

JASON SHERMAN, INVENTOR AND FOUNDER OF BEYOND ZERO



Jason Sherman is the Inventor and Founder of Beyond Zero. Capitalizing on creativity and recognizing business opportunity are rooted in his upbringing around an entrepreneurial family. This has led to Jason becoming a business strategist with experience in Florida, New York, Atlanta and internationally in Doha, Qatar.

An expert in thermodynamics with no formal training, Mr. Sherman has built the only machine in the world that makes, stores and serves ice made of alcohol. He has been instrumental in developing the vision, strategies, and relationships of Beyond Zero since founding the company. Mr. Sherman relocated the company to Louisville, Kentucky in 2015 to manufacture the company's products in partnership with Winston Industries.

Mr. Sherman is a member of the Florida Bar and received a Juris Doctor from Nova Southeastern University Shepard Broad Law Center. He also studied International Law at Cambridge University's Downing College in England. Mr. Sherman received his Bachelor of Business Administration specializing in Finance from Georgia State University, graduating in the top 15% of his class and also attended Florida State University. Mr. Sherman served as Finance Director at

Quickparts.com, where he learned about manufacturing processes and participated in helping the company become recognized as an "INC. 500 Fastest Growing Company in America." The company specializes in providing custom prototype parts for manufactured products and was acquired in 2010 by 3D Systems, a leader in 3D printing technology.

Mr. Sherman's business acumen has assembled a world class team to move the company from a startup into the real world. He is a strong believer that the best place to "Make It Happen" is Kentucky because it is the nation's hub of manufacturing and the capital of the US Spirits Industry, where he was recently recognized as one of the "20 People To Know" in the Bourbon Industry.

BUILDING BUSINESS VALUE

Facilitation by Bill Loughman and Barry Selvidge, Newport Board Group

There are many avenues to find good technical courses in the dental industry. The Executive Leadership Summit, presented by SCDL, will provide a unique platform for forward-thinking discussion to focus on specific tools to effectively run your business and prepare for a successful sale. For the majority of this day-and-a-half business meeting, participants will be divided into groups and explore a relevant study.

Join laboratory owners, managers and fellow sponsors as you address the many challenges a business faces in preparing for a sale, including management and financial issues that can directly impact valuation upon an owner's exit. In this study, the group will be presented a sample company's financials along with related business challenges. The groups will then be assigned the task of effectively positioning the company for a successful exit.

This real-life example will be discussed in-depth and each group will create scenarios that could be applied to their own laboratory or company. Ultimately, each group will present their findings and winners will be announced at the end of the meeting. Due to the collaborative and in-depth learning of this format, attendance will be limited.

BILL LOUGHMAN

Bill joined Newport Board Group in 2013 and has worked with companies in the technology, wireless, media and distribution industries. Previously, he was the CFO and COO of a provider of staffing services to the telecommunications and technology sectors in Atlanta. In that role, Bill was responsible for staffing, project management, human resources and finance functions, helping the company develop controls and forecasting processes. Previous to that, Bill was CFO of Mio Group, a wireless service provider in the Caribbean. There, he optimized cash flow and facilitated consolidation of international operations. Earlier in his career, Bill was CFO and then CEO of Uvumobile, a public company that provided media content and distribution platforms to the wireless industry. Bill's accomplishments include leading a private equity raise, an IPO and a \$175 million public debt offering along with heading over 15 M&A transactions and 10 business start-ups.



BARRY SELVIDGE

An entrepreneur and executive, Barry's 30+ years of experience brings wise counsel to C-suites and boardrooms of rapid growth companies. As leader, founder and operator of multiple businesses, he seeks creative solutions that achieve operational and financial efficiencies and mitigate business risk. As founder and President of Prime Point Media, a national outdoor advertising company, Barry developed a profitable new niche market. He secured exclusive vendor agreements, managed federal and municipal regulatory compliance, and guided the company's sale. Barry also served as VP for Regulatory Affairs and General Counsel to Communications Central, Inc., a \$100M publicly traded telecom company, where he helped direct a successful IPO, managed multi-state acquisitions and conducted complex contract negotiations. As an attorney and consultant, Barry has advised companies and trade associations through a myriad of strategic, regulatory and operational challenges.

