing online digital billboards with naturally branded geo and organic domain names. In his prior life in 1969, Toby served in Vietnam as an Army AH-1G Cobra gunship attack helicopter pilot with A Troop, 2/17th Cav, 101st Airborne Division flying missions in the A Shau Valley and the DMZ.
Bill Hazelton, founder and CEO of Optimum Interactive, has worked for some of the most recognizable online media brands in the world, including Real Media, the Excite Network and About.com. Over the past 15 years, Bill has provided technical and strategic SEO consulting to a number of Fortune 1000 brands in highly competitive industries, including Farmers Insurance, Home Depot and governmental institutions such as the U.S. Department of Health. There, he focused on CPA and affiliate marketing monetization for company-owned websites and blogs. Bill has been quoted and featured as a source in Forbes Magazine, Business Insider, Entrepreneur Magazine, All Business and other major media publications, and has written hundreds of articles on entrepreneurship, web technology and personal finance.

Jamie Hutchinson, partner in Goodwin Procter’s Business Law Department and a member of the Private Equity and Technology Companies Groups, practices in the areas of corporate, securities and private equity transactional law, primarily on behalf of private investment funds and their portfolio companies. His practice involves a full range of domestic and cross-border corporate and commercial transactions, including direct secondary and private company liquidity programs, leveraged buyouts, mergers and acquisitions, venture capital transactions and joint ventures. Jamie’s work has been recognized by various industry publications including TechCrunch where he participated in five of the six biggest technology deals in 2011 and Private Equity Analyst for Deal of the Year in 2009. He was named to The American Lawyer’s 2012 Dealmaker of the Year Honorable Mention list for his expertise with direct secondary transactions and work on behalf of investor, Digital Sky Technologies, in the $800 million Twitter offering.
Ali Jahangiri, CEO of OutClick Media, has worked in the Internet and publishing industry for the past decade: pioneering multiple physician-to-patient and attorney-to-client portals with a subscriber base of more than 4,000 professionals. Ali has founded multiple digital publishing companies including HealthNews which currently comprises the health care segment of Internet Brands (Nasdaq: INET) as well as LawQA which is now owned and operated by Total Attorneys. Ali began his career practicing corporate securities law and after a few years, left the practice of law and launched OutClick Media, a digital publishing and Internet marketing agency headquartered in Irvine, Calif. His political involvements include founder and board member of Gen Next (Gen-Next.org), appointed by Governor Schwarzenegger to the State of California’s Law Revision Commission in 2009, and appointed by Governor Schwarzenegger to the Orange County Fair Board in 2010 (OCFair.com), where he serves as the chair of the financial auditing committee.

Hallett Johnson currently serves as president of Haute Pink and brings years of expertise in marketing and digital media. Prior to Haute Pink, Hallett served as vice president of Southern Progress Corporation, where he was responsible for circulation management of all magazines including Southern Living, Southern Accents, Cooking Light and Sunset, as well as founding and launching Coastal Living magazine. He joined Harvard Business School Publishing in 2003 as chief marketing officer and in 2008, he left Harvard to become an independent consultant specializing in monetization of digital media and leveraging customer engagement. Hallett holds a Bachelor of Arts degree in architecture from Princeton University and an MBA in finance and marketing from Columbia University.
KATHY KELLEY  FOUNDER/CEO | HYSTERSISTERS

Kathy Kelley is the founder and CEO of HysterSisters, an online community providing woman-to-woman support for GYN medical and emotional issues surrounding the hysterectomy experience. Every day more than 25,000 women use HysterSisters to find and share information about hysterectomy procedures, alternative treatments, hormone replacement therapy and stories about personal experiences with gynecological illnesses. Kathy launched HysterSisters as a static website in 1998, and has grown it into a vibrant forum community with almost 300,000 members, a large content database of articles, a video library, a “Behind the Scenes Blog,” a busy Facebook fan page and Twitter connections. She works directly with the largest medical device companies and women’s pharmaceutical products to create sponsored educational programs within the website. HysterSisters is an extension of Kathy’s previous career as a public school teacher in Texas. Kathy began her career as an entrepreneur at the age of eight when she created a “live” junkbox, collecting money as she sat inside a box, playing songs, three for a quarter.

DENNIS LEONARD  PRESIDENT | AL-VITA LLC

Dennis Leonard, president of AL-VITA LLC, is a renowned leader and consultant for tech-based and digital media startups. He founded AL-VITA LLC in 2010 to consult with a portfolio of technology-based startups in operations, growth and marketing primarily throughout the Southeast. In this role, Dennis works with the University of Alabama at Birmingham (UAB) to discover and commercialize transferable scientific ideas into viable startups – including technologies in cyber security, athletic and roadside safety, digital media convergence, groundbreaking threat reduction and geographic information systems. Prior to AL-VITA, Dennis spent 32 years managing and marketing many of the country’s most successful broadcast companies, where he learned his operational chops at FOX Television Stations, Inc., an operating division of News Corp and Cox Media Group. He has the distinction of running the most successful television station in FOX’s broadcasting stable and managing the most complex HD digital conversion in broadcast history.
Brian Ocheltree founded his first business, Micropro Consultants, in 1983 while completing his Bachelor of Science degree in mechanical engineering at the University of Maryland College Park. In 1988, Micropro Consultants was acquired by Friedman & Fuller, PC, a public accounting firm in Rockville, Md. Since then, Brian has founded three companies in the digital media space: e.magination, a digital design and development firm with more than 100 full-time professionals; PartnerPoint, a B2B lead generation company and the largest online community of Microsoft Partners worldwide with more than 35,000 members; LeadCloud, a Lead Integration Platform servicing the lead industry. Brian has also served as senior vice president of DoublePositive Marketing Group, a leader in performance-based online marketing.

Rick Morse is the founder and CEO of Net Direct Merchants, an internet retailer focused on hearth products including custom fireplace mantels, fireplaces and zone heating products. The company was among the Inc. 500 Fastest Growing U.S. Private Companies in 2007, and is perennially listed as a Top 500 Retailer (revenue) by Internet Retailer Magazine. In 2012, Net Direct Merchants successfully completed a transaction with The Mustang Group, allowing the company to expedite its growth initiatives and partner with a sophisticated, value-added investor. Prior to founding Net Direct, Rick owned a regional advertising and marketing agency serving clients in a variety of industries. The firm was sold in 2006. A graduate of Cornell University, Rick currently serves on the Entrepreneurship@Cornell Advisory Council.
Ariel Ozick, founder of Wired Rhino, Inc., is an internet entrepreneur, digital media and internet marketing expert. His primary focus is on lead generation and performance marketing. For more than 10 years, Ariel has helped generate hundreds of thousands of high quality leads, sales and conversions for industry leaders in the finance, education, software and consumer services verticals. At Wired Rhino, Ariel primarily focuses on integrating new technology with innovative marketing techniques to create high-value leads and consumers for partner companies. Ariel also serves as an expert source for the media and has been quoted or featured in the Wall Street Journal, Smart Money, PC World, Investor’s Business Daily, E-Commerce Times and many other media outlets all over the world. Prior to entering the world of digital media, Ariel was a combat engineering officer in the Israeli Defense Forces.

Joel Ohman is a Christian serial entrepreneur who loves creating web startups. He is the founder and CEO of 360 Quote LLC, a high-volume insurance lead-generation company with hundreds of websites in its portfolio, including AutoInsurance.org, CarInsuranceComparison.com, InsuranceProviders.com and CarInsuranceCompanies.com; Domain Superstar LLC, the owner of the rapidly-growing fitness community WeightTraining.com; and Real Time Health Quotes LLC, a national top 5 in production online individual health insurance agency. He is a Certified Financial Planner™ and has been quoted as a financial expert in many online and print publications, including USA Today, Reader’s Digest and Newsweek. He received his MBA from the University of South Florida and he lives in Tampa, Fla. His most recent soon-to-be-launched project is Bookster.com, a platform for authors to make special offers directly to their fans.
DORIS PHILLIPS  COO/LAKE HOMES REALTY

Doris Phillips is a veteran of more than 20 years in real estate services, title insurance and real estate closings. Lake Homes Realty developed LakeHomes.com which is a unique web-facing data system designed to provide the best one-stop tool for finding or selling lake real estate. Doris oversees the company’s internal brokerage operations, as well as the unique agent support and contract management systems. Prior to joining Lake Homes Realty, Doris founded RealSource, a firm that has assisted, coordinated and closed real estate transactions with a total value of more than $350 million. RealSource was one of 10 national finalists for the Dell/NFIB Small Business Excellence in Customer Service Award, recognizing innovative use of technology to enhance the customer experience. She has been featured in print and video case studies and articles published by Dell Computer, My Business and MSN.com.

GLENN S. PHILLIPS  CEO | LAKE HOMES REALTY

Glenn S. Phillips, CEO of Lake Homes Realty, is a seasoned technologist, innovative systems designer, start-up business mentor and angel investor. Glenn is leading the development of Lake Homes Realty and LakeHomes.com, the unique web-facing data system designed to provide the best one-stop tool for finding or selling lake real estate. Lake Homes Realty is a new generation of full-service brokerage leveraging expert agents without the overhead of the outdated brick-and-mortar office model. With Forté Incorporated, a firm he founded in 1991, Glenn has been frequently recognized for technical innovation and marketing excellence through a host of awards and case studies, including those from Harvard University, Auburn University, Dell and Microsoft. A variety of media outlets quote Glenn, including Wall Street Journal, Psychology Today, My Business, and Entrepreneur.
PAUL RAFFERTY  CEO | SALES ENGINE INTERNATIONAL

Paul Rafferty is the founding partner and CEO of Sales Engine International. In just five years, he has built the company from a small start-up to one of America’s fastest growing companies, as recognized by Inc. in 2012. He has a deep understanding of the evolving state of the B2B marketplace and the challenges of reaching today’s buyers, and is often published on related topics, most recently in Texas CEO Magazine and Direct Marketing News. Prior to founding Sales Engine, Paul spent 20 years with Ceridian Corporation where he rose from field sales representative to regional vice president of sales and finally, national vice president of sales operations with responsibility for a sales organization exceeding 600 people. Prior to joining Ceridian, Paul served as a naval officer on a nuclear powered attack submarine. Paul attended the University of Notre Dame on a Naval ROTC scholarship and is Six Sigma Yellow-Belt certified.

RICHARD RANDOLPH  FOUNDER/CEO | R4KR INVESTMENT CAPITAL

Richard Randolph has extensive operating and management experience in real estate, aviation, technology, publishing and the amusement industry. Prior to founding R4KR, he had a central role in launching numerous ventures and served as president and chief executive officer of three companies. While at Gravity Works, he formulated and executed the company’s global strategy by successfully placing more than 50 patented amusement rides at more than 100 major public events and large regional fairs. Randolph left Gravity Works to become a major shareholder of AirShares Elite, where he headed the successful effort to grow the company’s market share, which today totals more than 300 clients and 60 aircraft in nine U.S. markets. Richard next turned to assist management in its purchase of Christianity.com, a $45 million “dot bomb” company which, at the time, was mired in receivership. A successful turn-around of the company was ultimately engineered and a profitable sale to NASDAQ-traded Salem Communications followed.
Nate Schmidt, CEO and founder of InstaGift, has been providing creative e-commerce gift certificate solutions for restaurants and merchants across the nation for more than a decade. When he’s not at InstaGift HQ, he’s chasing around his twin sons and/or their older brother. Nate believes that happy employees in a fun and inspiring workplace is a key to business success, and is the reigning (disputed) office cornhole champion.

Saibal Sen is the founder of ZENeSYS Consulting, www.ZenesysConsulting.com, a unique management consultancy that fully leverages today’s digital economy. More than 80 virtual consultants work in small teams to deliver management consultancy services to medium-sized corporations using the Internet for mining insights and collaborating with clients. Engagements range from custom research, innovation and product development to business case analysis. ZENeSYS has recently developed a tool for analyzing a firm’s digital footprint to benchmark them on their digital marketing reach. ZENeSYS is the leading training and certification firm at leading business schools of India for consultancy skills development. All the virtual management consultants at ZENeSYS are top performers from its Consulting Certification Program. Prior to founding ZENeSYS, Saibal was a management consultant to Fortune 100 companies through his former startup, KUBER Inc. He started his career as a management consultant at Arthur D. Little. Saibal has a Masters in management sciences from the London School of Economics.
David Silver, the managing member of social media services and online community management firm Athena East, is a serial entrepreneur and experienced angel investor having co-founded and invested in multiple companies with a focus around healthcare and social media. In addition to leading Athena East, he is currently an active co-founder of Choice Medical, a “patient first” durable medical equipment provider focused exclusively on sleep apnea with patients in all 50 states. He has made several key investments related to transportation and sleep apnea that address the needs of the top trucking companies in the United States. Previously, David worked at TechRepublic and for a technology investment bank as a corporate finance analyst. David attended the University of Chicago and graduated with a degree in Law, Letters and Society.

Zane Tarence, managing director of Founders Investment Banking’s Internet and Digital Media Practice, is an experienced investment banker, entrepreneur and recognized expert on the growth and monetization of digital media, internet technology and software companies. Over the past 15 years, Zane has led and completed more than 75 technology deals, including facilitating one of the largest sales of a single-person blog in the world. Zane has more than 24 years of experience as an operator, investor and dealmaker in the technology arena, and he independently and successfully created and sold two technology businesses to publicly-traded companies. Prior to becoming an entrepreneur, Zane began his career at IBM, where he learned the intricate workings of the company’s technology ecosystems and managed its Internet consulting practice in the Southeast.
Tyler Wick joined ABRY in 2011 from Ticonderoga Capital. Over the course of his 15-year tenure at Ticonderoga, Tyler sponsored more than a dozen growth-equity and mezzanine investments in software, healthcare, business and information services companies. Prior to Ticonderoga, he served in the investment banking division of Advest. Tyler is a graduate of Amherst College.

Lydia Wilbanks, CEO of Haute Pink, has more than 25 years of experience in the field of entrepreneurship and communications. Known for her ability to create innovative marketing platforms and pinpoint target consumers, Lydia harnesses a wide range of strengths and knowledge to bring inventive concepts to her clientele. Throughout her career, Lydia has held executive positions in New York City with Macy’s Herald Square, Ann Taylor and Henri Bendel and, additionally, has served as sportswear editor of the Tobe Report and worldwide marketing director of Cotton Incorporated. Lydia received her bachelor of arts in communications from Boston University, and went on to attend Parsons School of Design and The Tobe-Coburn School, both in New York City. As a seasoned executive with an ability to accurately forecast consumer trends, Lydia currently empowers women via smart articles and relevant content featured in her online, hyper-local magazine for Southern women.
Hunter Witherington is a vice president of SSM Partners, a growth equity firm that focuses on making investments in Software & Technology, Internet & Consumer and Healthcare companies. Hunter currently serves as a board member for Complete Holdings Group and OpinionLab, and serves or has served as a board observer for All Web Leads, Bulldog Solutions, Datacert, FrontStream Payments and New Era Portfolio. Prior to joining SSM in 2004, Hunter spent several years in investment banking with Stephens Inc., working on mergers and acquisitions, private placements and public offerings for middle-market companies across numerous industries. Hunter received a bachelor’s degree in economics from Vanderbilt University.

Jay J. Wommack is president, CEO and founder of Vertical Alliance Group, Inc., which originally was incorporated as BubbaJunk.com, Inc. in 1999. Vertical Alliance provides business development and online training services primarily focused on the transportation sector. Jay graduated from Hendrix College in 1978 majoring in accounting and economics. Returning to his native Texarkana, Texas in the early 1980’s, he earned his brokerage license and began an 18-year career as a stock broker and financial advisor. In 1999, Jay founded BubbaJunk.com, a recruiting site for trucking companies, which was sold in 2011 to a major corporation after becoming the #1 recruiting website in the trucking industry. In 2008, Vertical Alliance ventured into the online training arena by developing the Infinit-i platform, a cloud-based, enterprise learning management system (LMS). Vertical Alliance started with programs addressing driver safety for trucking companies and school bus transportation, and is now expanding its foothold with a more balanced enterprise approach. Today, Vertical Alliance Group provides business development and online training, training boot camps, seminars, consulting and workshop services.
FARMLINKS AT PURSELL FARMS encompasses a one-of-a-kind environment...where high-tech meets low key, where guests can step back and embrace the beauty and serenity of their surroundings or get caught up in the whirlwind of activities. So be our guest. Explore our world-class venue.

And enjoy a picture-perfect FarmLinks experience. We know you will enjoy the farm, great accommodations, farm-to-table cuisine and an experience in Southern hospitality that will exceed your expectations.

Enjoy your stay!
**GOLF**

Voted the highest customer-satisfaction rating by the National Golf Foundation for five consecutive years and ranked the number-one public golf course in Alabama and one of Golf Digest’s top national golf resorts, at our course you will experience the scenic beauty of nature, mingled with the rich heritage and friendly warmth of the deep South.

**HUNTING**

Pursell Farms encompasses more than 3,500 acres of rolling hills, oak and pine forests, native grasses and beautiful plantation land, of which a substantial amount is being intensely managed and prepared for guided preserve hunting. Guests can also wet a line for largemouth bass or bream in one of our stocked lakes. With beautiful scenery and unique hidey-holes, our catch-and-release fishing is sure to attract expert anglers, newcomers and everyone in between.

**DINING**

Proudly offering the finest in Southern cuisine, The Grille serves an ever-changing, upscale menu of mouth-watering specialty sandwiches, delicious salads and one-of-a-kind, home-cooked entrees. FarmLinks offers an array of delectable choices at The Grille and Clubhouse.

**ACCOMMODATIONS**

At FarmLinks, guests will encounter a getaway that combines the South’s laid-back lifestyle with simple pleasures and outdoor fun. FarmLinks provides unique and comfortable lodging to suit any taste or need. Choose from a cozy, Southern-style guesthouse, enjoy the rustic splendor of our lodge, or relax with the comforts of home in a spacious, four-bedroom cottage or cabin. No matter where you choose to stay, you’ll find the rooms spacious, full of charm and character.
ATLAS WAS FOUNDED BY MICHAEL CONNOLLY; A PROVEN ENTREPRENEUR IN THE DIGITAL MEDIA SPACE.

Atlas believes that companies are struggling to make the transition from offline to online and are sometimes overwhelmed by the options and the ways to go about implementing this transformation. Atlas is dedicated to getting improved sales results for our clients. The firm serves clients that want to scale their revenues faster by using digital media technology and channels and use our Maas (Marketing as a Service) programs. Atlas works primarily with SMB clients and financial sponsors. Atlas’ founding partner is MarketBridge—The firm to see for Fortune 1000 companies wanting to scale their revenue through digital media.

AtlasDigitalPartners.com
INTERNET & DIGITAL MEDIA PRACTICE

Founders provides small- and middle-market Internet companies and their owners with the tools, information and business relationships necessary to make well-timed and informed transactions. The Founders team combines its rigorous and structured process-oriented approach with years of experience as bankers and technology-company operators, and engages an existing network of contacts in the Internet and digital media industry to find solutions. Its experienced team of professionals supports clients by positioning, negotiating and executing the sale or recapitalization of businesses to generate growth, liquidity or wealth diversification for its owners.

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