

Bio-Sketch of Richard A. Flaherty

Mr. Flaherty has owned and operated more than a dozen successful businesses since 1974. In the early 70's Mr. Flaherty was involved in the building trades and his firm built condos, commercial office buildings and had a remodel and insulation division—he sold this business to his partner. From the mid-70's through 1989 he was involved in the investment banking and M&A business in the Midwest, starting with Buy-McGregor, MacNaughton-Greenawalt & Co. (purchased by Rober W. Baird & Co., Inc.) and for 8 years owned Calder Securities, Inc., a Midwest investment banking business as well as a partner in two other securities brokerage firms. In the mid-80's Mr. Flaherty also started Management & Financial Services Corporation, a securities brokerage firm located in Kalamazoo, MI and purchased an advertising/marketing company, Creative Concepts Group, also located in Michigan, that provided pre-packaged advertising, collateral materials and radio and TV advertisements. Creative Concepts (as CCG-Seattle, Inc.) became a part of Leader when the company was purchased in 1991.

From 1990 through the sale of Leander Health Technologies Corporation in August 2007, Mr. Flaherty led Leander Health from a single product company to more than 170 products sold in 63 countries globally, including the world-renowned Leander Chiropractic Treatment Table, the Paris line of Orthopedic treatment tables and a series of osteopathic and massage treatment and exam tables. The company also assembled a full line of soft goods and third-party products used extensively throughout the healthcare industry and sold directly to healthcare professionals globally.

Since 1990, he has served as President & CEO of **LEADER INTERNATIONAL CORPORATION** located in Port Orchard, Washington. Before selling the assets of Leader's manufacturing subsidiary in January 2017, **LEADER** operated four divisions: commercial & institutional site furniture, LED accent, area and landscape lighting, retail fixtures & displays and custom product design. Finally, Mr. Flaherty was senior designer for *Cara Designs*, a leading product design affiliate of Leader International.

In late 2010 Mr. Flaherty invented a series of replacement LED lamps for HID bulbs (outdoor street, roadway, wall packs, parking and interior high/low bay and other Metal Halide (MH) and High-Pressure Sodium (HPS) fixtures). To commercialize these patented and patent-pending inventions a new company, **Differential Energy Global Ltd (DEG)** was initiated to license, manufacture and fulfill commercialization of the LED products. **DEG** began full commercial production of the LED products in 2015 after 3 years of development. In 2016 DEG spent the first six months resetting all of its products to apply to Design Lights Consortium (DLC) to be listed on the national listing site used by many of the nation's utilities for rebates. DEG also completed the development of the CLiK LED lamp in 2016. Mr. Flaherty embarked upon a new B2B eCommerce site design to move its distribution away from the traditional channels currently in place in lighting. With one of LED's main attraction being its very high ROI, Flaherty found that 'keystoning' has led to excessive pricing to the end user. Also, the Asian manufacturers (mainly China) have dumped excessive levels of low-priced and underperforming LED products into the U.S. and many other North American markets challenging most channels.

Overall, Mr. Flaherty has designed several hundred products now in use in more than 63 countries throughout the globe and seen by millions of individuals annually in such recognized retail stores as Kay Jewelers, Friedlander's, Ben Bridge Jewelers, Jared's, Whole Foods, Baby's-R-Us, SafeWay Food & Drug, DOC Optical, Pearl Vision, Whitehall Jewelers, Tiffany's, Fred Meyer and many others—far too many to list here.

Mr. Flaherty holds a Bachelor's Degree in Business Administration (BBA) from Western Michigan University and completed four years of study in Industrial Arts & Design Engineering at Michigan State University. Mr. Flaherty has received world-wide acclaim for his numerous product designs, many of which have been featured on the covers and highlighted within the pages of product design magazines such as *Display & Design Ideas (ddi)*, Aramark's "*the Source*" and Hubert's "*Product Ideas*" catalog. Mr. Flaherty has also won numerous design awards such as the prestigious *National Advertising Award* presented by Advertising Age magazine and the A.R.E. 2009 Design Award for a clothing rack

he designed for REI's Round Rock, Texas store. Finally, Mr. Flaherty was instrumental in designing the *ReceptaSign*® Litter Receptacle with advertising panels that adorn the sidewalks of Times Square in New York City. He also received a design patent for the unique ad panels that attach to the *ReceptaSign*® as well as a joint-patent for the overall design and utility. Mr. Flaherty has been granted more than two dozen other product design and utility patents "either granted and/or applied for" in the U.S. and Canada.

Mr. Flaherty has served on numerous boards and has chaired development foundations, professional associations and numerous professional councils in the health care industry and for several years was involved as a planning advisor to the City of Port Orchard and Kitsap County, Washington, for its 20 year plan on expanding the urban growth area. Mr. Flaherty has also facilitated the long-range planning for numerous associations and corporations. He has also consulted on sitescape and site lighting designs with numerous landscape architects, corporations and cities and counties throughout the U.S. He was instrumentally involved in the downtown Bremerton, Washington redevelopment of streetscapes and the downtown waterfront design of furniture, lighting and its expanded marina.

Over the past two decades Mr. Flaherty has authored numerous articles on marketing, healthcare pattern shifts, and the implementation of quality strategies. His input is frequently sought within and outside of the many industries he serves, as well as government, on issues such as health care reform, devising quality improvement strategies, creating and implementing management paradigm shifts, guidelines and protocols development and successful fund-raising concepts. Mr. Flaherty is considered an expert in designing marketing programs and executing successful outcomes strategies that work.

Mr. Flaherty's professional appointments are equally compelling. He served as Chairman of the Development Committee (sponsorships & donations) for the 1995 Chiropractic Centennial Foundation, where under his direction more than \$5.5 Million was raised. He was also the first non-chiropractor ever named to a chiropractic state association board and served on the Board of Directors of the California Chiropractic Foundation/Association from 1996-1998. In 1994, Mr. Flaherty was recipient of the highest achievement given by the California Chiropractic Association, the CCA President's Achievement Award. Mr. Flaherty served as facilitator (Jan 1995-May 1996) for the American Chiropractic Association's (ACA) Long Range Planning Committee—this completed document was approved by the ACA's House of Delegates and continues to guide the ACA's planning to this date. Mr. Flaherty also served as President and one of the founders of a multi-disciplinary healthcare provider group, MDC Corporation, which developed a unique system of health care delivery in the areas of musculoskeletal care and spine disorders. MDC was acquired in 1997 by one of the largest malpractice insurance companies in the U.S.

Finally, Mr. Flaherty has been named by the Marquis Who's Who in Advertising and Finance and Industry, and twice named Who's Who of Emerging Leaders in America. He also undertook the challenge of chairing the Checkered Flag Club Association, a non-profit civic group formed to advocate, educate and support bringing a world-class NASCAR motor speedway to Kitsap County.

In January 2017, Mr. Flaherty sold the assets of Leader Manufacturing, Inc. and its divisions to Tounesol Siteworks, LLC, a California company and leader in the green building space. Leader's core business was FairWeather Site Furnishings, a 38-year old company that is one of the top 10 outdoor site furnishings manufacturers in the U.S. Mr. Flaherty was retained for 6 months as Transition Manager to facilitate in the full transition of the Leader assets and divisions into Tounesol's business. Mr. Flaherty and his team grew the FairWeather brand from a \$600,000 business when it was purchased by Leader in 1997, to a \$6.5 Million division.

In July of 2017, Mr. Flaherty turned his full attention to scaling the LED lighting company he founded in 2011. With his unique acumen for design and innovation his goal is to bring several new product ideas for reducing the cost to maintain pole lights, substantially reducing thermal issues all LED lighting manufacturers are dealing with and continue to consult with large end-users as a resource for large block-lighting installations. At the end of 2018 Mr. Flaherty decided to retire and shuttered the LED lighting company and take a few years to undertake his next challenge. With the world seemingly 'upside down' with the COVID-19 pandemic Mr. Flaherty sees an immeasurable level of opportunities.