

LOOK
BOOK | '14



FOUNDERS
SAAS
- & -
**INTERNET
BAMA BASH**
BIRMINGHAM, AL

OCTOBER 26 @ 28, 2014

• IN THE HEART OF THE DEEP SOUTH •

R
RENAISSANCE®
BIRMINGHAM ROSS BRIDGE
GOLF RESORT & SPA





DEAR CEOS, FOUNDERS, LEADERS & FRIENDS:

We are thrilled that you have joined us and more than 50 of your peers for our 2014 SaaS & Internet Bama Bash at Ross Bridge.

DURING THE SUMMIT WE WILL TALK ABOUT:

- Industry trends and how to take advantage of these key strategic opportunities
- How to capitalize on mobile trends and opportunities, especially video
- Recent developments in SEO and how to optimize them to drive traffic
- Effective automated and content marketing for your company
- Capital options and potential acquisition strategies available to technology companies
- The most important SaaS metrics to track and benchmark against
- Successfully building barriers to entry in the Internet & software industries

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
Technology Practice

VALUE | LIQUIDITY | GROWTH
FOUNDERS
INVESTMENT BANKING

AGENDA

SUNDAY, OCTOBER 26

- 3:00 PM - 6:00 PM REGISTER AND REVEL** – Check in and join us for bluegrass, bags, and ball (cornhole and NFL football) outside on JT's patio
- 6:00 PM - 8:00 PM WELCOME RECEPTION** – Cocktails with dinner following
- 8:00 PM - 9:30 PM FIRESIDE CHATS** – A highlight from the first bash; hear personal stories from entrepreneurs about their successes and challenges in growing and selling their companies

MONDAY, OCTOBER 27

- 6:00 AM - 7:00 AM** Continental breakfast for golfers and shooters on The Clubhouse terrace
- 7:00 AM - NOON ATLAS DIGITAL PARTNERS 2ND ANNUAL GOLF SCRAMBLE** – RTJ Golf Trail at Ross Bridge
- 7:00 AM - NOON SPORTING CLAY SHOOTOUT** – Depart from hotel's front entrance
- 8:00 AM - 9:00 AM** Continental breakfast for other attendees at JT's Grille
- 9:00 AM - NOON MORNING SPA SESSIONS** – Ross Bridge Spa
- 12:30 PM - 1:30 PM** Buffet lunch and opening remarks at Salon FGH

AGENDA

MONDAY, OCTOBER 27 (cont.)

1:30 PM - 3:30 PM INTERACTIVE KICKOFF – Share with and learn about fellow participants

3:30 PM - 3:45 PM BREAK

3:45 PM - 4:15 PM OPTIMIZING SAAS SALES MODELS – Aligning sales and marketing with product and price

4:15 PM - 4:45 PM LEVERAGING DATA ANALYTICS TO DISRUPT THE MARKETING AND SALES FUNNEL

4:45 PM - 5:30 PM EFFECTIVE VISUAL MARKETING – The art of storytelling

5:30 PM - 6:00 PM AUTOMATED AND CONTENT MARKETING – Case study

6:15 PM - 10:00 PM BAMA BASH – Relax with your peers while enjoying a Deep South barbeque

TUESDAY, OCTOBER 28

8:00 AM - 9:00 AM INTERACTIVE EXIT PLANNING EXERCISE – Enjoy a Southern breakfast buffet and learn exit planning do's and don'ts at JT's Grille

9:15 AM - 10:15 AM BUILDING SUSTAINABLE BARRIERS IN THE INTERNET AND SOFTWARE INDUSTRIES – Planning and operational methodology for accelerating enterprise value

AGENDA

TUESDAY, OCTOBER 28 (cont.)

- 10:15 AM - 11:00 AM PANDAS, PENGUINS AND HUMMINGBIRDS, OH MY!** – Experts on SEO discuss working in an ever changing world
- 11:00 AM - 11:30 AM ATTRACTING AND KEEPING TOP TALENT** – You can't win without the right team
- 11:30 AM - 12:00 PM INNOVATION THROUGH ACQUISITION** – Strategic buyers examine the increasing trend of acquiring gazelle companies for R&D
- 12:15 PM - 12:30 PM BREAK**
- 12:30 PM - 2:30 PM INVESTOR PANEL LUNCH AND LEARN** – Financial investors share diligence secrets, what they are looking for in acquisitions, and growth strategies for their portfolio companies
- 2:30 PM - 2:45 PM CLOSING REMARKS**

Formal events and activities end at 2:45 PM Tuesday afternoon, but feel free to join many attendees who stay longer and continue to build relationships, exchange ideas, and enjoy the natural and cultural beauty of the Birmingham area.



BAMA BASH
ATTENDEES | 2014



DR. MAC ADKINS FOUNDER & PRESIDENT |
SMARTERSERVICES



Dr. Mac Adkins is the founder and president of SmarterServices. Since 2002, Mac has led the company as it has grown to serve over three million students and 12,000 faculty from over 500 educational institutions. He has been a higher education administrator for over 20 years and served as a director/dean of distance education for ten of those years. Mac also served as a director of enrollment management, director of student services, director of instructional design, and data analyst in the Department of Institutional Research. Mac authored, designed and delivers the Certified Distance Education Instructor program for the International Distance Education Certification Center. He was instrumental in the founding of distance learning programs at Troy University and Amridge University. Mac received his Doctor of Education degree from Auburn University, is a frequent speaker at educational conferences, and serves on the review board for the Online Journal of Distance Learning Administration.



MATT ARCENEAUX VP OF DIGITAL |
PGOÀ MEDIA



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, Matt 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, CEO of Digital Cube, and president of Square One Interactive, an interactive ad agency based in Dallas, Texas.



CRAIG BRADY FORMER CFO & CO-FOUNDER | TRINOVUS

Craig Brady has extensive experience in rapidly growing technology businesses addressing a multitude of company needs including strategic growth opportunities, financial management, product development, legal, HR, risk and compliance management, acquisitions and liquidation events. Since 2009 he has worked with three successive SaaS providers (co-founding two as startups) in the banking technology sector, all three of which were sold in successful exits to publicly traded strategic buyers. Craig's most recent company, TriNovus, was sold in 2013. He also served as VP of finance with a strategic buyer with responsibility for a full system conversion and integration of eight acquisitions during a one-year time span. He began his career at Ernst & Young serving private and publicly traded clients for 13 years where his responsibilities included assistance with acquisitions, divestitures, and IPOs. Craig received a bachelor's degree in accounting from Auburn University and has earned his CPA.





DAVID BRASFIELD FOUNDER | TRINOVUS

David Brasfield, founder of TriNovus, has over 25 years of experience in the banking and software industries including time with the Federal Reserve and NCR Corporation. David has a degree in computer science from the University of Alabama, Birmingham. In 1989, he founded SBS Corporation, a core processing company serving more than 1,000 financial institutions in 27 states. SBS exited with a purchase by a public software company. In 2001, David launched Brasfield Technology, which focused on providing the financial marketplace with security solutions, imaging, telephone and Internet banking, core processing services and more. The company was acquired by Metavante Corporation in 2005. In 2009, David founded TriNovus with the goal of bringing relevant technology and compliance solutions to community financial institutions. In April of 2013, TriNovus was acquired by Temenos and currently serves over 750 financial institutions in 50 states. David remains in charge of the core banking business for Temenos in North America.



ERIK BUDDE CEO | RETIREMENT ONLINE

 RothIRA.com  TraditionalIRA.com

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 of experience in Silicon Valley. In his early years, Erik did 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 Trouve Media (sold to Bankrate) and founder of AboutAirportParking.com. In its first two years, AboutAirportParking.com completed nearly 200,000 reservations representing over \$10 million in partner revenue before being sold to Oversee.net. Erik has a BA in political economics from the University of California, Berkeley and an MBA from Stanford Business School.



KACEY BURLESON CFO | MCLEOD SOFTWARE



Kacey Burleson is a Birmingham, Alabama native who grew up working in his family's pawnshop, jewelry, locksmith, and real estate businesses. He graduated summa cum laude from The University of Alabama with a major in accounting and a minor in economics, received his Masters in Professional Accounting from The University of Texas, and is a CPA. Kacey began his career as an auditor with Deloitte Touché LLP, and attributes much of the growth and success in his career to learning private company valuation principles while earning his Certified Valuation Analyst certificate. Practicing as a senior business consultant at Tidwell DeWitt, LLC and executing valuation and litigation support work was instrumental in broadening Kacey's business and financial acumen. Kacey next served as the CFO for Zoë's Kitchen (NASDAQ: ZOES), a fast-casual restaurant growth company that grew from four to 18 stores under his tenure. Kacey has served as the CFO of McLeod Software for the last seven years during which the company has grown from 140 to 330 professionals.



JASON COHEN CO-PRESIDENT & CO-FOUNDER | CENTERFIELD MEDIA



Jason Cohen is a well-recognized leader in the interactive marketing industry. He began his career at DoubleClick and thrived as one of the company's top global sales representatives. An entrepreneur at heart, Jason left and founded WiseAds New Media (an early player in the niche ad network business). Jason served as CEO and was responsible for expanding the company from zero to 60 plus employees in just 18 months. WiseAds was subsequently acquired by About.com (An IAC Company) in August of 2000. Jason served as President of MediaWhiz, a leading online direct marketing company which he founded in 2001, for which he was a finalist for Ernst & Young's Entrepreneur of the Year in 2007. Jason has invested in successful online companies like SpruceMail, Candy Club, Voicestar, Hautelook, and AchieveCard. After joining forces with Brett Cravatt, he formed the advertising technology company, Centerfield Media Holdings, in 2011. Centerfield Media was just named the #6 Best Place to Work in Los Angeles, Small Business Category by the Los Angeles Business Journal.



MICHAEL CONNOLLY CEO | ATLAS DIGITAL PARTNERS



Michael Connolly is the CEO of Atlas Digital Partners. Atlas helps companies grow their sales through digital enablement and predictive analytics. Michael couples significant experience in transforming traditional business models into digital media and dot com solutions with more than 20 years of leadership experience in large enterprises and emerging start-ups. He started his career with the leading global advertising agency Dancer Fitzgerald Sample where he worked with Wendy's, Toyota and several Procter & 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 Axxess. Recently, he 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. He is the co-founder of the Bama Bash with Zane Tarence.



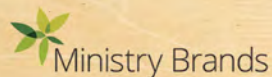
BRYAN COUNCIL FOUNDER & CEO | METRO MONITOR



Bryan Council is founder and CEO of Metro Monitor, a technology-based TV news, online news, and social media monitoring corporation. Metro Monitor provides media intelligence services to a diverse client base by keeping companies informed about what is being said about their brands and competitors in the media. Metro Monitor provides a subscription based report service and access to an online media monitoring portal. In addition to subscription based services, the company provides copies of news clips to organizations that are featured on local and national broadcast news programs. The company's client base includes organizations throughout the United States. Prior to Metro Monitor, Bryan worked with Blue Cross Blue Shield of Alabama and the Federal Reserve Bank. He holds a BS in business management from Birmingham-Southern College and an MBA from the University of Alabama at Birmingham.



ROSS CROLEY PARTNER | MINISTRY BRANDS



Ross Croley began In10sity Interactive, a professional website design firm, in 1997 while attending the University of Tennessee. Today, In10sity is a multi-million dollar national software company with offices in Tennessee, Texas, Alabama, and New Jersey. Ross combined the knowledge he gained making acquisitions for In10sity with his technology market expertise to seize an opportunity he saw in the ministry and non-profit vertical. His first investment in the space was SimpleGive, an online donation system, and subsequently acquired its competitor, EasyTithe. Shortly after, Site Organic, a church website provider, was added to the family of companies. July 2013 saw acquisitions of E-zekiel, Thrive, Bridge Element, and Build a Church Website. ROAR, a mobile application development company, was acquired to address the changing needs of the market. SimpleChurchCRM, a church management system, was added in 2014. Today, the brands operate under the corporate umbrella of Ministry Brands, generate annual revenue exceeding \$12 million, and have an annual growth rate over 50%.



FRANK DALTON FOUNDER | FULCRUM EQUITY PARTNERS



Frank Dalton is a founder of Fulcrum Equity Partners, a growth equity fund with over \$140 million under management based in Atlanta, Georgia. Prior to joining Fulcrum, Frank was a general partner with Cordova Ventures and the managing director of Cordova Intellimedia Ventures, L.P., a \$41 million early-stage/seed fund launched in 2000. He is currently a board member of ContactatOnce, Mfg.com, Preparis, Path-Tec, and Bruder Healthcare. Frank has over 18 years of experience in private investing; being involved in over 125 investments, including several successful exits, such as, Accipiter, Secure Tax, Call Center Technology, Magnet Communications, Intertech, Inc., Digital Envoy, Constructware and Compliance 360. In connection with his portfolio duties, Frank is the former CEO of Market Velocity, Inc. and the former chairman and CEO of Axonn, LLC. He has also held management positions as CFO of Caetec Systems and as director of operations of Microsouth. Frank started his career with Ernst & Ernst in Atlanta in 1978 and has a BS in accounting from the University of South Carolina.



ALEX DASKALOFF CEO | FLEXOFFERS



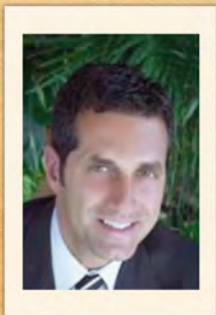
Alexander Daskaloff is the original creator of CardOffers.com, BuildOffers.com, FlexOffers.com, and MiamiShared.com. He has been in the affiliate space for over 15 years, first as a publisher, then as a network provider in the credit card space. He is the author of Credit Card Debt: Reduce your Financial Burden in Three Easy Steps, 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, being the son of two painters it comes naturally, and is looking forward to launching his next online venture in the affiliate space.



SHEILA DHARMARAJAN HEAD OF BUSINESS DEVELOPMENT |
ZELNICK MEDIA

zelnickmedia

Sheila Dharmarajan joined ZelnickMedia in 2014. She is head of business development and is responsible for originating investment opportunities and outreach. Prior to joining ZelnickMedia, Sheila was an on-air television reporter for CNBC and Bloomberg Television. Before her foray into television, Sheila was an investment professional at both Permira and Welsh, Carson, Anderson & Stowe, where she focused on analyzing and executing private equity investments across a range of industries including healthcare, consumer/retail and information services. Sheila began her career as an investment banking analyst at Donaldson, Lufkin & Jenrette and was an associate director in the mergers & acquisitions group at IAC/InterActiveCorp. Sheila graduated from the Wharton School at the University Of Pennsylvania, with a BS in Finance and Management and earned her MBA from the Stanford Graduate School of Business.



TOM DIBACCO VP OF BUSINESS & FINANCE |
BOOKIT.COM



Tom DiBacco is the VP of business and finance and a partner of BookIt.com, a North American based online travel agency. Founded in 2004, Bookit.com specializes in selling hotel rooms, flights, car rentals and total vacation packages to resort destinations throughout the US, Latin America and Caribbean. Tom joined the company in 2007 and has been instrumental in creating financial and reporting systems and developing key partner relationships dealing with payment processing, airlines, and finance. Earlier this year, he led a debt raise of \$10 million to fund growing operations. Prior to joining BookIt, Tom served as co-founder and president of Styles Broadcasting which owned and operated radio stations in the Southeastern US. As a wine enthusiast, he founded DiBacco Imports in 2012 to begin importing world class wines from Italy.



SCOTT FERGUSON FOUNDER & CEO | CHARTCAPTURE



Scott Ferguson and his company have been serving the healthcare community since 2007. His company's products provide clinics with an easy way to archive and access legacy patient charts so they can transition to electronic medical records faster. A life-long entrepreneur, Scott started an Internet company while at Auburn University, started a family shortly thereafter, grew both the company and the family, 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, MDNewsToday.com, PhysiciansImage.com, TheInnerCircleSessions.com and Ferguson Systems, Inc. He enjoys educating early-stage entrepreneurs, coaching youth lacrosse, running ultra-marathons and serves on a number of boards for charitable and civic organizations.



MATT FOWLER CEO & PRESIDENT | SOLID EARTH



Matt Fowler and a business partner opened a software business in 1998 to compete for a contract with the Huntsville Board of Realtors. The win led to others and the new company, Solid Earth, grew quickly, winning contracts in 14 states and reaching the Inc. 500 list in 2004 and 2005. The company builds and operates digital marketing systems for real estate businesses, trade associations and brokers, and today, Solid Earth provides SaaS services for tens of thousands of professionals across the country. Matt graduated from Birmingham Southern College in 1989 with a BA in economics and foreign service, attended the London School of Economics, and was certified as a General Real Estate Appraiser in the State of Alabama for 10 years. He is also managing director of FowlerCopeLand Company, a real estate development firm, and serves on a number of antipoverty and education boards including Randolph School, Village of Promise, Lincoln Village Preservation Corporation, The Village Marketplace, The Nature Conservancy, and The Land Trust of Huntsville & North Alabama.



JEFF GALE CEO | TICKETBISCUIT

TICKET • BISCUIT

Jeff Gale earned his bachelor's degree in drama and theatre arts, cum laude, from Columbia University. He is a self-taught software developer and businessman, creating innovations in e-commerce since 1997 when he co-founded Nylon Designs in Brooklyn, NY. In 2001, Jeff developed the original TicketBiscuit system to provide the world's smartest and most user-friendly ticketing experience. It introduced the concept of client-controlled convenience fees and seamless integration with the client's website. In 2009, TicketBiscuit launched the industry's first mobile ticketing interface. In 2010, the company launched TicketBiscuit 3.0, a cloud-based solution; an affiliate program; and TutuTix, a ticketing service specifically for dance studios. In 2011, it launched an iOS ticket scanner app and an app that enables ticket sales on Facebook. 2012 and 2013 saw integrations with Apple Passbook, Google PassWallet, and the launch of seatPOWER, the industry's only demand-capable online seat selector for reserved performances. Today, the company has more than 1,000 clients in the US and Canada.



JOSH GIRVIN SVP OF PRODUCT MANAGEMENT | ATLAS RFID



While pursuing his degree in mechanical engineering, Josh Girvin founded Proximities, a venture-backed RFID-based payment processing company focused on the leisure and entertainment industry. Proximities raised \$5M in venture and strategic financing and landed marquee clients including International Speedway Corporation and Palace Entertainment. Josh has 12 patents derived from the secure RFID tag design and software at the core of Proximities' product offering. After Proximities was acquired, Josh returned to Princeton University where he graduated cum laude. He then joined Novak Biddle Venture Partners, an IT VC firm with 70 portfolio companies and \$580M under management. At NBVP, he was responsible for finding and screening new opportunities as well as working with existing portfolio companies to analyze market opportunities and strategies, raise third party funds, and evaluate exit options. Josh joined the Atlas RFID Solutions team in 2011 as SVP of product management, where he is responsible for setting and executing hardware and software product strategies.



JASON GLASPEY FOUNDER & CEO | FACTORY

Jason Glaspey is the founder and CEO of Factory, a digital publisher merging traditional publishing with modern distribution. From his modest roots of working on low-budget, small websites for local businesses, he steadily moved up to working with global brands on massive interactive campaigns. Yet he was always discontented to be following orders and strategies he did not believe in. Eventually he left agency life, and after being part of several startups, bootstrapped and sold his most recent company, Paleo Plan. Jason is also a co-founder and mentor at PIE, a tech incubator within global advertising firm Wieden+Kennedy. Currently an advisor and mentor for several companies, Jason works with early-stage tech companies throughout Oregon helping them define their product, vision, and marketing strategy. He has written two books and spoken at conferences around the West Coast, but still can't get his parents to understand what he does for a living.

FACTORY



DREW GONEKE FOUNDER & CEO | SOUTH CYPRESS

Drew Goneke is the founder and CEO of South Cypress, Inc., an e-commerce company focused on middle-to-higher end flooring surfaces including tile, stone and hardwoods. The company has a dedicated focus to the customer experience, delivering high-quality flooring products to a home or commercial job-site using a platform built on industry knowledge and new technology. South Cypress' approach brings transparency and efficiency to a stagnant industry that is experiencing increasing interest from online shoppers. South Cypress has been featured on the Inc. 500 and Inc. 5000 lists, and in 2014 completed a transaction with Fidelis Capital, LLC, allowing the company to expedite investments in its growth strategy. While the company has roots back to 1952, Drew is carving a new path for South Cypress that is making waves in the flooring industry by delivering design inspiration, developing proprietary brands, increasing shopper convenience, and enhancing the overall value to end-users and trade professionals.





MIKE GOODRICH CO-FOUNDER | SPRUCE



Mike Goodrich is the principal of First Avenue Ventures, an active management investment company for Alabama based companies. The firm's portfolio companies include Alabama Outdoors, Select My Space, and Spruce. Mike is also the co-founder of Spruce, which is a software platform that helps businesses craft private apps to engage their customers. The platform is designed for non-technical end users who desire professional and affordable apps for uses such as a sales engagements, event devices, and directories. In addition to being an entrepreneur and investor, Mike is a founding member of Red Mountain Law Group, a collaborative law practice which focuses on small and mid-size businesses. He received his law degree from the University of Alabama and his undergraduate degree at Trinity University.



BRAD GREEN VP OF FINANCE | CENTERFIELD MEDIA



Brad Green leads all finance and accounting operations at Centerfield Media, establishing accounting and administrative best practices within the company, and is focused on driving operational improvements. Prior to working at Centerfield Media, Brad was a founding member of, and oversaw the financial, human resource, legal, and administrative operations at Spruce Media, a leading Facebook Ads API Partner that was designated as one of 12 companies by Facebook to their Strategic Preferred Marketing Developer Program. Prior to Spruce, Brad led all financial functions at SocialCash and Gratis Internet. SocialCash created some of the first ad units used by Facebook application developers, and Gratis Internet was an online ad network and a pioneer in the incentive marketing industry. He began his career at PricewaterhouseCoopers, holds a bachelor's degree in accountancy from University of Illinois, and is a Certified Public Accountant.



ERAN GREENBURG CO-FOUNDER & MANAGING PARTNER |

WebsiteFire

Eran Greenburg is the managing partner of WebsiteFire, an online lead generation business primarily focused on insurance, which he co-founded in 2009. He has several successful exits under his belt (one to a publicly traded company) and specializes in developing high growth platforms, understanding people, solving problems, and changing the world. Prior to WebsiteFire, Eran was a search marketing manager at CompHealth, he designed, developed, and implemented SEM, SEO, and PPC strategies. Earlier in his career, Eran was an emarketing strategist at Web Media Alliance, worked in business development at MyTechSupport, and was an agent at Special Ops Web. Eran began his career as the lead web marketer at Katrina Housing after graduating from Brigham Young University. There's nothing Eran enjoys more than solving big, hard, and meaningful problems, from the ground floor; and he believes that the saying "change doesn't happen overnight" is either a big myth, or outright lie.



BILL HAZELTON CO-FOUNDER & SR. VP OF INBOUND MARKETING |

CSTMR

CSTMR, INC.

Bill Hazelton is co-founder and senior vice president of inbound marketing at CSTMR, Inc., a digital marketing company helping businesses fast-track their revenue growth through customer acquisition, conversion, engagement and retention. Bill leads all traffic and customer acquisition efforts for CSTMR's client portfolio. Prior to CSTMR, Bill founded online marketing agency Optimum Interactive and has had the privilege of working for some of the most recognizable online media brands in the world, including Real Media, Excite Network and About.com. Over the past 15 years, Bill has led and managed inbound marketing, paid search and SEO technical engagements for 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. Bill has been quoted and featured as a source in CNNMoney, Forbes, Business Insider, Entrepreneur, AllBusiness and other major media publications.



DEAN HODGE VP INSURANCE PRODUCTS | CALLIDUSCLOUD



Dean Hodge is a visionary technology and product executive who excels at creating synergy between systems and developing enterprise-level business solutions for SaaS operations. He is the VP of insurance products for CallidusCloud, the leading provider of sales and marketing effectiveness software. While at Callidus, Dean has been responsible for leading 29% revenue growth and a 40% increase of ACV yearly while managing a rapidly growing diverse team supporting product development, client services, and implementations. As the lead executive in the Callidus Birmingham, Alabama office, Dean has been the driving force for establishing a comprehensive system for developing, implementing and supporting multiple Callidus SaaS products. Recognized for his technology prowess by four patents, Dean honed his skills at companies such as Motorola, CTS, CSC and Bull Information Systems.



ERIC HOFFMAN EVP & COO | HOFFMAN MEDIA



Eric Hoffman is EVP and COO of Hoffman Media, LLC, a leading special interest media company headquartered in Birmingham, Alabama, where he oversees daily operations and leads strategic business development efforts. In his role, he has gained substantial experience in direct marketing, advertising, digital media, and other areas while also leading deal structuring, contract negotiations, and mergers and acquisitions strategy. Before joining the company in 2007, Eric was an investment banker at Susquehanna International Group. He began his career as an associate in Ernst & Young's national advisory services practice, and is a graduate of The University of Alabama. Eric serves on the Board of Directors of the Magazine Publishers Association, the Management Advisory Board of CDS Global, the Media Planning Board for The University of Alabama, and the Young Executive Board of The Club. In 2008 and 2009, Eric was a finalist for Birmingham's Best in Business Awards in the Rising Stars category, and in 2010 was named one of Birmingham's Top 40 under 40 by the Birmingham Business Journal.



HUNTER HUDSON DIRECTOR OF BUSINESS DEVELOPMENT |
PAYSCAPE ADVISORS



Hunter Hudson is director of business development for Payscape Advisors, a full-service, financial technology company backed with secure, payment processing capabilities. Payscape was recently honored as an Inc. 500|5000 fastest growing private company for the sixth year in a row. Hunter has played an integral role in the way Payscape has evolved to support SaaS-based integration with the acquisition of RegPoint Solutions and BillingOrchard. RegPoint Solutions provides online registration and payment processing for all forms of events, while BillingOrchard provides online invoicing and collections to simplify the billing process. Hunter's eight years in the payments space with focus on SaaS integration has made him a leader in the fin tech community.



TOM JENTZ FOUNDER |
XYZ MEDIA



Tom Jentz started XYZ Media, Inc. over 10 years ago. XYZ (www.xyzmedia.net) is an SEO shop in Seattle, Washington with 20 employees, operating in the education lead generation space. Prior to starting XYZ, Tom was one of the first and leading salespeople at QuinStreet, where he helped pioneer the SEO education lead generation model. Tom has done over a million education leads, sold five sites for \$15 million, bought sites, and brokered buying and selling of sites. Tom is also founder and co-owner of the leading mobile USGA conforming golf handicap company in the United States, www.diablogolf.com.



RIPAN KADAKIA VICE PRESIDENT |
ZELNICK MEDIA

zelnickmedia

Ripan Kadakia joined ZelnickMedia in 2014, and is responsible for originating, executing and managing investments with specific interest in business and information services, internet and e-commerce, OTT and digital video solutions, mobile and machine-to-machine applications and live events. Previously, Ripan was an investment professional in the Technology, Media and Telecommunications group at Warburg Pincus where he executed control buyouts and growth investments and served as a board member or strategic advisor to portfolio companies. Prior to joining Warburg Pincus, Ripan was an investment professional at Audax Group Private Equity, where he completed ten transactions spanning various industries. He began his career as a strategy consultant at Oliver Wyman, managing projects in the US, Africa and the Middle East. Ripan graduated summa cum laude from the University of Pennsylvania, earning both a BS in finance and managing e-commerce from the Wharton School and a BSE in computer science and engineering. He earned his MBA from the Wharton School, where he graduated a Palmer Scholar.



KATHY KELLEY FOUNDER & CEO |
HYSTERSISTERS

HysterSisters
www.hystersisters.com

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 women use HysterSisters.com to find and share information about hysterectomy procedures, alternative treatments, hormone replacement therapy and stories about personal experiences with gynecologic illnesses. Kathy launched HysterSisters as a static website in 1998, and has grown it into a vibrant forum community with almost 350,000 members, a large content database of articles, a library of HysterSisters-produced videos, a "Behind the Scenes Blog," a city directory, 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.



TODD KNODEL CEO & CO-FOUNDER |
BULLDOG MEDIA GROUP



Todd Knodel founded Bulldog Media Group (BMG) in 2000. Formerly known as CreditSoup, Inc., BMG provides a wide range of online marketing solutions to help partners reach targeted consumers and to monetize their programs. This includes a CPA affiliate network, a lead generation and data management division, and a cash back shopping rewards network. Todd holds over 25 years of experience in the banking and internet industries and has held various management positions. In 1991, he was hired to start a division to develop a regional based credit card program. In 1994, he created one of the first online bankcard marketing and credit card application programs. Based on this success, Todd began his entrepreneurial career in 1996 and formed Client Services, Inc., a bankcard consulting company, and CardNet, an Internet marketing company. Todd successfully developed several online and offline bankcard programs and participated in several credit card portfolio acquisitions. BMG was then started to expand into all credit related programs and has since become a recognized leader in the industry.



WESLEY LEGG COO |
FOUNDERS INVESTMENT BANKING



As COO of Founders Investment Banking, Wesley Legg is primarily responsible for building out the firm's platform for scalable growth through daily operational oversight and improvement. Prior to joining Founders, Wesley was an original member and partner at Ergon Capital, a Nashville-based hedge fund operating between 2004 and 2009. At Ergon, he generated profits exceeding \$50 million and established the firm's analyst training program. In 2009, Wesley co-founded Harbinger Media Partners and served as COO and producer of its first feature film, *Unconditional*. In this role, he managed over 80 people and a multi-million dollar budget. Released in theaters in 2012, *Unconditional* scored high with top critics, and received an NAACP Image Award Nomination for Outstanding Independent Motion Picture. Wesley began his career as a JAG prosecutor for the Navy, where he maintained a perfect record of guilty verdicts in over 100 cases that he handled between 2001 and 2004. Wesley earned a bachelor's degree from the University of South Alabama and a JD from the University of Alabama.



BRENT MCCORKLE FILMMAKER

Brent McCorkle is an award-winning filmmaker based in Nashville, Tennessee with a passion for narrative storytelling and helping clients achieve maximum results with their visual marketing products. In 2007, Brent's work caught the eye of Steven Spielberg, who personally selected him for his new TV show, "On The Lot", where he went on to join the top 24 filmmakers and earn a First-Look deal with Dreamworks and 20th Century Fox. In his corporate work, Brent has developed several stand-out video projects for his clients that have earned both Telly and Aurora awards. In 2012, Brent helmed his first feature film, 'Unconditional', which received theatrical distribution, as well as DVD and digital sales to Walmart, Target, Amazon, Netflix, and Redbox. The film received praise from both critics and audiences, and was also nominated for an Image Award. Brent wrote, directed, edited, and co-scored the film. Today, Brent continues his production, branding, and consultation work with his corporate clients, as he continues to develop future film projects.



MARIO MOORE FOUNDER & CEO | GRADESFIRST

As Founder & CEO of GradesFirst, Mario Moore is responsible for the overall direction of the company, attracting talent, and driving growth. Mario guided GradesFirst from startup to maturity, extending technology proven to improve the academic success of student athletes onto the wider college campus. Mario possesses an extensive background in designing and implementing enterprise computer systems at the enterprise and startup level. He bootstrapped the company from zero to 233 active clients and secured initial and subsequent rounds of angel investment. A graduate of the Birmingham Venture Club's 2006 Entrepreneurial Accelerator Program, Mario holds a BS in computer science from the University of North Alabama.





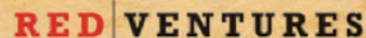
RICK MORSE FOUNDER & CEO |
NET DIRECT MERCHANTS



Rick Morse is the founder and CEO of Net Direct Merchants, an internet retailer focused on home and commercial improvement products including custom fireplace mantels, electric fireplaces and tin ceiling panels. 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.



JEFF MUMFORD VP & HEAD OF SAAS |
RED VENTURES



Jeff Mumford is vice president and head of the SaaS vertical at Red Ventures. Red Ventures is a disruptive, technology-driven marketing and sales company that partners with many of the world's leading brands as well as SMBs to drive customer acquisition. Jeff has started and led numerous businesses at Red Ventures and is currently focused on developing the business model within the SaaS space. Prior to Red Ventures, Jeff worked with Sterling Capital Partners, helping to turn around an online education start-up. Jeff also spent four years with Ernst & Young. Jeff has a Bachelor of Science in finance and economics from Auburn University and a Master of Accounting from the University of North Carolina at Chapel Hill.



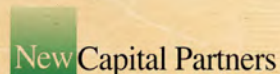
BILL NIX PARTNER |
MINISTRY BRANDS



Bill Nix has extensive experience in private equity, corporate finance and real estate finance having worked with several investment banking firms. Adding to that experience, Bill served as COO of the largest privately-held mortgage company in the United States. In addition to his experience in finance, Bill invested many years building Axletree Media, a company that develops web-based learning and content management solutions. Axletree merged with Ministry Brands adding on-line giving platforms, mobile app development and church database platforms to the family of companies. Bill's flagship content management platform, E-zekiel.com, grew to host the largest number of churches in America. Today his companies, under the umbrella of Ministry Brands, serve the Christian, non-profit, and health care communities in the United States and abroad. These powerful, flexible and easy-to-use platforms serve more than 12,000 customers worldwide. Bill is the author of Character Works, a book about developing personal character in the organizational context.



JAMES OUTLAND MANAGING PARTNER |
NEW CAPITAL PARTNERS



James Outland is a managing partner at New Capital Partners. He currently serves portfolio companies as chairman of the board for Repay Holdings, MDnetSolutions and Medsurant Holdings, as well as serving on the Board of Teladoc Medical Services. James also served as the CEO for Senior Whole Health during its first year of operations in addition to his role as chairman of the board. James previously served as a board member of former portfolio companies: Awarix, which sold to McKesson (NYSE:MCK); Senior Whole Health, which sold to TA Associates; and, Prism Pointe Technologies, which sold to Systems Maintenance Services, Inc. James was recognized as one of Birmingham's "Top 40 Under 40" in 2004, served as the 2005 president of the Birmingham Venture Club and currently serves on the board of trustees for the Birmingham Museum of Art. James earned a BA in political science and a BFA in advertising from Southern Methodist University.



ARIEL OZICK CEO | WIREDRHINO

WiredRhino

Ariel Ozick is a serial Internet entrepreneur and an expert on search engine optimization and digital marketing. He is the founder of ArrestRecords.com, a new SaaS platform for pre-employment screening and background checks. In addition, he is the CEO of Wired Rhino, Inc., a boutique consulting and digital property development company that specializes in customer and lead acquisition through search and display channels. A pioneer in the performance marketing industry, Wired Rhino helps companies increase their customer base while lowering acquisition costs. Ariel serves as an expert source for the media and has been quoted or featured in many news outlets, including The Wall Street Journal, SmartMoney, PC World, and Investor's Business Daily. Ariel also had the privilege to serve in the Israel Defense Forces, finishing his service as a 1st Lieutenant.



GLENN PHILLIPS CEO | LAKE HOMES REALTY

 **LAKE HOMES REALTY**
LAKEHOMES.COM

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 growth of Lake Homes Realty using a new business model for a full-service real estate brokerage. The company leverages a select team of lake-focused, expert agents without the overhead of the outdated brick-and-mortar office model. Consumer engagement is powered by LakeHomes.com, the unique web-facing data system designed to be the best one-stop tool for finding, buying, and selling lake real estate. In just 18 months, LakeHomes.com has grown to 14,000 searchable lake properties and has its own licensed agents in four states. 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 The Wall Street Journal, Mashable.com, Psychology Today, and Entrepreneur.



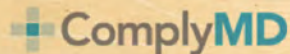
STEPHEN POTTS VP & ASSOCIATE PUBLISHER | PMT PUBLISHING



Stephen Potts, Vice President and Associate Publisher with PMT Publishing Inc., has ten years of experience in the publishing industry. Stephen developed and currently oversees all of PMT's digital operations. PMT, once a traditional print media company, publishes multiple lifestyle and business magazines and websites. At its core, PMT tells stories: they identify communities of interest, and develop products and editorials that interest them. PMT's titles include Business Alabama, Mobile Bay Magazine, Birmingham Home & Garden, Mobile Bay Bride, and several annual publications. Stephen manages PMT's digital arm, which generates daily content and promotions to attract a new audience, stimulate the current readership and strengthen the company's brands. Stephen has also developed and implemented the company's social media marketing and strategies. Stephen serves on the board of directors for Big Brothers Big Sisters of South Alabama, the advisory board of the Child Advocacy Center and the advisory board of the Providence Foundation. He has a degree in communications management from the University of Alabama at Birmingham.



ALAN RITCHIE EXECUTIVE | COMPLY MD



Alan Ritchie, executive at ComplyMD, LLC is a serial entrepreneur, venture capitalist and business partner. Over the last 25 years, Alan has managed five healthcare and application software startups and was a managing partner at a successful venture capital firm. His companies have created over \$70 million in shareholder wealth in acquisitions and his specialty is managing the strategic and business operations of technical entrepreneurs. Two of his companies were sold to public corporations. Currently, Alan co-manages ComplyMD, LLC, a SaaS healthcare company delivering computer assisted surgical documentation to hospitals and surgery centers. Alan began his career at Merrill Lynch in New York where he served as a financial analyst in public finance. He graduated from the University of Alabama and received his MBA at Owen Graduate School of Management at Vanderbilt.



CHRIS ROWEN EXIT PLANNING CONSULTANT | WHITE HORSE ADVISORS

Chris Rowen is an exit planning consultant at White Horse Advisors, where he helps owners of closely-held companies address their financial, legal, operational and personal readiness for the eventual sale/ownership transfer of their companies. Prior to White Horse, Chris was an investment banker at VRA Partners, where he managed mergers and acquisitions for middle market technology and industrial companies. Before joining VRA, he spent eight years at SunTrust Robinson Humphrey where he was recognized by The Wall Street Journal and Institutional Investor for his work in the supply chain and technology sectors. Chris also spent nine years as a management consultant helping restructure and optimize distribution and supply chain operations for industry leaders including Coca-Cola, Motorola, Henkel AG and Celanese Corp. He is also a co-founder of venture capital-backed RepairPal, the leading web provider of independent auto repair estimates. Chris earned his bachelor's degree in mechanical engineering from North Carolina State University and his Master's in ME from Georgia Tech.



SAM SAVAGE PRESIDENT | REDORBIT

Sam Savage, President of RedOrbit, has over a decade of experience in new venture development and growth. He is the founder/owner of a diverse portfolio of successful ventures, and a passionate entrepreneur. Sam's extensive background in digital media and business development has allowed him to provide consulting services to a variety of organizations around the country. He has worked across a broad spectrum of industries including: public finance, education, consumer goods, healthcare, information technology, digital media, social media, app development, and entertainment. Sam also holds a degree in entrepreneurship from the University of Alabama, and a JD/MBA from the University of Mississippi.

redOrbit



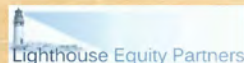
NATE SCHMIDT CO-FOUNDER & CEO | INSTAGIFT



Nate Schmidt is co-founder and CEO of Instagift. Originally from Kansas, Nate brought his online marketing skills to the South after meeting his Birmingham-born wife in law school. Instagift provides eGift card and rewards services to small and medium sized business, and currently services a growing list of over 1,000 customers in 40 states. Instagift graduated from the Techstars accelerator in 2011, raising its first round of funding shortly after the program. The company is headquartered in Innovation Depot, at the center of downtown Birmingham's growing startup scene. Instagift's company culture could be best described as "cornhole-centric", with daily games being played at 4:30. Nate is the self-proclaimed "best cornhole player in the tri-state area," though no one at Instagift is quite sure what three states he's referring to. Nate has undergraduate and law degrees from the University of Kansas. Nate and his wife, Jennifer, live in the Homewood area of Birmingham where they are parents to a six year old and twin three year olds, all boys.



MARKUS SCOTT FOUNDER & MANAGING PARTNER | LIGHTHOUSE EQUITY PARTNERS



Markus is the founder and managing partner of Lighthouse Equity Partners and is responsible for investment origination, transaction structuring, acquisition execution, and the management of acquired companies. Prior to founding Lighthouse Equity Partners, Markus was a private equity investor with Brockway Moran & Partners, a Florida-based, middle-market buyout firm with \$1.3 billion in assets under management. In this capacity, Markus executed the sale and acquisition of multiple companies and was responsible for the day-to-day management of two portfolio companies, MW Industries, Inc. and Turning Technologies, LLC. Markus began his career as a CPA with Ernst & Young and PricewaterhouseCoopers where he executed tax and financial structuring for strategic and financial acquirers. Markus earned an MBA with Distinction from the Kellogg School of Management at Northwestern University, a M.S. in accounting from the University of Virginia, and a BS in finance from the University of Florida, where he was a member of the Florida Gators football team.



MIKE SCOTT PRESIDENT & CEO | FMSI



W. Michael Scott, President and CEO of FMSI, holds a Bachelor of Business Administration degree in Management from Georgia State University. Mike's banking career began in 1968 and encompassed 15 years of managing all operational areas of a large financial institution. Since 1983, he has been involved in delivering management consulting services to financial institutions across the nation. In 1990, Mike incorporated FMSI as a firm specializing in performance management information reporting and staff scheduling. He developed Omnix Performance Analytics and Staff Scheduler™ (OPA/OSS), a SaaS model, to fill a need in the marketplace to provide better information to manage, forecast, and schedule the branch operations of financial institutions. OPA/OSS has become the industry standard in managing the most labor-intensive area of a financial institution. Mike's passion for service and innovation is clearly evident today in FMSI's customer-focused culture. He is a well-known author of many thought leader management articles for branch staff optimization.



DAVID SILVER CO-FOUNDER/PARTNER | ATHENA EAST



David Silver, the managing member of social media services and online community management for 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.



FRED STURGIS MANAGING DIRECTOR |
ACCEL-KKR



Fred Sturgis is a managing director at Accel-KKR and focuses on the firm's investment efforts at the lower end of its historical majority control investment size range. Prior to joining Accel-KKR, Fred spent over twelve years at H.I.G. Capital, where he led the firm's technology industry investment efforts. Previously, Fred was a member of the software investment banking team at Hambrecht & Quist, advising emerging growth companies on M&A and capital raising transactions and sponsoring several principal investments through H&Q's \$500 million venture capital fund. Before H&Q, Fred was with the investment banking groups of both Alex. Brown & Sons and Robinson-Humphrey. Fred started his career at Andersen Consulting (Accenture), where he managed software development and operations strategy initiatives for clients. Fred received his MBA from the Wharton School of the University of Pennsylvania, where he graduated as a Palmer Scholar. He received a BS in mathematics from Furman University.



ZANE TARENCE MANAGING DIRECTOR |
FOUNDERS INVESTMENT BANKING



Zane Tarence, managing director of Founders Investment Banking's Technology 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.



JEFF TOTTEN INVESTMENT PROFESSIONAL | ALPINE INVESTORS

ALPINE INVESTORS, L.P.

Jeff Totten is an investment professional at Alpine Investors, a San Francisco based private equity group managing \$900 million of committed capital that invests in software, internet and business services companies. Jeff is primarily responsible for identifying, evaluating and performing due diligence on technology investments with a particular focus on internet and digital media companies. Jeff also works closely with the senior management teams of Alpine's portfolio companies including two Alpine internet companies where he holds board seats. During his time at Alpine, Jeff has been tapped to operate portfolio companies on an interim basis with a focus on driving growth in user engagement for consumer-facing web businesses. Prior to Alpine, Jeff worked at Relational Investors, where he covered technology and consumer stocks for a \$6 billion activist investment strategy. Jeff graduated Phi Beta Kappa with highest honors from the Haas School of Business at UC Berkeley where he was president of the Berkeley Investment Group.



JASON TREVISAN GENERAL PARTNER | POLARIS PARTNERS



Jason Trevisan is a general partner with Polaris Partners, a Boston-based growth equity firm that specializes in partnering with SaaS and B2B Internet companies. Polaris manages \$4B in capital and has 65+ active software and Internet portfolio companies including industry leaders like Legalzoom, Wordpress, Quantcast, eRewards, LogMeIn, Cardlytics and InsideSales.com. Since joining Polaris in 2003, Jason has led investments in entrepreneurial SaaS and Internet companies that are disrupting industries including legal (Legalzoom), fashion (ShoeDazzle), medical capital equipment (PartsSource), consumer-directed healthcare (Life Line Screening) and financial market data (The Roberts Group). Jason is a Southerner at heart having attended Duke University and married a Texan. His compass broke when he received his MBA with Distinction at arguably the northernmost point in the country – the Tuck School of Business (Dartmouth) in New Hampshire. While not searching for great software companies, Jason enjoys running and coaching his kids' sports teams.



KENT URDAHL PRESIDENT & CEO |
ADVANCEONLINE SOLUTIONS



Kent Urdahl is president and CEO of AdvanceOnline Solutions, a leader in safety training. AdvanceOnline provides online safety and compliance training to the construction, transportation, manufacturing, and energy industries. The company will shortly begin offering safety and compliance consulting and on-site training. Kent joined AdvanceOnline in 2006 as COO and in 2009, he was elevated to president and CEO and concurrently added to company's board. Prior to joining AdvanceOnline, Kent spent 20 years working for IBM & Lexmark in various sales, marketing, and engineering capacities. He held positions as district sales manager, worldwide brand manager, manager of special bids and worldwide corporate pricing, European marketing manager, senior services consultant, product marketing manager, and product development engineer. He has a patent to his credit. Kent has a BA from St. Olaf College (1983), a master's in chemical engineering from Purdue University (1985), and an MBA from Texas A&M University (2005).



BRAD WILLIAMS FOUNDER |
HUDDLE



Brad Williams is the founder and former managing partner of Huddle, Incorporated. Huddle, which began in 2001, revolutionized the way that brands connect to hard-to-reach audiences. It specializes in taking national marketing programs into local neighborhoods to meet specific needs. Brad sold Huddle in 2012 and is now the co-founder of Lime, Inc., a media and event production group that creates high impact messaging experiences that both inform and inspire live audiences. Since 2011, he has served as a board member of PlanetHS, an extracurricular management, communication and participation platform for schools. Brad has an undergraduate degree in public administration from Samford University.



HUNTER WITHERINGTON PARTNER | SSM PARTNERS



Hunter Witherington is a Partner 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, Ifbyphone, 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 WOMMACK PRESIDENT, CEO & FOUNDER | VERTICAL ALLIANCE GROUP



Jay J. Wommack is president, CEO and founder of Vertical Alliance Group, Inc. (originally incorporated as BubbaJunk.com, Inc.). Vertical Alliance provides business development and online training services primarily for the transportation sector. Jay graduated from Hendrix College in 1978. After returning to his native Texarkana, Texas, he began an 18 year career as a stock broker and financial advisor. In 1999, Jay got the itch to try something new, and founded BubbaJunk.com, a recruiting site for trucking companies. In 2011, after becoming the top recruiting website in the trucking industry, the site was sold to a major corporation. In 2008, Vertical Alliance entered the online training arena by developing the Infinit-i platform, a cloud-based, enterprise learning management system. The company 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 also provides training boot camps, seminars, consulting and workshop services.

A scenic view of a stone building with a waterfall in the foreground. The building is a two-story structure with a stone facade and a gabled roof. A wooden deck and staircase lead to a lower level. In the foreground, a large, multi-tiered waterfall flows over stacked stones into a pool of water. The background shows a grassy hill and trees under a clear blue sky.

R
RENAISSANCE®
BIRMINGHAM ROSS BRIDGE
GOLF RESORT & SPA

Renaissance Ross Bridge Golf Resort and Spa is a one-of-a-kind resort widely recognized as best in class and service, including as a AAA Four Diamond property. Secluded from every day cares, the resort embodies comfortable sophistication and the casual elegance of a royal retreat. Cast amongst the rolling hills of Central Alabama, the superb accommodations, cuisine, and hospitality will meet and exceed expectations.



GOLF

Beautifully carved into the rolling terrain of Shannon Valley, Ross Bridge is one of the longest courses in the world but offers multiple tees for golfers of all levels. Symbolic of an old parkland style golf course, ten holes play along the banks of two significant lakes connected by a spectacular waterfall dropping 80 feet between the ninth and eighteenth greens. Considerable elevation change combines with water or other natural obstructions, and the large putting surfaces provide many tempting pin locations that will test golfers' approach shots.

SPA

With quiet rooms, relaxation lounges, steam rooms, whirlpools, ten spa treatment rooms and a full salon, The Spa at Ross Bridge provides every service fathomable to ensure a relaxing day. Services offered at this luxurious 12,000 square foot European style spa include body scrubs, body wraps, massages, facials, hair & scalp treatments, manicures & pedicures, makeup and waxing.

ACCOMMODATIONS

Surrounded by woodlands and lakes, guests will enjoy chic amenities and striking views at the Renaissance Ross Bridge Golf Resort & Spa. Aside from its 18-hole championship golf course and European style spa, amenities include 21,000 square feet of event space, indoor and outdoor pools, a whirlpool, sauna, fitness center, tennis courts, and walking trails. Ross Bridge boasts two restaurants: Brock's, specializing in Mediterranean cuisine, and The Clubhouse, serving classic American-style food. The resort also features a coffee house and a bar, JT's.

SPORTING CLAYS

Located in beautiful East Central Alabama, Selwood Farm boasts Alabama's first sporting clays course. This fully automated, 18 station course offers a challenging and fun experience for all levels of shooters. Selwood's comprehensive shooting facility includes a new covered 5-stand for warm up and training as well as 100 targets designed for both the beginner and expert.

TECHNOLOGY PRACTICE

Founders provides middle-market companies and their owners with the tools, information and business relationships necessary to make well-timed and informed transactions. The Founders team leverages its rigorous, process-oriented approach, years of experience as bankers and technology-company operators, and network of industry contacts 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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VALUE | LIQUIDITY | GROWTH
FOUNDERS
INVESTMENT BANKING