

A Profile for your consideration



This is
Gene Zarwell's

Professional profile.

APRTVSC™
Zarwell Marketing
Business Continent USA, Ltd.
Axis International Marketing, inc. ©
Professional Recertification Marketing, Inc.
American Новыў Муп™
Contact.Nef™

Concentrating on Domestic and International....

- **Company Strategic Analysis**
- **Business development**
- **Communications**
- **Marketing**
- **Profits**

Prepared on
10/16/2008
at 10/16/2008

Purpose of this profile

To submit information **you** may want to consider before entering into an employment contract or a professional services agreement with Gene Zarwell. This profile provides background about him, his credentials, and his professional capability¹ and suggested rates.

As board chairman, military commander, chairman of several non-profits, pro se "litigant", chief financial officer of several startups, and international director of several e-commerce based ventures, Gene brings to **you** a wealth of global experience and first hand knowledge. Known for his innovative tactics, his accomplishments maintain the integrity **you** require.

This profile illustrates check and balance methods of operation to assure team players contribute equally. It presents several options for your consideration. It is the intent of this proposal to offer to **you** the expertise and talents of **one of the most unique executives you'll have the opportunity to team with for your business.**

In recent years, he has been asked to help create twelve companies around the world. He formed two of his own as Delaware corporations. Another one began as a partnership in Australia and is going forward as a subsidiary of his global corporation, Axis International Marketing, Inc. Its focus is virtual devices for the professions requiring high ethical morals. These devices download into subscribers or buyers PC's and Laptops.

Professional Recertification Marketing, Inc formed last year, 2002, offers online continuing education required in eight states with potential for all 50 states and about 30 countries around the world seeking to emulate America's professional development programs.

His personal company, Zarwell Marketing, just recently leased web space on some very secure servers to host his clients sites as listed on his website, gzarwell.us.

Following this brief introduction is a discussion of what Gene is all about with great detail and insight!

Good reading....

¹ *Gene has increased bottom lines by over \$82 million for corporations, non-profits and various governments.*



How he assesses the Situation.

Technology has inundated our lives by offering us more information than is reasonably needed to be successful. It has depersonalized many business relationships while enhancing our capability to do business 24 hours per day, seven days per week on every continent of the globe. This new format offers excitement, motivation and creative, interactive platforms to quickly move money from their pocket to yours (7 second download - 20 seconds to enter the credit card number). Twenty-years ago we thought it was fast with 30 second commercials!

As a member or advisor to your senior staff, Gene can help you reinvent your company by offering analytic, creative thinking to help your strategic planning and develop quality leadership that favorably effects your "bottom line". This is one more way *your* loyal customers can benefit from new visions, global insights, and objective assessments that will produce profitable results for *you*.

Gene knows there are good executives available, but not many with his flair for marketing. Many do not develop an organization's attitude. His background in government, his aptitude for quick analysis, and his ability to simplify complex, technical concepts is demonstrated through past assignments. He is unmatched in his ability to understand litigation, finances, and lawmaking.

Who is this guy?

He is known for "**getting things done**". Even when many projects are perceived as impossible, he does those with penuche and timeliness.

Gene Zarwell is an exceptionally talented individual skilled in forward thinking. He is adept in building businesses. His independent productions, political consulting, business development, and tradeshow direction has been accepted throughout the global community. Concurrently, a second career advising top levels of the military and government broadened his universe, gave him international flair, and taught him diplomacy. As a commercial pilot he learned to go forward to reach goals.

At the CEO, Presidential, Secretariat and Four-star General Officer level, he is a confidential advisor to top-level thinkers and planners.

As a senior rank Reserve Officer, he supported seven, four-star Army Commands with high quality, strategic, visualizations of complex doctrine that changed America's focus from battlefield to global cash register. Because his expertise and talents are unique, many other military and government agencies call upon him, too. Organizations like: Department of Defense, US Central Command, National Guard Bureau, US Army Reserve, Reserve Officers Training Corps, and agencies like: Selective Service System, the White House, and Commerce Department secured his services to develop communication strategies.

As a political consultant, Gene worked behind the scenes with Senator Bob Dole, President George Bush and Vice President Dan Quayle. Senator Phil Gramm, Congressman Wayne Gilchrest, Gubernatorial candidate Ellen Sauerbrey, County Executives John Gary and Ted Venetulis and several challengers in both major political parties, tested some of his issue resolutions in campaigns. He also experienced politics first-hand from his two senatorial runs, a congressional bid, and take at Maryland's comptroller vacancy.

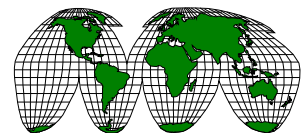
Before that Gene, earned kudos in broadcasting with public service radio and television shows. Early career assignments included retail advertising; technical writing; marketing; advertising; and public relations. In 1965, he managed and announced the World's Fair Water Ski Show - a venture earning \$82 Million for its New York City host.



At Bendix and A.T.O., Gene held corporate positions responsible for advertising and public relations for 12 divisions and two multi-division subsidiaries. He became team leader of the Bendix Aerospace proposal team on several, multi-million dollar, NASA bids. Before video NTSC standardization, VHS, or Beta formats Gene established an in-house television magazine for Bendix employees. It was used to produce product tapes for commercial airlines and general aviation products as well. Eight film shorts in three weeks for DoT's TRANSP0 '72 are included in his list of accomplishments.

At The University of Wisconsin, Gene completed two years of Electrical Engineering plus a minor in Earth Sciences and earned a BS degree in Broadcast Journalism in 1967. As the University's Community Affairs Director, Gene produced and directed radio magazines, current event talk shows on area TV and radio stations, and 49½ hours live coverage of Pope John V's *25th Church Music Congress* that he later packaged in 17 languages for Radio Vatican. This also afforded him his first opportunity to appear on talk shows around the world.

Gene is an accomplished videographer and award-winning photographer. Since 1963 he has logged more than 1500+ and holds commercial / instrument pilot rating as well as being an experienced sailor, yachtsman and high security driver. He has been around the world three times to include Australia, New Zealand, Europe, Eastern Europe, Asia and the Americas.



He does not come to you with preconceived ideas of what is needed.

In each situation or audit, he includes several coordinating steps to secure concurrence from key contributors and authorizations to expend resources.

He first determines what *you* want to do. Decide to whom *you* will do it. And, what it is *you* or others expect from it.

With this direction...

He drafts a proposed plan (concept), either himself or freelance writers, and submits it to *you* for concurrence. When approved, he begins to visualize the plan on paper with text and graphics. In some cases organizational relationships are charted, responsibilities are facilitated, and budgets are forecasted.

When all elements are identified and secured, he begins testing through focus groups, computer models, and independent researchers to see if everything works together. At this step *you* again review the project.

The final process is to assemble the teams and gather the resources to implement the plan. Satisfaction is achieved when the all objectives are met and goals are within reach.

Gene works best when direction is up-front and a budget is projected. He is known to make decisions beneficial to accomplishing the tasks. And, he never misses "drop dead" deadlines.



Gene's Client List

ACME FS
ACO Hardware, Inc.
All Union Society for Informatics and Computer Technology (Soviet Union)
American New World
APRTVSC
Atlanta Committee for the Olympic Games
Armed Forces Benefits Association
Army Materiel Command
Army Reserve Personnel Center
Audicorder PTY LTD
Business Continent USA Ltd
Bush-Quayle '88/'92
Carting in Door - RU
CASEgroup, Incorporated
CENTCOM
Centurian Limousine, Inc.
Chessie Yachts, Inc.
Chrysler Motor Corporation
CIOR
Computerland
ComSkills 2,000
Conferences and Expo's
ContactNet
Cornerstone Estate Planning, LLC
Del's Hobbies
DoD
Duckworth for Congress
Due Process Institute
Endless Journey Pty Ltd
EPRMi
Fenhagen, Hoffberger & Coxe
FibreFab, Inc
First US Army
Flight Center, Inc
Florida Citrus Commission
FMC Corporation
FORSCOM
Government Procurement Assistance Center
Gilchrest for Congress
Gimbels Brothers
Grey Advertising
Ken Cook Transnational
J.W.T. Advertising
McCann-Erickson-Worldwide
National Guard Bureau
National Restoration Specialists, Inc.
New York World's Fair
Nikken
NRSI
N.W. Ayer ABH International
Outboard Marine Corporation
Omnilab, Inc
PAnX
PR Associates
Professional Recertification Marketing Inc.
Reserve Officer's Training Corps
Scott Engineering Sciences, Div. of A.T.O.
Selective Service System
Soviet Computer Trades Shows, Inc
TetonSands
The Bendix Corporation
The Army Nurse Corps
The Vatican
Thin for Life
Tommy Bartlett of Florida, Inc.
TRADOC
TransGlobiX
Ubiquity Corporation Pty Ltd
USS Annapolis Commemorative Committee
U.S. Army Medical Specialist Corps
US Sailboat and Powerboat shows
U.S. Women's Challenge
U.S. Army
U.S. Army Reserve
U.S. Post Office
USASAC
Wisconsin Penile Institutional Learning
Wolf Rinke Associates, Inc.
YMCA
GeneZarwell4President
Zarwell for U.S. Senate
Zarwell for Comptroller
Zarwell for Congress

Newest on the list if an agreement is reached: YOU



His best three projects.

1. He considers an advertising campaign for ACO, Incorporated, a 39-store hardware chain, in Southeastern Michigan as **his most successful project.**

An in-depth corporate communications audit initiated the campaign resulting in identifying for the first time corporate advertising goals and objectives. He facilitated people development at all levels in the chain.

In order to hold its market share, to keep its pricing competitive, to build greater customer confidence, to gain a greater share of competitive business, he recommended a multi-layered advertising program.

It consisted of Umbrella -- theme materials; Product co-op advertising; Corporate/trade advertising; and contingency programs for short notice-advertising opportunities.

The elements included corporate videotape; an animated logo; a husband/wife radio campaign; several seasonal and "theme-d" television campaigns and a corporate brochure for trade shows.

It culminated in a 40 percent increase in ACO's seasonal sales over the previous year.

2. His most spectacular project was a 3-1/2 minute, seven projectors slide projector presentation for the Army, Chief of Staff, General Wickham.

About 5-1/2 weeks before the 1984 AUSA convention at the Washington Hilton, he was asked to produce a film to be used as a warm-up to the General's luncheon speech.

After analyzing the multi-tasked requirement -- it had to espouse the Chief's philosophies -- Training, Maintaining, Leading and Caring; it should highlight activities of the Army Family; highlight the Army's history; it had to arouse a patriotic feeling; and introduce the theme "Today's Army -- Proud and Ready" (a theme we developed and presented to the Secretary of the Army) -- Gene recommended using slides because of their clarity when projected more than 300 feet across the huge hall to a size of 45 feet square.

Selecting 188 slides plus creating an animated flag sequence of 32 slides took about 3-1/2 weeks after two weeks of researching feasibility for the project. On-site the night before, the presentation required 13 hours of set-up and testing, before it clicked off without even one slide out of register. When the lights faded out sequentially across the room to total darkness, not a sound could be heard, and we punched the show to run.

The 3,000 people at the luncheon were in awe.

It's music (no narration), heightened to the level of a live 100 piece Army band featured historical vignettes, "Be All You Can Be", and "Stars and Stripes", put tears about mid-cheek before it ended.

With its animated re-enactment's, quick sequences and flashbacks, it achieved its goal; and after the General was introduced, he found it difficult to speak from being choked up with emotion.

It was only used seven more times at major Army meetings with the same reaction and was then transferred to videotape for travel. On videotape it had less of an emotional impact.



3. Combining a Corporate Identity program with informational videos for Army Materiel Command is **Gene's most intriguing project.**

General Thompson, AMC's commanding General requested a marketing identity program and he gave him one. It took him around the northern hemisphere.

A march, "Share the Pride", complete with lyrics; a logo with an Identification Standards booklet; a music video; an exhibit design package; and a package of video tapes, "The Decisive Edge", "Training Smart -- The Reserve Component Edge", and "Tomorrow's Edge." The latter included an animation of future defense technology in the year 2070 as gleaned from a year of research with top Army engineers and scientists.

Produced in Washington, it required backgrounds and sound effects from Hollywood, music and voices from The Army Band, and concepts from the Army's Laboratory Command.

Results: AMC achieved recognition as one of three top Army Commands.
For Gene, it was the start of many quick reaction projects for the US Government.

Currently, Gene's orientation is to building web tools for both web based businesses and traditional brick and mortar businesses. His client list grows as does his personal involvement in companies he puts together around the globe.

He is CEO of four operations, President of three, Owner of three, and CFO of two plus he enjoys his politics as a candidate and consultant. Lets take a look at what's happening...

As Author of a niche e-book, Gene dispels the myths about going to court without an attorney in "Pro Se Legal-ez" that sells for \$10 and returns \$9.75.

As Founder of PRMi, Gene instructs professionals through programmed instruction as he has done since his second job out of college in 1968 in technical industry skills and ethic-moral standards. Teaching pilots the book learning they needed to obtain licenses earned Gene his instructor ticket along with holding a Commercial Pilot rating and Instrument ticket.

Axis International is a global venture incorporated to provide access around the global axis to businesses and countries seeking economic development worldwide. Staging SofTool USSR 1990 brought the computer age to Russia. *Endless Journey* set a stage for a "baby boomer" life style merchandising company in Australia.

Virtual devices for professional users was a vision of Gene's using an intranet of global servers to provide entry, sales, and support on three continents for a deposition recorder that could be downloaded in PS's, Laptops, and PDA's. The *Audicorder* provides lawyers, investigators, and medical professionals evidentiary quality recordings that cannot be modified in the original format. Up to 17 hours can currently be compressed to a CD and next generation will provide up to 34 hours compression.

With nearly 22 websites that he masters or creates, Gene's creative always points to making the Internet an integral p[layer in any client's marketing scheme - as long as it is legitimate and within the laws around the world.



Projects of significance

Project: **e-prmi.com**

Objective: Provide loan officer around the world an easy way to learn through Continuing Education.

Synopsis: Offer the training online in programmed instruction in one top from enrollment to Certification.

Achievement: Beta testing was completed in Maryland and 42 states are waiting for it as are several countries.

Project: **Audicorder**

Objective: Market a downloadable legal deposition recorder over the Internet

Synopsis: Create a website to accept global currencies and download the product

Achievement: Product was introduced at the ABA TechShow in Chicago and is available over the Internet

Project: **Endless Journey**

Objective: Develop a global business plan with reachable objectives

Synopsis: Draft a document presenting a concise explanation of a global venture

Achievement: Completed the plan and proved its value on a global fact finding trip

Project: **"Project 6,000"**

Objective: Enlist 6,000 Army Reservists in a 2-week period.

Synopsis: Produced a TV PSA package for 22 states and placed it at 205 stations.

Achievement: Over 12,000 enlistment's, more than \$1.5 million in PSA time.

Project: **U.S. Women's Challenge**

Objective: Secure funding for entry in the Whitbread 'Round the World Race

Synopsis: Created a corporate video to seek sponsors plus personal phone calls

Achievement: Raised \$1.5 million in 3 months and sailed the boat to the starting line.

Project: **Olympic Transportation**

Objective: Provide adequate transport of teams, VIP's, media and officials

Synopsis: Developed van loops at several venues for more efficient movement. It reversed the negative press and took media heat off the Atlanta committee.

Project: **SofTool USSR '90**

Objective: Introduce western hardware and software to the soviet government computer executives.

Synopsis: Took over marketing and staging of a C.A.S.E technology conference and exhibition in Moscow.

Achievement: Demonstrated products to 15,000 soviet scientists and engineers.



Project: ***Centurian Limousine***

Objective: Grow the company from a one-car operation to multi-markets.

Synopsis: Create targeted advertising to expand the business from Wedding and Proms to include corporate and out-of town travels.

Achievement: Saturated the wedding market and reached 550 corporations.

Project: **Pro se suit against NationsBank**

Objective: Pre-emptive strike to prevent judgment against debtor.

Synopsis: Prepared case to determine responsibility.

Achievement: Salvage company declared its responsibility in court when it assumed possession of goods with a hold harmless waiver from the bank

Project: **Field Executive program**

Objective: Maximize use of national, regional and local public service advertising.

Synopsis: Created a 9-man field force to train 1,500 recruiters nationwide on effective writing and placement of public service messages.

Achievement: Reduced prospect to enlistment ratio from 100:1 to 4:3.

Project: **Pro se in the United States Supreme Court**

Objective: Define Due Process through "Third Party Interference with Plaintiff's right to 'What is Due'

Synopsis: Filed, researched, litigated and positioned actions in five cases to support findings of denial of due process as implied in The Constitution of The United States.

Achievement: acceptance of the case on May 7, 2008 in the court for consideration in 2008.



How he makes money.

You pay him.

Sometimes, salary, bonus, perks or he bills *you* by the hour, day, week, or project. On long-term projects, in lieu of employment, if you desire, he asks for contract fees up front. Some projects can be negotiated with terms of one-third down upon contract, second-third upon production approval, and the remaining third adjusted upon contract satisfaction.

For consulting sessions, his first meeting is generally on him. The next one, though, is on *you*. He charges full day rates for meetings plus out of pocket expenses (this helps pay for time in preparation of meeting materials). Travel time is billed at 1/2-day rate plus reasonable expenses or a fee is negotiated per participant, end result desired or levels of success.

Telephone and shipping charges not considered a part of doing business will be passed along as well. For his suppliers, he will bill you for their services plus 20% markup, or *you* can pay them directly



Why *you* should do business with Gene Zarwell.

It would be a smart decision to hire Gene Zarwell who is exceptionally talented and skilled in marketing, advertising, public affairs, independent productions, politics, business development, and tradeshow. Who is exceptionally well informed about the top levels of the military and government, and who operated from a wealth of knowledge, international flair and diplomacy on the global scene.

He has an intimate knowledge and understanding of the various public sensitivities to various issues and messages. His professional contacts stretch from Hollywood to New York including Atlanta Chicago, Detroit, Miami and Washington, plus Brisbane, Christchurch, Cologne, Frankfurt, London, Moscow Paris, Perth, Vienna and Zurich.

Gene is dedicated to getting the best work available for the price, and he doesn't settle for the mediocre. And, finally, Gene would like to work with *you*.



What others say about Gene?

"As a member of the (Apollo 11) team, he advanced the nation's capability in aeronautics and space culminating in man's first landing on the moon."

T. Paine, National Aeronautics and Space Administration

"This mission could not have been accomplished without the time and effort that Gene brought to this ('88) campaign."

George W. Bush, President-elect

"Someone with his (Gene) kind of expertise should not be overlooked. He brings continuity, perspective and savvy."

Senator Alan K. Simpson, The United States Senate

"Your Russian marketing report is the most professional assessment we seen complete with photos and case histories."

Mike Cornell, Managing Director *Endless Journey*

"Gene's many accomplishments are noteworthy, not only because of the communications goals they achieved, but also because of the level at which they were executed."

Lewis Brodsky, Selective Service System

"Gene, you must come back to do SofTool again next year. We cannot do without your expertise."

Igor Boukreev, Vice Chairman, State Committee of the USSR for Computer Technology and Informatics, Chairman of the All Union Society for Informatics and Computer Science Technology, and SofTool '92 sponsor

"Zarwell's 'can do' attitude and 'make it happen' spirit resulted in a well-coordinated production that far exceeded our expectations."

Lieutenant General Robert M. Elton, Deputy Chief of Staff for Personnel

"The bottom line was that the City of Annapolis played a significant role in the early life of the USS Annapolis (SSN 760), her officers and crew...in no small part due directly to the efforts of Gene Zarwell."

Mayor Alfred A. Hopkins, City of Annapolis

"We need a couple of Gene Zarwells in this corporation"

Donal Erskine, The Bendix Corporation

"His creative thinking, patience and hard work are what guaranteed success."

General John A. Wickham, Chief of Staff of the Army

"His efforts at improving corporate images are truly outstanding"

General Richard H. Thompson, Army Materiel Command

"His efforts speak for themselves and will have a long lasting here."

Al Salter, W.B. Doner & Company Advertising

"I don't know what we would've done without him. He kept us informed, kept us together as a team."

Theresa Healy, US Women's Challenge



His insights and expertise shortened the time to reach our objectives and with better results than we expected."

Bill Aiken, ACO Chairman

"He's a lucky find - creative and talented in business communications."

Gerald Bottorf, President, Government Procurement Assistance Center

"A super star in media presentations - no doubt the best in the Army."

General Jimmy D. Ross, Deputy Chief of Staff for Logistics

Gene increased our seasonal sales by 40% through effective marketing"

Glenn Haeg, Merchandising Manager, ACO Hardware, Inc. Host of "House Talks"

"He quickly applied creativity, professional training and technical expertise to develop one of the finest briefings in the government."

Wil Ebel, Director, Selective Service System.

"When it comes to quality productions, he's the expert."

John O. Marsh, Secretary of the Army

"Gene is a professional, he knows what needs to be done and how to get it done efficiently and effectively."

Jerry Crown, ABC News

"He is an ambitious, energetic talent who brings an incredible focus on the mission at hand."

COL Dennis O'Malley, First U.S. Army

"He is the best. He picks up material quickly, is very technically competent and most important has vision and initiative."

Maynard V. Lundgren, Department of the Army

"This short fused task required Gene to define the concept, suggest commercial and military resources for needed video material, conduct interagency contracting coordination, supervise editing and creative package the final product."

COL Rex William's, U.S. Marine Corps Military Director OASD-RA

"He is candid in his assessments, but tactful, professional in his recommendations, and yet dedicated to providing the best communications possible."

George G. Kundahl, Principal Deputy Assistant Secretary of Defense

"Gene is aggressive, mature, confident, inventive--unusual attributes to find in one human-type package. I have seen him in action in an almost impossible situation and rise to the occasion with considerable verve and acumen."

Richard Snow, Bernard E. Ury Associates, Inc.



What he charges.

He feels you will be best served by paying him an equitable rate for his expertise, knowledge and professional services so that he can give that extra effort needed to make your corporation outstanding on the stock market, in the *Fortune* listings, on financial newscasts, in global competition, or "whatever."

A cut above the competition

Therefore, he has established a salary range between \$250,000 US and \$350,000 US, or in lieu of an employment contract, a daily rate beginning at \$2,000 to \$5,000. Speaking engagements bill out at \$5,000 plus travel expenses and collateral materials production as projected below.

He will consider other negotiated compensation and benefit packages.

For short-term projects, he expects \$1,500 - \$15,000 down for computer work dependent upon the amount of intellectual property required to complete the project. Training seminars are priced at \$300 to \$2,500 per student depending upon the subject material and sensitivities. Audits resulting in business strategies and plans require several pricing levels and various timetables, therefore he asks for a retainer of between \$25,000 and \$150,000 up front with options for renewals, stocks, equity, or ownership.

Internet projects require a \$2,500 - \$5,000 deposit with 12 months retainer of \$1,000/mo. for web mastering a most sites. Costs of the posting a website range from \$120/10MB per year plus Domain Name(s) at \$25 - \$125 depending number of variations determined to reach all audiences. Merchant accounts vary from free sites to up to \$1,500 for setup with reputable financial institutions plus monthly credit card discount rates of 2.3% up to 7.5% and gateway fees of \$10 - \$25 depending on domestic and international banking networks. Use of photography or video depends upon the source. Graphics creation will be billed on an hourly charge at \$150 per hour. Writing is billed at a minimum \$3,500 including the research. Collateral materials Complimenting the website will be billed at \$3,500 exclusive of production costs plus 20% for coordinating production.

Gene has been paid as much as \$35,000 for one photograph and usually charges \$200 to \$50 per hour for photographic services wwwi-recert.com/aLotOfPhotos/Photos.index.htm and up to \$52,000 for videotape reports.

All rates are exclusive of travel and expenses. All materials created will be copyrighted by Gene Zarwell and licensed to client unless an agreed upon buyout is negotiated.



How to get answers to your questions about this proposal.

Call him.

For immediate attention, you can phone him in the Washington, D.C. area by dialing:

Sprint PCS: 410.258.5064 global *

Local: 301.262-5064

or

E-Mail: 1gzarwell@cccconline.net

If he is traveling, please leave a message so he may return your call. Avoid using snail mail, but if you have too, here it is:

**Gene Zarwell, a.p.r.²
PMB 98
1153 Rt. 3 North
Gambrills, MD 21054-1709**

Website: <http://www.gzarwell.us/>

Fax: 413.638.7432



**Thank you for considering this business profile
and how it will better your "bottom line."**

² *Accredited Public Relations practitioner by the Public Relations Society of America.*

