

William M. Windsor

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William M. Windsor began his career in high school as a television cameraman and radio announcer. Bill's grandfather was a vaudeville producer and performer, and his father began writing jokes for W.C. Fields and then spent 50 years as the general manager of television stations.

Bill began working as a radio and television announcer and TV cameraman in high school and college. He hosted a weekly television program on WFTV Channel 9 in Orlando the summer before his senior year at Texas Tech University.

As a junior at Texas Tech University in 1969, Bill became involved in the T-shirt business, and after several years as a retailer, wholesaler, and manufacturer, he launched the trade magazine and trade show for the industry in 1977. He is considered by many to be the father of the multi-billion dollar "imprinted sportswear industry." He started other magazines and shows, and sold the company and "retired" at the age of 33.

His retirement didn't last long. He has owned and/or operated many magazines and trade shows, travel businesses, retail stores, manufacturing companies, printing company, typesetting business, advertising agency, marketing companies, convention services businesses, souvenir and gift businesses, tourist attractions, resort businesses, music businesses, computer software company, a consulting company, a food franchise, internet businesses, and more. Bill has written numerous articles, books, training programs, and manuals. He has spoken at conferences and trade shows across North America and in Europe, Australia, and China.

In 1982, Bill designed and built an 1880s western town near Dallas. It was the set used for the TV movie, "Dallas The Early Years," the film "Aurora Encounters," and numerous commercials.

From 1992 to 1996, Bill was President of Advanstar Expositions, a company owned at the time by Goldman Sachs. Advanstar was one of the largest producers of trade shows and conferences in the world. From 1996 to 2001, Bill was CEO of 1st Communications, a company owned by Bain Capital, Triumph Capital Group, and Bill. 1st Communications made a series of multi-million dollar acquisitions to build one of the largest trade show businesses -- the largest in terms of the number of annual events. 1st Communications also developed one of the first online job and resume businesses using a network of over 1,000 web sites. That business was sold to The Washington Post in 2001, and Bill "retired" to Atlanta, Georgia to be near grandchildren-to-be. Bill and his college girlfriend divorced in 2013. He has two children and three incredible granddaughters.

Bill started several companies in college.

Bill was a magazine publishing company owner / publisher for 30 years. He has been the publisher of over 100 magazines. He has also been a trade show / conference producer for 30

years. He has been a speaker at conferences all around the world. He has lectured at major universities. He is the author of hundreds of magazine articles, books, manuals, conference programs.

Bill considers himself to be a serial entrepreneur, having started over 50 companies in his career.

In 2003, Bill and his wife drove to all 50 states, primarily on two-lane roads, “writing a book about the places we go, the sights we see, the people we meet, and the pie we eat.” The book is titled “Round America.”

From 2008 to 2010, Bill led a successful effort to clean up corruption in Ontario Canada.

Bill discovered corruption in the federal courts in Atlanta, Georgia. His experience caused him to discover tens of thousands of other victims.

Bill's discovery of government and judicial corruption made him a filmmaker. He drove to all 50 states in a 247-day road trip filming over 1,000 victims of government and judicial corruption. A second trip was made to shoot B-roll of the most compelling stories. This material will result in Lawless America...The Movie and a second film, Love Letters to the Children. Bill hopes Lawless America might be made into a weekly TV show.

One of the stories that Bill discovered in his 50-state road trip motivated him to write a screenplay. It is titled “Pinhead.”

In 2017, Bill created a TV sitcom about online dating. It is titled “Check Mate.”

The Windsor Companies

Consultant

September 2001 to Present

Operator of several Internet businesses, including two tour businesses, Round America, LLC and ZZ Tours, Inc.

Consultant for HOTTIES, a restaurant franchisor. Served as CEO from September 2001 through December 31, 2002.

- ◆ Originated the concept, raised financing, and launched the business.
- ◆ Developed the complete franchise program and obtained franchise sales approval in 43 states.
- ◆ Designed the prototype store, supervised construction.
- ◆ Recruited and hired personnel.
- ◆ Successfully opened the business.
- ◆ Developed a top-ranked web site with significant web traffic as a very effective tool for promoting the business and generating franchise inquiries.

1st Communications

Chief Executive Officer

July 1996 to September 2001

Built a major expositions business through acquisition of trade shows and career fairs. Made eight acquisitions in 1997 and 1998. Company owned and operated 200 trade shows, conferences, and career fairs and was the largest trade show producer in North America in terms of number of events. Conceived and developed 1-Jobs.com Internet business, one of the top Internet recruiting and employment businesses. Company divested its acquired properties in January 2001.

- ◆ Responsible as chief executive for the strategic plan, senior management of the business and its four operating units, business development, acquisitions, and divestitures.
- ◆ Recruited from Advanstar by Bain Capital to lead a build-up in the trade show sector.
- ◆ Entrepreneurial force behind the development of 1-Jobs.com Internet jobs business. Built very successful business despite operating in a leveraged build-up environment with no venture capital funding. Became the seventh largest Internet job site by building User Visits from 13,580 in July 1998 to over 2.2 million in August 2000. Generated the fourth largest resume database on the Internet (500,000) in less than two years. Increased revenues of this division to \$13 million.
- ◆ Worked with programmers to design various Internet applications for the business. Developed unique programs to drive web traffic, with special expertise in optimizing web sites for search engine effectiveness.
- ◆ Worked with Merrill Lynch, Thomas Weisel, and Wit Capital on IPO process.
- ◆ Identified, evaluated, and negotiated acquisitions in the U.S, Europe, Canada, and Australia.
- ◆ Doubled revenues of acquired trade show businesses.
- ◆ Served as one of the five Board members.
- ◆ Managed sale of trade show business, doubling the value of one division in 30 months and tripling the value of another in 36 months. 1-Jobs.com Internet business was valued at \$150 million by Merrill Lynch, and while an IPO opportunity could not be realized due to market conditions, the business was sold for eight times the equity investment.

Advanstar Communications, Inc.

President -- Advanstar Expositions

April 1994 to July 1996

Responsible for as many as 130 annual exhibitions, conferences, and other events produced throughout the United States and Europe as well as in Hong Kong, China, Singapore, India, Canada, Mexico, and other countries. Events served the art, beauty, computer, pharmaceutical, telecommunications, medical, analytical science, environmental, communications, energy, finance, printing, manufacturing, plastics, powersports, entertainment, television, and business communications fields.

Also served as Vice-President of Advanstar Communications, publisher of over 80 magazines, journals, books, directories, and other publications circulated throughout the United States, Europe, and Asia. Advanstar employed 1,000 and generated annual revenues of approximately \$150 million. Advanstar Expositions is one of the largest expositions companies in North America. During my employment, Goldman Sachs was the majority owner of Advanstar, and Peter Sachs served as the Chairman of the Board.

- ◆ Responsible as chief executive of this division for the strategic plan, senior management of the division and its eight operating units, business development, acquisitions, and divestitures.
- ◆ Chosen to head Advanstar Expositions to turn around the business after a growth strategy had failed. Successfully implemented new strategic plan; increased division EBITDA from \$1.4 million in 1994 to \$10.5 million in 1995 and \$12 million in 1996.
- ◆ Significantly increased shareholder value. Actively participated in the sale of Advanstar Communications, Inc. for \$237 million.
- ◆ Developed and implemented a strategic plan that required decisive action. Cancelled 70 events scheduled for 1994 and 50 events planned for 1995; terminated five Group Show Managers and 60 Expo Division employees; reorganized several groups; divested division of six shows; closed four offices, saving the company \$1,892,000 in office costs annually as well as the losses incurred directly by the Expo Division.
- ◆ Increased revenues of the Division to \$38 million in 1995, an increase of \$3 million over 1994 despite the cancellation of many unprofitable events and without making any acquisitions.
- ◆ Worked with Advanstar financial staff to develop and implement comprehensive set of financial guidelines and policies; implemented new Financial Operating Plan for Expo Division.
- ◆ Developed cash flow initiatives that enabled Advanstar Expositions to exceed budgeted 1995 cash flow by better than \$3 million. Reduced receivables from an average of \$1,200,000 in 1994 to \$200,000 in 1995.
- ◆ Developed and produced a series of workshops for Expo management team.
- ◆ Evaluated all aspects of Advanstar's Hong Kong operation and made Board recommendation to close Hong Kong office and manage Asian business in a more cost-effective manner.

- ◆ Participated in senior management of corporation; attended and participated in all board meetings; proposed changes with International Sales/Editorial Meeting, sales training department, and office structure to result in \$2 million annual cost reduction for Advanstar.
- ◆ Managed eight entrepreneurial business units, integrating a number of diverse acquisitions.
- ◆ Identified, evaluated, and negotiated additional acquisitions.

Managing Director -- Advanstar Europe

1992 to 1994

Based in Chester, England -- responsible for all European operations of Advanstar, including publication of seven magazines as well as production of twelve annual conferences and six annual exhibitions in London, Birmingham, Edinburgh, Dusseldorf, Cologne, Paris, Amsterdam, Munich, Basel, Barcelona, and other European locations.

- ◆ Assumed responsibility for the operation in fall 1992 with annual losses of \$2 million. Lead the business to a break-even in 1993, profit in 1994, and set up the operation to earn over \$3 million in 1995. Increased shareholder value by at least \$20 million.
- ◆ Doubled the size of the operation through operational improvement, start-ups, and acquisitions.
- ◆ Negotiated very favorable lease on new building; extricated company from 20-year obligation on former space.
- ◆ Integrated acquisitions of three exhibitions. Supervised start-up of two exhibitions and 11 conferences.
- ◆ Founding Publisher of *Voice+ Magazine*, the most successful magazine launch in the history of Advanstar.
- ◆ Successfully moved management of *Automatic ID News Europe* from the U.S. to Europe.

Windsor Advertising

President

1987 to 1992

Published magazines and produced annual trade shows and seminars in the U.S. and Canada, including Mega Market, the largest apparel show in the United States featuring over 14,000 lines of wearing apparel on display in twelve different shows covering over 1,500,000 square feet of exhibit space.

Windsor Consulting

Consultant

1981 to 1987

Consultant for Gralla Publications, Game & Fish Publications, Southam, Thousand Trails, Trailblazer Magazine, Resort Parks International, and other companies involved in the magazine publishing and trade show businesses. Provided a wide variety of consulting services, including consultation on start-ups and acquisitions. During this time, I was retained as a consultant by Construction Digest, Inc. and Allied Publications to develop a new business plan for this 60-year-old company with 16 monthly magazines. Became president of the company to implement the plan and ultimately sell the company. Supervised staff of 125 including a network of 60 sales reps. Revitalized the company and brokered the sale to Southam of Canada in a multi-million dollar transaction. Doubled shareholder value in Allied in 12 months.

The Windsor Companies

President

1977 to 1984

Published five magazines and produced four annual trade shows -- three in the U.S. and one in Europe. Considered by many to be the "father" of the T-shirt and imprinted sportswear business by developing the magazine and shows for this multi-billion dollar worldwide industry. Sold entities in three separate transactions. Also designed, supervised construction, and operated unique entertainment complex -- authentic 1880's western town with over 40 buildings. Facilities included a wide variety of meeting and entertainment facilities, restaurants, and much more. Produced hundreds of conventions, trade shows, and parties annually for groups ranging from 12 to 15,000.

EDUCATION

Bachelor of Business Administration degree in Marketing from the Business School at Texas Tech University. Also studied at the University of Texas at Austin and the University of Kentucky.

PERSONAL

Born in Columbus, Georgia. Divorced. Father of two; grandfather of three. Presbyterian. Served in U.S. Army Reserves for six years.