



## Management Team Overview



CEO:

### **Don Blalock**

Mr. Blalock is a native Floridian and was a contractor in Central Florida for 35 years. He attended Stetson University from 1969-1973. As a contractor, Don quickly noticed just how fragile our homes are, an idea for a new building material was born. Mr. Blalock is one of the founders of Titan Brick and has spearheaded the quest to develop, test and certify the new waterproof, interlocking brick.



CHAIRMAN:

### **Corey Park**

Mr. Park is a Certified Hedge Fund Professional (CHP), with additional (CHP) certifications at the highest level in Portfolio Analytics & Risk Management. He also attended the Notre Dame Mendoza College of Business (Leadership & Management) and has served in executive leadership positions for over 20 years. Mr. Park has closed several acquisitions and multimillion dollar lines of credit from hedge funds; as well as negotiated and / or closed many mergers, strategic partnerships, license agreements, CRADA's and joint ventures. As a lifelong student of business strategy, he has read, studied and applied numerous books and countless articles relating to business strategy (According to the Wall Street Journal, the most sought after executive skill set is strategic thinking).



DIRECTOR OF BUSINESS DEVELOPMENT:

### **Timothy Burrows**

Mr. Burroughs has competed and succeeded on numerous levels, which include seven (7) years as a professional athlete in the National Basketball Association. Mr. Burroughs is a results-driven individual who believes in competitiveness, dedication, and integrity. After his NBA career, Mr. Burroughs took his entrepreneurial drive and passion to help children and formed Gamechangers; a basketball and mentoring program that strives to address the issues that effect today's youth. Working directly with local community leaders, Mr. Burroughs has been able to greatly impact the lives of countless children.

"Train up a child in the way he should go, and when he is old he will not depart from it." Proverbs 22:6



VICE PRESIDENT OF TRAINING AND IMPLEMENTATION:

### **Lanny Park**

Mr. Park has been in construction as a general contractor, construction manager and in development for over twenty years. He attended Lees McRae College and Radford University where he studied business marketing and development. Prior to starting his own successful construction company, Mr. Park was the construction manager for Park Place Construction where he was responsible for several large scale residential developments.



GENERAL COUNSEL:

**Veronica Burroughs**

Mrs. Burroughs is a multi-talented legal professional with exposure to multiple business industries. She has practiced law for 24 years and was initially groomed as a bond lawyer on Wall Street in the early 90s. She has enjoyed a myriad of professional experiences centered in public finance and has developed a multi-disciplinary expertise. Mrs. Burroughs has experience in big and small law firms, and she has served as City Attorney for the City of Riverdale, Georgia. Her skills have also been utilized with the Georgia transportation authority, in lead financing for a major non-profit corporation, and she brought her legal experience, skills and expertise to bear for an active local development authority in the role of General Counsel. Her municipal experience is voluminous, having participated in 250+ bond financings nationwide generating more than \$10 billion for capital expenditures in a variety of public purpose projects. Most recently, Mrs. Burroughs has been handling legal affairs, strategic planning and business development for a family of health, wellness and fitness companies and consulting on economic development projects. She has delivered solutions to a wide array of legal questions and business challenges and brings her knowledge and expertise to the role of General Counsel for Titan Brick.

Secretary:

**Brian Kaspereit**

Brian is an entrepreneur and an engineer specializing in thermal and liquid dynamics. He also specializes in plant and factory design; designing anything from nuclear power plants to coal processing factories. Over the years, Brian moved up the corporate ladder from Jr. Engineer to Professional Engineer to Project and Department Manager over a group of 15 people and in charge of 300 million dollar engineering projects.

ADVISOR:

**Larry Grossman**

Serial Entrepreneur. Co-founded five companies, taking three public with IPO's on the NASDAQ. These companies include Trans Leasing International, a medical equipment leasing and finance company, HealthMate, Inc., a X-ray imaging manufacturer, FluoroScan Imaging Systems, a x-ray imaging company, Norzyme, a manufacturer of assay tests for a variety of diseases and Thunderbolt Capital Company, an Angel Investment fund.

Mr. Grossman is the Inventor of the Orthopedic Mini C-arm X-ray Imaging technology. Mini C-arms are real time x-ray imaging devices used by orthopedic surgeons in the operating room. He is also the founder of OrthoScan, Inc. in Scottsdale, AZ. In addition, Larry is also on the Executive Committee and Board of Directors of several nonprofits.

ADVISOR:



### **Jon Davis**

Throughout his 50 year career, from a single unit operation to a multi-unit (top 50) U.S corporation; Mr. Davis has extensive hands-on management experience in both the Pro and Retail segments of the Building Material industry. He spent 27 years as the owner of Davis Lumber and 17 Years as a senior executive with Star Lumber.

Mr. Davis is a highly sought out industry expert and has helped advise building material companies in 36 states throughout the U.S. He is a valuable industry expert who can help guide Titan management on strategic planning, marketing strategy, distribution, effective builder incentive reward programs, acquisitions, divestitures and succession planning.

#### Industry Experience and Recognition:

- President - Mid-America Lumbermen's Association – 1982 (5 states - KS, MO, AK, OK, NE)
- Three terms on Mid-America Lumbermen's Association Board in 60s, 70s and 80s
- Vice-President - National Lumber & Building Material Association - 1983
- Vice-President and past Board Member - Do-It-Best Corporation – 1984-1990
- Featured speaker at a National Lumber Dealer Convention in Toronto - 1975
- Featured Speaker at an International Home Center Show in Dallas – 1985
- Dealer of the Year - Home Channel News - Senior VP and member of Star Lumber's Executive team - 1996
- Featured Speaker at an Lumbermen's Merchandising Corporation's dealer buying show - 2009
- Webinar Presenter: Southern Building Material Association – 2009
- Featured Speaker: Western Building Material Association's Fall Show – 2009
- Featured Speaker: Mid America Lumbermen's Association's Fall Fling - 2012
- ProSales Magazine's Editorial Advisory Board member – 2007 - present
- Facilitator of several management roundtables – 2007 - present
- Featured in numerous trade journal magazines for over 50 years - 1963 – present

ADVISOR:

### **Dr. Esther Obonyo**

Dr. Esther Obonyo is a Professor at the University of Florida's Rinker School of Construction. Her academic degrees include a Doctorate in Engineering, Masters degree in architectural technology and a BA in building economics. She offers courses in construction engineering and productivity improvement. Dr. Esther's interests are in the area of sustainable design and construction, and in particular, on identifying opportunities for cross fertilization between the stakeholders in the built environment and other industrial sectors. She is a member of the Powell Center for Construction and Environment and also sits in the College's Sustainability Committee.

ADVISOR:

### **Patrick McTigue**

Mr. McTigue is a chemical engineer with over 25 years of experience.

He spent over 20 years at Owens Corning as an engineering manager, department supervisor and operations manager. Most of his time at Corning, Inc. was dedicated to ceramics and glass engineering.



Mr. McTigue has a BS in chemical engineering from Pennsylvania State University (1980)  
He also completed the US army engineer and advanced training courses 1980, 1985  
Fort Belvoir, VA

ADVISOR

### **Geoffrey Rosean**

Geoff has served in a commercial lending capacity with an emphasis on cash flow analysis since retiring from the Federal Reserve. During his 25 year tenure at the Fed, he served in the Supervision and Regulation Department and retired in 1998 as a Vice President. His responsibilities included examining banks and bank holding companies. In addition, he was in charge of supervision over multinational banking organizations operating within the 7<sup>th</sup> Federal Reserve District.

Other noteworthy activities assumed during his time at the Fed included the following:

- Assisted the International Monetary Fund in numerous missions to the Republic of Georgia after the breakup of the Soviet Union
- Participated on numerous task forces relating to national supervision policies and procedures
- Represented the Federal Reserve System on numerous global supervisory missions

Geoff has a BA in Economics from Loras College, Dubuque, Iowa, and Master's Degrees in Economics from Southern Illinois University, Edwardsville, MA and Stonier Graduate School of Banking, Rutgers University.

ADVISOR:

### **Ed Martinez**

Ed has degrees in business administration and mechanical engineering, served with the US Navy in an engineering capacity and also worked with TRW and NASA to develop high vacuum test equipment for the lunar landing module. In addition, Ed worked at AETL where he tested and certified windows for homes and buildings. He also has a lot of experience working with composites of all types.

ADVISOR:

### **Joe Zhang**

Joe is a Mechanical Engineer specializing in hydraulics. He also has an MS degree in computer science. Joe also has 15 years of business management experience and 10 years in marketing and new business development. He owns several stone processing businesses (marble) which sell in local and overseas markets. His knowledge of hydraulics and computers will help enable us to develop our automated facilities.



## EXTENDED MANAGEMENT TEAM BIO'S

CEO:

### **Don Blalock**

Mr. Blalock is a native Floridian and was a contractor in Central Florida for over 30 years. He attended Stetson University from 1969-1973. A short while later, he entered the Army and served with the 101<sup>st</sup> Airborne for three years, leaving as a Specialist 5 (Sgt). He started a home improvement company in 1978 and rarely advertised for customers because of the exceptional workmanship and an understanding of what the customer was looking for. His duties included home sales, engineering, installation, customer service and marketing. In 1999, he took a sales position for Paul Davis Restoration where he worked with State Farm Insurance providing quotes for damaged homes and businesses. During his many years in the construction business as a contractor; Don noticed just how fragile our homes are and an idea for a new building material was born. Mr. Blalock is one of the founders of Titan Brick and has spearheaded the quest to develop, test and certify the new waterproof, interlocking brick.

CHAIRMAN:

### **Corey Park**

Mr. Park is a Certified Hedge Fund Professional (CHP), with additional (CHP) certifications at the highest levels in Portfolio Analytics & Risk Management. He also attended the Notre Dame Mendoza College of Business (Leadership & Management) and has served in executive leadership positions for over 20 years. Mr. Park has closed several acquisitions and multimillion dollar lines of credit from hedge funds; as well as negotiated and / or closed many mergers, strategic partnerships, license agreements and joint ventures.

He brings value to companies by identifying and utilizing leverage, building momentum in their marketplace and positioning entities to maximize strategic resource and capital channels within the private and public markets. Mr. Park is also proficient at structuring and implementing advanced strategies designed to maximize a company's capabilities and resources (the pillars of successful companies). In addition, he is avidly pursuing his goal of becoming an expert in leading-edge business strategy.

As a lifelong student of corporate strategy, he has read, studied and applied numerous books and countless articles relating to strategy (According to the Wall Street Journal, the most sought after executive skill set is strategic thinking). Mr. Park also brings with him and consistently draws upon an extensive network of advisors, experienced business professionals and successful entrepreneurs to help him maximize shareholder value.



COO:

### **Marion Alley**

Mr. Alley has worked in the building materials industry for over 34 years. Since 1988, he has been serving building material manufacturers in executive roles such as President, Vice President, General Manager and Regional Manager. He is a senior executive with a proven track record in achievable results in tough circumstances. He is also close to completing his MBA.

Mr. Alley:

Is a High energy, high integrity individual with an enlightened management style.

Has experience executing turn-a-rounds and reorganizations.

Is skilled in financial and operational management.

Highly evolved expertise in planning and implementing growth programs to drive change and profit processes.

Is a decisive quick study with ability to build strong, loyal team.

Strong delegator who encourages people to meet their potential by calculated risk taking.

Knows how to create and grow a high performance corporate culture.

The following information highlights Mr. Alley's most recent positions and corresponding achievements.

#### **President, Robertson Building Systems**

Mr. Alley Developed and executed a turnaround and growth plan for a 140 year old Canadian manufacturer with stunted growth. He inspired leadership to focus and develop a highly charged culture focused on growth, quality, and profitability. Mr. Alley started a "new business incentive" program to keep focus on incoming new business and to help organization accept the change process. He reorganized and restructured functional departments and their goals and metrics. He created an aligned organization, an effective management team, and a succession plan for the company.

Result: Company revenues grew from \$16MM at the beginning by 250% to over \$60MM. At the same time operating income grew by 400% during the growth process. The customer base was increased by 40%.

Planned and executed a process to turn the company enterprise to a new business model. Mr. Alley also:

Negotiated a union close down contract.

Led staff to develop a transfer mechanism to send manufacturing to stateside plants.

Negotiated new shipping carriers and coordination mechanisms.

Closed Canadian plant, sold off all existing equipment and real estate.

Moved the company into new campus style offices.

Reorganized the entire operation to fit the new business model.

Throughout this process, he drove company leadership to develop vision and mission for company which was signed en masse by the employees upon moving into the new offices.

Result: The new business model allowed the company to escape the negative effects of a deteriorating foreign exchange rate and support sales on both sides of the border. The company retained its existing customer base during this time in spite of Canadian nationalism issues. The company also retained its employee base and cultural excitement throughout. He met the goals and budgets during this period in spite of the disruptions to the business, and met time schedules for the transition. His experiences during this transition formed the core of a corporate "product commonality" program which defined the



corporate adjustment into a “hub and spoke” type of structure. Thus, he was awarded the “Samurai Award” for successfully executing this process.

Vice-President, Metal Sales Manufacturing

Mr. Alley also led a turnaround effort to restore profitability to a seven plant region by engaging the plant management to a growth mentality. He initiated an “Eastern Competitive Advantage” program to focus Management and sales personnel on growth goals. Developed a “Machinery Strategic Plan” to manage capital expenditures between the seven plants and to develop markets and demand for products within the region supporting the plan. He initiated a “Ton Tracking” mechanism to enhance the evaluation of individuals and plants, as well as to manage the effects of a volatile raw material environment.

Result: All seven plants became profitable. Profit goals were exceeded by 18% and the region was much more able to react to changes in material costs and stay competitive in a non-differentiated market. In addition, Mr. Alley upgraded the seven Operations Managers of the plants into General Managers by retraining them to a bigger picture orientation. He developed their sales management capabilities by direct sales manager training and coaching on a group and individual basis. He also held weekly conference calls discussing operational and strategic issues, as well as topical general management

training. As a group the managers became more effective with both process and personnel. As they increased their knowledge of the big picture of the business, they understood the effects of their decisions to a greater extent. Each became closer to their customer base, eliciting greater customer loyalty and ultimately better market share and better pricing and profitability. This contributed immensely to the achievement of 118% of profit plan.

Vice president of training and implementation:

#### **Lanny Park**

Mr. Park has been in construction as a general contractor, construction manager and in development for over twenty years. He attended Lees McRae College and Radford University where he studied business marketing and development. Prior to starting his own successful construction company, Mr. Park was the construction manager for Park Place Construction where he was responsible for several large scale residential developments. Mr. Park, a Class A General Contractor, has successfully owned and operated Parkway Construction, LLC. for the past ten years. He has effectively managed his general construction company and mainly focused on large scale residential projects. His management and leadership established his company as a premier lakefront homebuilder in the southwest Virginia area.

Secretary and treasurer:

#### **Brian Kaspereit**

Brian is an entrepreneur and an engineer specializing in thermal and liquid dynamics. Over the years, Brian has quickly moved up the corporate ladder from Jr. Engineer to Professional Engineer to Project and Department Manager over a group of 15 people and in charge of 300 million dollar engineering projects. While working as an engineer, Mr. Kaspereit has learned project and office management, as well as budgets and business development. Outside of the office Mr. Kaspereit has pursued additional business knowledge to further strengthen his abilities. Among other things, he has learned private



equipment management, Currency, futures and Commodity exchange trading, stock market evaluation, general business management and accounting practices.