The 2015 CCCBI Annual Dinner will truly be “one for the ages.” The Annual Dinner always draws the biggest crowd of the year, but this one is different. Nick DeBenedicts, Chairman of Aqua America, will be honored as our 2015 Executive of the Year. Nick is not only a great executive, but an even better person. Top business leaders from all over the region are expected to come out and honor Nick as their long time business associate and friend.

2015 also marks the changing of leadership at CCCBI. Kimberly Brumbaugh, Founder and CEO, Brumbaugh Wealth Management, takes over as the CCCBI Board Chair. Kim is the first female board chair in almost two decades. Kim succeeds Joel Frank, Esq, Managing Partner at Lamb McErlane PC. Joel guided CCCBI from October 1, 2013 - September 30, 2015.

GET YOUR TICKETS NOW

Thursday, November 12, 2015
6:00 pm - 10:00 pm
Longwood Gardens
1001 Conservatory Road
Kennett Square, PA 19348

Executive of the Year Sponsors

Presenting Sponsor

Cocktail Reception Sponsor

Diamond Sponsor
November Events

Tuesday, November 3

**Business After Hours**
Victory Brewing Company
Kennett Square Brew Pub
4:00 pm - 6:00 pm

Register Here

PLEASE NOTE TIME CHANGE!!! AND DAY!!!

Free for members
$30 for non-members

Thursday, November 5

**Fall Mega Mixer & Biz Expo**
Church Farm School
5:00 pm - 7:00 pm

Contact Julia Taylor to register

Presented by:
The Chamber Alliance
of Chester County

Download Flyer

Wednesday, November 11

**Let’s Do Lunch**
CCCBI Headquarters
12:00 pm - 1:00 pm

Register Here

$25 for members

Casual lunch while connecting with some of Chester County’s top professionals

Thursday, November 12

**2015 Annual Dinner**
Longwood Gardens
6:00 pm - 10:00 pm

Register Here

2015 Executive of the Year
Honoring Nick DeBenedictis.
Chairman, AQUA America

Wednesday, November 18

**New Member Luncheon**
CCCBI Headquarters
12:00 pm - 1:00 pm

Register Here

Are you a new member of the chamber? Or a new employee to a member company?

Come join us and learn about member benefits that you’re not taking advantage of.

Get Involved!
December Events

<table>
<thead>
<tr>
<th>Wednesday, December 2</th>
<th>Wednesday, December 9</th>
<th>Friday, December 11</th>
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</thead>
<tbody>
<tr>
<td><strong>Business After Hours</strong></td>
<td><strong>Let’s Do Lunch</strong></td>
<td><strong>Pennsylvania Society: A Salute to Leadership</strong></td>
</tr>
<tr>
<td>BizTract</td>
<td>CCCBI Headquarters</td>
<td>The Benjamin Hotel</td>
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<tr>
<td>5:30 pm - 7:30 pm</td>
<td>12:00 pm - 1:00 pm</td>
<td>4:00 pm - 6:00 pm</td>
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<tr>
<td>Register Here</td>
<td>Register Here</td>
<td>Register Here</td>
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<tr>
<td>Free for members</td>
<td>$25 for members</td>
<td>In Partnership with West Chester University</td>
</tr>
<tr>
<td>Connect with fellow chamber members in a casual setting over food and drink</td>
<td>Casual lunch while connecting with some of Chester County’s top professionals</td>
<td>Honoring Senator Pat Toomey with the Leadership Award</td>
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<tr>
<td></td>
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<td>WCU Ram Pride Award</td>
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<td>Aqua America CEO Chris Franklin ‘87</td>
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<table>
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<tr>
<th>Wednesday, December 16</th>
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<tbody>
<tr>
<td><strong>In The Loop</strong></td>
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<tr>
<td>CCCBI Headquarters</td>
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<tr>
<td>8:00 am - 9:30 am</td>
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<tr>
<td>Register Here</td>
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<tr>
<td><strong>How to Be Remarkable in an Unremarkable World: Getting Your Ideas to Spread</strong></td>
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<tr>
<td>TED Talk by Seth Godin</td>
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<tr>
<td>In The Loop is a members only event</td>
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</table>
New Member Luncheon

Are you a new member of the Chester County Chamber or new to a member company?

Come on out to our next New Member Luncheon. This is a great opportunity to meet the Chamber staff, other new chamber members, and learn all the ins and outs of Chamber membership that you may not have been taking advantage of.

**Register Here**

**Wednesday, November 18**
12:00 pm - 1:15 pm
CCCBI Headquarters
1600 Paoli Pike
Malvern, PA 19355

Interested in sponsoring our New Member Luncheon?
Contact Julia Taylor to learn more.

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 Welcoming the Chamber’s Newest Members

Members Joined in October 2015

**F.W. Houder, Inc.**
Mike Smith
610-296-5984

**Historic Yellow Springs, Inc.**
Eileen McMonagle
610-827-7414

**PNC Bank**
Jean Canfield
215-585-5044

**Liberty Mutual**
Thomas Hadley
610-416-3025

**Fairway Business Solutions**
John McTear
484-359-7211

**McCool Properties**
Chris McCool
610-692-7010

**Amerigreen Energy**
Robb Tricomi
484-947-3448

**Touching Hearts at Home**
Dan Wilson
610-557-0270

**Lok Box Storage, Inc**
Frank Havemann
717-490-1999

**Apex Design Studio, LLC**
Mike Dixon
484-983-3177

**My City Gives**
Katie Everett

**Masthead Marketing**
Joe Mastrangelo
484-301-0207

**Nu-Art Graphics**
Raedine Lake
610-436-4336

**Brandywine Ballet**
Jaime Lennon Louis
610-692-6402
 CCCBI Welcomes Roger Richardson, Membership Director

Roger Richardson has been hired as the new Membership Director at The Chester County Chamber of Business & Industry.

Roger previously worked in corporate advertising at iHeartMedia and as a Reality TV producer at Nancy Glass Productions. From 2012 to 2014, he worked as a freelance journalist in New York City. He has been published in Lifestyle Mirror and The New York Post. He has a certificate from The American Management Association, a degree in Broadcast Journalism from New York Film Academy and a B.A. in Communications from Drexel University.

While at Drexel, Roger completed a Co-Op at The Jim Henson Company in Hollywood, CA, working in the Public Relations department. Upon graduating from Drexel, he worked for the Google ventures startup LevelUp. Roger says, “I am very excited to be working for the Chamber. I am pro business, interested in advocacy and as someone who was raised in Chadds Ford, I am very proud to be from Chester County.”

Roger can be reached at roger@cccbi.org

CCCBI co-hosts PA Society Event with West Chester University

Amongst a weekend full of social and historical events, CCCBI is proud to co-host a private reception with our good friends at West Chester University.

CCCBI honors U.S. Senator Pat Toomey with the Salute to Leadership Award.

West Chester University presents their RAM PRIDE AWARD to Aqua America, CEO, Christopher Franklin ’87, in recognition of service to his alma mater and community development.

The event brings together CEOs, elected officials, and key political leaders from the Commonwealth.

**Event Information:**
Friday, December 11, 2015
The Benjamin Hotel
New York City
4:00 pm– 6:00 pm
Cocktails and hors d'oeuvres

Be sure to become a part of a very special evening with CCCBI and West Chester University.

Sponsorship opportunities are available.

**Platinum Sponsorship:** $6,000 ◊ Unlimited Tickets
**Gold Sponsorship:** $4,000 ◊ 12 tickets
**Silver Sponsorship:** $3,500 ◊ 10 tickets
**Bronze Sponsorship:** $600 ◊ 2 tickets

Contact Marianne Martelli at 610-725-9100 for additional information.
Year-End Food Drive

The legislature of Pennsylvania has not approved the annual state budget. As a result, the Chester County Food Bank and all 30+ affiliated food cupboards and pantries have not received funding to sustain the growing needs of those less fortunate. All of these nonprofit organizations are in need of food donations for the holidays as they support the more than 70,000 families that frequent their pantries on a regular basis.

Fiorenza’s Food For Friends (F4) would like to invite all Chester County Chamber members to participate in a year-end nonperishable food drive to support local food pantries. We are a nonprofit organization located in Downingtown. Our mission is to feed the hungry by providing access to excess food. We do this by coordinating food rescue opportunities and by facilitating nonperishable food drives for nonprofit organizations in need of FREE food. If your business is interested in supporting Chester County food pantries by participating in this first annual county-wide event, F4 can coordinate the logistics of your nonperishable food drive. We will partner your business with a local pantry and identify their specific nonperishable needs; rice, oatmeal, kid friendly items. We can also help make the event fun with a little friendly competition amongst your employees. Please email Brenda Russell at brussell@fiservice.org, or call at 610-955-7090 to participate.

Business After Hours
BIZTRACT

December’s Business After Hours takes us to BIZTRACT. BIZTRACT hosts us at their new co-working office space designed to support the 21st Century collaborative business model. Collaborative office space and guidance to accelerate innovative start-up companies is the a great new way to work and get ahead.

BIZTRACT also features comfortable modern work space, conference rooms, a large meeting space, and a fully staffed video recording facility.

Business After Hours is free for all Chamber members

Register Now

Wednesday, December 2, 2015
5:30 pm - 7:30 pm
BIZTRACT
255 Great Valley Parkway
Malvern, PA 19355
As the preferred health insurance broker of the Chamber, USI Affinity has developed an Employee Benefits program that is truly unique and beneficial to all members. Due to drastic changes in the benefits environment through the recent years, we have found it has become very complicated and difficult for small businesses to offer an ideal benefits program for their company. Costs have been increasing and unique products that are beneficial and attractive have been hard to come by. The solution that USI Affinity has developed with the Chamber will provide members an overall package that is saving businesses and individuals time and money, while offering products and services unavailable through any other broker. It’s a streamlined approach giving members large employer options no matter the size of your business.

The Chamber package includes the perfect mix of consulting, technology, and client management resources & services that include access to exclusive products with preferred benefits and pricing, a paperless benefits administration platform, and a licensed call center team always available for assistance. Utilizing the Chamber’s Employee Benefits program, businesses are maximizing their budget and more effectively and efficiently managing their benefits. Individuals are finding easy access for advice, acquisition and advocacy on health insurance and other personal insurance needs.

Click here to learn more or contact Jim Pitts

Jim Pitts - New Business Development

**USI Affinity** - Providing insurance, financial and risk management services to individuals, professionals and business owners through their affinity group memberships

**THE USI ONE ADVANTAGE™** Our Approach to Delivering Client Solutions
Are you the next Small Business of the Year?

Nominate the next Small Business of the Year.

Winner to be honored at the 2016 Small Business Dinner.

JANUARY 2016

Click here for nomination form!
What we’ve been up to...

Business After Hours

October’s Business After Hours at the American Helicopter Museum in West Chester

Advertising & Branding in the Era of Social Media

Moderator - Brian Tierney, Brian Communications and panelists Topper Ray, Bravo Group, Kymberly Robinson, Stratus Interactive, Tom Cancelmo, BTC Marketing, Ellen Langas, Nousoma Communications
Providing “must-have” information for Chester County’s most active and influential business owners, executives and professionals:

- Local economic development overview
- Resources for businesses
- Community guide
- Chamber services
- Facts on major Chamber-sponsored events
- Listings, with key contacts, for more than 800 leading businesses, organized by category

**Distribution That Delivers For Your Business!**

**In-Print**
- Provided to Chamber members, elected officials, key County agencies and select non-profits
- Available at major Chamber events
- Placed in new business welcome packets
- Digital edition viewable online anytime

**Online**
- A fully loaded digital edition of the directory – featuring electronic flip pages and search functionality, plus the ability to email or share content – will be posted on the Chamber website. Add a link to your display ad for $205!

**Reserve Your Ad Today! Deadline: 1/7/16**

FOR ADDITIONAL ADVERTISING INFORMATION, PLEASE CONTACT Holli Muffler at 610-666-0853; holli.muffler@todaymediacustom.com
Cost-Effective Marketing Opportunities
In Chester County’s Leading Business Directory

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<thead>
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<th>Premium Positions*</th>
<th>Dimensions</th>
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<tr>
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<tr>
<td>Inside Back Cover</td>
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<td>$3,095</td>
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<tr>
<td>Opposite Table of Contents</td>
<td>7 1/2&quot; x 10&quot;</td>
<td>$3,095</td>
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<tr>
<td>Opposite Welcome Letter</td>
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*Members only. All premium position advertisers receive 25 copies of the publication.

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<td>$695</td>
<td>$1,195</td>
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**Full-page advertisers receive 15 copies of the publication, 1/2-page advertisers receive 10 copies, and 1/4-page advertisers receive 5 copies.

Trim Size: 8 3/8" x 10 7/8"  
Bleed Size: 8 5/8" x 11 1/8"

Enhanced Listing:
$300 (All display advertisers receive a free enhanced listing in the Buyer’s Guide.)

Live Link in Digital Edition:
Member Rate: $205  
Non-Member Rate: $300

Space Reservation Deadline: January 7, 2016

Requirements for Advertising Materials
All advertising materials must be received by January 14, 2016 in order to appear in the 2016 directory.
We accept PDF digital files in Macintosh format. Advertising layout and design services are available at an additional cost.
Contact Holli Muffler for more information.

FOR ADDITIONAL ADVERTISING INFORMATION, PLEASE CONTACT Holli Muffler at 610-666-0853; holli.muffler@todaymediacustom.com
Business Development Opportunities in the Utica Shale Play in Consideration of the Geographic Alignment of the Fairway
Defining Business Opportunities within a Geographic Footprint

By: Jim Scherrer, Energy Resources Director Geologic Analysis

November 2015  The purpose of this document is to highlight the current business development opportunities that arise across the breadth of the Utica Shale fairway.

The oil and gas resources underlying the Marcellus from within the “Utica Shale” play have become better defined through the shale resource exploration and recovery operations of various exploration and production (E&P) companies. The geographic alignment is unique and now is better defined; offering opportunities for business development that aligns with the geography of the fairway.

Additionally, boundaries such as the “Line of Death” for economic quantities of oil and gas within the play have been better delineated.

More recent test drilling within the Appalachian Basin below the Marcellus (Devonian Period), in stratigraphy generally known as the “Utica” (Ordovician Period), there has been a resurgence of activity as this carbon-rich play has yielded unexpected, very positive results.

This Utica formation assessment also includes the Point Pleasant formation. Taury Smith (NY State Geological Survey) says the Utica Shale play is more appropriately called the “Utica Shale and associated organic-rich calcareous shale and interbedded limestone and shale play.”

This report relies on many sources, but primarily the Utica Shale Appalachian Basin Exploration Consortium (the Consortium). The 15 members of the Consortium were joined by individuals from four state geological surveys, two universities, one consulting company, the U.S. Geological Survey (USGS) and the Department of Energy’s (DOE) National Energy Technology Laboratory (NETL), who collectively comprised the Research Team members of the Consortium.

Click here to read all of Jim Scherrer’s findings

Joint Chamber Fall Mega-Mixer & Biz Expo

Are you looking for a great networking opportunity or to showcase your business? Check out the Annual Mega Mixer & Biz EXPO. This Annual Mega-Event brings together all nine chambers in Chester County and over 700 attendees and 80 plus vendors. It is a great opportunity to make new contacts from all over the region.

Church Farm School
November 5, 2015
5:00 pm - 7:00 P.M.

For more details or to register for this event please contact Julia Taylor

DOWNLOAD FLYER HERE
The title of this piece makes it sound like an adventure book my oldest daughter would love to read. In reality, however, we are talking about Unified Communications. Hang on a minute, before you tune me out! How about we call it something else that might make more sense? What if we call it *Creating a More Organized Life*.

When I think about how business was conducted 30 to 50 years ago, I picture a salesperson stopping into a hotel to check their messages, using a phone with a cord! Or I picture interoffice communication via memos! Remember those? I chuckle when I think about the first fax machines and how difficult it must have been to sell that equipment to early adopters – “And who do I send this ‘facsimile’ to?”

All of these pictures share a common truth: technology moves forward and, as a result, we change how we operate based on the positive and sometimes negative advancements of technology.

Today there is a major advancement in the marketplace. It is not new, but it is certainly underleveraged. Many of us know it already. It is the concept of unified communications. For years now, I have had one phone number. This one number rings on my cell phone, it will screen my calls, it will ring my office, it will transcribe my emails, it will receive faxes, etcetera, etcetera. Gone are the days of mobile, office, and home phone numbers. Today we travel around with all of our messaging centralized – voice, fax, email, and video linked to one account.

The mystery, if there was one, is how there are still so many ways in which an organization can advance its effectiveness by simply integrating to the next state of unified communications technology. Maybe I can say it more simply: Today we have the opportunity to enhance our organization’s efficiency and effectiveness by adding a new system to our organization. And why not? For very small organizations this can be easily accomplished with a virtual phone system that is paid for as a monthly service fee. This is a low hurdle, which is good, because it is easy. For larger organizations, these unified communication systems may be achieved with a monthly service fee approach, or more commonly, with fairly inexpensive equipment that is hosted on premise.

The good news is that there is little mystery involved with unified communications technology when you engage a trusted technology solutions provider to partner with you. Indeed, there is a lot of productivity gain to experience. After all, the goal behind technology development is to make our lives easier and more productive.

Profound Technologies provides a trusted technology partner mentality to help create a simple and enjoyable unified communications experience. Profound Technologies has supported projects for large Fortune 1000 companies, as well as developed personal relationships with small and medium-sized businesses and secure government facilities. Profound Technologies’ experience gives us the confidence to offer our services as your technology partner. My name is Kevin Busza and I represent Profound Technologies where we look forward to enabling your organization to unravel the mystery of unified communications.
AmpTech is a new product accelerator that commercializes advanced manufacturing patents over a 12 month timeframe; at +2X the success rate of market norms.

Overall Challenge:
No commercially focused mechanism for effective, repeatable tech transfer of manufacturing IP Assets from academia (and industry) to the marketplace.

AmpTech® – Approach to Addressing Overall Challenge:
‘Funnel’ manufacturing IP Assets through expert-validated review protocol that articulates ‘reason for being’; monetizes value; reduces investment risk, and provides clear path to manufacturing scale up, prior to market launch.

**AmpTech® Process**

**Key Characteristics:**
- Systematic
- Uniform
- Routinized
- Led by experts

**AmpTech® Example Technologies Currently in Commercialization Pipeline:**

1) **Plasma Reactors** | Impact: 2.45 billion barrels of diesel fuel in North America at +$5/barrel refinery savings.

2) **Plasma Treated Water** | Impact: 25%-30% increase in crop yield at 20%-30% decrease in water consumption.

3) **Waste Gasification – Three Applications** | First Impact: 100% conversion of plastic waste into clean burning fuel at 30%-100% savings vs. current plastic waste disposal (depending on geography – Europe | North America | South America). Second Impact: conversion of farm digester biogas into clean burning fuel. Third Impact: gasification of medical waste into clean burning fuel. Current annual disposal costs per standard lab $100K annually; anticipated annual disposal cost with new technology ≈ $30K annually.

4) **Security Technology** | Impact: Approaching 100% ‘lethal’ threat detection in high traffic venues (i.e. airports, train stations, stadiums). Competitive state-of-the-art technology does not exceed 70% detection; same technology also subjects humans to radiation exposure.

5) **Hospital Room Disinfection** | Impact: +20X increase in speed of hospital room disinfection vs. competitive norm.

6) **Surgical Skin Disinfection Procedures** | Impact: Reduce hospital surgeons’ disinfection procedures from 3-5 hours / day to approximate 10 minutes / day.

7) **Ultrasound Simulation Tools** | Impact: $1K / unit acquisition cost vs. current market standards: $20K - $60K / unit.

**AmpTech® – Next Steps: Engage Private Equity | Venture Capital in ‘Scale Up’ Funding:**

Example funding scenario: Assume 70 patents; total required investment $6.8M.

- Initial ‘risk’ investment of $1.9M (28% of total) born equally by AmpTech and University | Industry Partners.
- Remaining ‘scale up’ investment $4.9M (72% of total) born by Private Equity | Venture Capital.
- No PE and (or) VC investment until patent ‘value proposition’ has been defined and monetized.

Andrew Ortyn | Precision Catalyst | 610.212.6839
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Brumbaugh Wealth Management

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**At Large Board Member