



BROAD OAK ADVISORS, LLC

BROAD OAK ADVISORS, LLC

DALLAS

NEW YORK



The Chrysler Building, New York City

"Solutions that capitalize ideas"

**Financial and investment banking services  
for entrepreneurs seeking access  
to the international capital markets**

Start-up Capital - Private Equity & Debt - IPO's - Merchant Banking

Broad Oak Advisors, LLC. All rights reserved. The information contained herein is for informational purposes only and constitutes neither a prospectus nor solicitation of orders for the purchase or sale of any security.

© Copyright 2006-2010. ® U.S. Registered Trademark No. 3,288,216 of Broad Oak Advisors, LLC.  
U.S. Dept. of Homeland Security, Intellectual Property Rights Branch, CBP Recordation No.: TMK 09-00204



BROAD OAK ADVISORS, LLC

## principals

### **John C. Braddock, Managing Partner, Broad Oak Advisors, LLC** ([jbraddock@broadoakadvisors.com](mailto:jbraddock@broadoakadvisors.com))

John C. Braddock has over 35 years of experience in the financial services and energy industries. He is the founder and managing partner of Broad Oak Advisors, LLC, which provides financial and investment banking services to entrepreneurs seeking access to the capital markets (2006-present). In the 1970's, Mr. Braddock financed his college education as a roughneck on oil and gas drilling rigs in the southern and southwestern U.S. After graduating from college, he became an oil and gas explorationist with Mobil Oil Corporation in New Orleans (1978-1982). He then moved to New York as the land manager for Buckeye Petroleum Corporation, a position that evolved into managing due diligence investment research for Tower Capital Corporation (1982-1988), an affiliated venture capital firm. Mr. Braddock has also held a number of financial positions on Wall Street, including with The Bank of New York (1987-1988), as a co-founder and director of the capital markets group for the American Stock Exchange (1988-1992), and as a first vice president for PaineWebber's structured products group (1992-1996). He was also the founding partner and managing director of the structured financial products group and later a director of investments for Oppenheimer & Co., Inc. (1996-2002) and a senior vice president with MFA, Inc., a investment management boutique in New York (2002-



2006). During the course of his career, Mr. Braddock has engaged in over \$1.7 billion of public and private structured derivative transactions and start-up financings. He is the author of *Derivatives Demystified: Using Structured Financial Products* (Wiley, 1997) and a contributing author to *The Handbook of Equity Derivatives* (McGraw Hill, 2000). Mr. Braddock holds a Bachelor of Science degree in geology and finance from Louisiana State University (1978), an MBA degree from Baruch College, Zicklin School of Business in New York City (1987), and an honorable discharge from the U.S. Marine Corps (1975). He holds Series 7 (general), 22 (private placements), 63 (New York State), 65 (registered investment advisor), 79 (investment banking) Financial Industry Regulatory Authority (FINRA) registrations at PIN Financial, LLC, a Manhattan-based investment banking boutique and FINRA-member firm with whom he is an independent contractor. Mr. Braddock is a guest lecturer in finance, a mentor to graduate business students, and helps professional artists and musicians advance their careers.

### **Kristin A. Braddock, Partner, Broad Oak Advisors, LLC** ([kbraddock@broadoakadvisors.com](mailto:kbraddock@broadoakadvisors.com))

Kristin A. Braddock has over 23-years of experience in merchant banking and the fashion and food retail merchandising industries. Ms. Braddock helps to create and develop inspired, forward-thinking business strategies that fully embrace the client's vision, mission, and core values. Most recently, Kris co-founded and was vice president and general merchandise manager for Really Cool Foods, LLC ([www.reallycoolfoods.com](http://www.reallycoolfoods.com)), an \$18 million organic and natural food boutique in Manhattan. During the late 1990's, Ms. Braddock was in charge of due diligence research for Orama Partners, a New York-based private equity firm specializing in medical device technologies. Earlier in her career, Kris graduated from Macy's Executive Training Program where she went on to develop a \$30 million designer coat department at six stores in New York. She was also a marketing and sales executive for Ressler Enterprises in New York, responsible for merchandising \$40 million of wholesale designer coat lines to major department stores throughout the U.S. for Evan Picone, Sanyo and Bill Blass. Ms. Braddock was awarded a Bachelor of Arts degree in Economics concentrating in labor relations and organization from Harvard University, qualified for the U.S. Olympic swimming trials in 1980, and was a member of the Harvard swimming team. She is in the process of obtaining a Series 79 Financial Industry Regulatory Authority registration through PIN Financial, LLC, a Manhattan-based investment banking boutique and FINRA member firm. Kris is an accomplished equestrian and cook.





BROAD OAK ADVISORS, LLC

## working group members

Broad Oak Advisors augments its capabilities by assembling and leading seasoned working groups of experts tasked to achieve client objectives. The composition of each such working group is customized by Broad Oak to address specific client needs. Some of the key working group professionals with whom Broad Oak conducts business are as follows:

### **Brian K. Coventry, Director, Investment Banking and Principal, PIN Financial, LLC**

([bcoventry@pinfinancial.com](mailto:bcoventry@pinfinancial.com))



Brian Coventry has over 22-years of Wall Street experience evaluating, structuring and executing corporate finance transactions. During his career, Brian has helped clients raise approximately \$1 billion in capital. He has extensive experience with private placements of equity and convertible debt. Prior to his leading role at PIN Financial, LLC, Brian was a co-founder and partner of Emerald Investments, Inc., a New York-based FINRA member firm. Mr. Coventry also held leading positions with four other investment banking boutiques during his career: Strasbourger Pearson Tulcin Wolff, Inc., a New York Stock Exchange member firm; JMP Securities ([www.jmpsecurities.com](http://www.jmpsecurities.com)); Commonwealth Associates ([www.comw.com](http://www.comw.com)), and GKN Securities (a.k.a. Early Bird Capital); all merchant banking boutiques. Early in his career, Mr. Coventry also developed an expertise in leveraged mezzanine financial transactions at Westinghouse Credit Corp. While at GKN Securities, Mr. Coventry was an advisor in the initial formation of Specified Purpose Acquisition Corps. ("SPACs"). Mr. Coventry actively worked with early SPAC management teams on both their initial public offerings and subsequent acquisitions.

From 1996 to 2007, Mr. Coventry served as a Director of Target Logistics, Inc. ([www.targetlogistics.com](http://www.targetlogistics.com); formerly American Stock Exchange symbol: "TLG"). He was the lead Director responsible for the sale of Caribbean Air Services ("CAS"), a Target subsidiary, for \$31 million to GeoLogistics, Inc. in 1998. CAS was subsequently acquired by Federal Express Corp. (NYSE "FDX"). Mr. Coventry was also a lead Director in the ultimate sale of Target Logistics to Main Freight (a New Zealand-based global transport and logistics group) in October 2007 for \$55 million. Brian is a Travelli Scholar and holds a Bachelor of Science degree in finance from Northeastern University in Boston, Massachusetts ([www.northeastern.edu](http://www.northeastern.edu)). He is a past president of the Northeastern University Alumni Association (comprised of 165,000 members in the U.S. and internationally) and has served on several governing boards of the university. Mr. Coventry holds Series 7, 63 and 24 Financial Industry Regulatory Authority (FINRA) registrations ([www.finra.org](http://www.finra.org)) at PIN Financial, LLC, a Manhattan-based investment banking boutique and FINRA member firm.

*The biographical information of working group members was obtained by permission from each individual to whom it relates and is believed to be accurate, however, Broad Oak Advisors, LLC ("BOA") makes no guarantee or warranty of any kind regarding such information. It is contained herein for informational purposes only. From time to time, at the request of each individual above, BOA may revise all or any portion of such biographical information. BOA also reserves the right to remove any such information, in whole or in part, at any time from this web site ("Site"). Such information may contain links to other sites and links to this Site may exist from other sites with or without BOA's knowledge or permission. BOA accepts no responsibility for any content or privacy practices of any site that is linked to or from this Site.*



BROAD OAK ADVISORS, LLC

**Professor Jeffrey J. Haas, U.S. Corporate and Securities Law**

[jhaas@nyls.edu](mailto:jhaas@nyls.edu)

Professor Jeffrey J. Haas practiced corporate and securities law, with a primary focus on public offerings and mergers & acquisitions, at Cravath, Swaine & Moore and Latham & Watkins in New York City prior to joining the faculty at New York Law School in 1996. Professor Haas co-managed the Select Entertainment



Fund L.P., a specialized hedge fund with investments in international theatrical productions. The fund's portfolio included New York, London and/or touring productions of *Rent*, *Art*, *De La Guarda*, *Swan Lake*, *The Beauty Queen of Leenane*, and *Fame*. He has also personally invested in commercial theatre productions since 1996, including the New York and touring productions of *Rent*. At New York Law School, Professor Haas teaches courses in securities law, mergers & acquisitions, mutual fund regulation, corporate finance, corporations and contracts. His scholarly articles have appeared in the *Southern California Law Review*, the *Michigan Law Review*, the *Emory Law Review* and the *University of Pennsylvania Law Review*, among others. He has also authored the books *INVESTMENT ADVISER REGULATION IN A NUTSHELL* (Thomson West 2008), *CORPORATE*

*FINANCE AND GOVERNANCE: CASES, MATERIALS AND PROBLEMS FOR AN ADVANCED COURSE IN CORPORATIONS* (Carolina Academic Press 2006) and *CORPORATE FINANCE IN A NUTSHELL* (Thomson West 2004). A leading authority on corporate securities matters, Professor Haas has been quoted in over 75 different publications worldwide and has appeared on the CBS Evening News, CNBC, Nightly Business Report, CNN fn, and The Wall Street Journal Television Report. Professor Haas received his B.S. *summa cum laude* from Florida State University and his J.D. *cum laude* from the University of Pennsylvania Law School, where he was a Comment Editor on the Law Review. (please see:<http://www.nyls.edu/pages/370.asp>).

**Andrew R. Reiser, Managing Director, Strategic Capital Management, LLC**

[areiser@strategiccapitalllc.com](mailto:areiser@strategiccapitalllc.com)

Mr. Reiser is a seasoned investment banker with decades of Wall Street experience. Prior to founding Strategic Capital Management, LLC, a New York-based investment banking and fund management group, Andy was the managing director of investment banking for Donald & Co. Securities Inc. Mr. Reiser led a number of high profile initial public offerings at Donald & Co, including InVision Technologies (now owned by



General Electric) and The Source Interlink Companies. Earlier in his career, he was a managing partner of Windsor L.P., a private investment partnership that provided later-stage financing to software, technology and healthcare companies, including participation in over 35 equity and convertible debt investments. Prior thereto, Andy was executive vice president of Fidelco Capital Group where his responsibilities included a full range of corporate finance, merger & acquisition, and strategic planning services for client companies. Mr. Reiser began his career as a certified public accountant with Coopers & Lybrand and Price Waterhouse (1979-1985). He is chairman of the board of directors of Strategic Funding Source, a leading provider of capital and financial services to small and mid-sized retail merchants, a member of the board of One-to-One Interactive, Inc., a full-

service digital marketing services firm and communications software company, and Mobile Medical International, a manufacturer of self contained mobile surgery units. Mr. Reiser previously served on the board of directors of Osteo-Implant Technologies, a medical device company, until its sale in 2005 to Encore Medical Corporation. Andy was awarded a Bachelor of Science and Arts degree in Accounting by Boston University in 1979. He holds a Series 7 Financial Industry Regulatory Authority (FINRA) registration at PIN Financial, LLC.



BROAD OAK ADVISORS, LLC

**James R. Simpson, Founder and Managing Partner, Corporate Finance Solutions, LLC**  
([jsimpson@corpfinancesolutions.com](mailto:jsimpson@corpfinancesolutions.com))

Jim Simpson has over 33 years experience as a senior financial officer of corporations, both large and small, in addition to having served as an outside consultant throughout his career. Most recently, he is the founder and managing partner of Corporate Finance Solutions, LLC ("CFS") an independent and unbiased strategic



and tactical corporate finance advisory firm focused on the unique needs of mid-sized companies. CFS is the successor firm Broadgate Capital Advisors, LLC which was founded by Jim in 2003. Prior to founding CFS, Jim served in various capacities as EVP and CFO of Moore Medical Corporation ([www.mooremedical.com](http://www.mooremedical.com)), a \$150 million public, mid-sized health products distribution company (2001-2002). Before his tenure at Moore Medical, he served as executive vice president, CFO, and director at CS Brooks ([www.csbrooks.com](http://www.csbrooks.com)), a mid-sized home textile company with \$250 million in revenues (1997-2001), partner of financial management consultant firm Greenwich Treasury Advisors, LLC ([www.greenwichtreasury.com](http://www.greenwichtreasury.com)) (1994-1997), treasurer of the \$3 billion U.S. subsidiary of Sandoz AG (now Novartis), a leading pharmaceutical and health care company with \$13 billion in revenues ([www.novartis.com](http://www.novartis.com)) (1989-1994), as well as various senior finance management positions at KPMG ([www.kmpg.com](http://www.kmpg.com)) (1989-1990), Combustion Engineering, Inc. (1982-1989), PepsiCo (1979-1982), Champion International (1976-1979), and Deloitte & Touche (1975-1976). During the course of his career as a corporate financial officer, Jim has successfully conceptualized, negotiated and closed over \$6 billion of IPOs, private equity, subordinated debt, mezzanine loans, private placements, leases, cash flow and asset-based loans, multi-currency facilities and commercial paper programs. As a consultant, Jim has provided clients with an experienced corporate CFO/treasurer who has substantial experience from a corporate viewpoint in dealing with the complex and time consuming issues surrounding corporate financings. Recently, Jim has successfully advised and closed financings for several mid-sized companies including a \$300 million convertible bond issue and a \$210 million asset based loan for a \$1.5 billion specialty pharmaceutical company, a \$200 million senior bank credit facility for a \$500 million consumer products company, and a \$20 million bank credit facility for a \$100 million private paper broker. In addition, Jim has worked with several clients in developing and implementing a comprehensive debt management and covenant compliance process ([printable article](#)), restructured a treasury department, and assisted in the sale of a variety of businesses to both strategic and private buyers. Jim holds a BA in Political Science from Tufts University ([www.tufts.edu](http://www.tufts.edu)) and an MBA in Finance from Babson College ([www.babson.edu/mba](http://www.babson.edu/mba)).



BROAD OAK ADVISORS, LLC

**Robert J. Mitchell, FINOP and Chief Compliance Officer, PIN Financial, LLC**

[rmitchell@pinfinancial.com](mailto:rmitchell@pinfinancial.com)

Robert Mitchell founded and operates an accounting practice specializing in accounting and Financial and Operations Principal (“FINOP”) U.S. Financial Industry Regulatory Authority (“FINRA”) (<http://www.finra.org/index.htm>) Series 27 regulatory compliance consulting services for FINRA registered broker-dealer member firms. He is the FINOP and Chief Compliance Officer for PIN Financial, LLC, a U.S.



FINRA member that holds the U.S. securities registrations for financial professionals at PIN, Broad Oak Advisors, LLC (<http://www.broadoakadvisors.com/>), and a number of Broad Oak working group members. Prior to starting his own practice, Mr. Mitchell worked at small and medium sized accounting firms in the Wall Street area specializing in the U.S. securities industry. Prior to that he was a police officer, retiring after a distinguished career as a Captain in the Nassau County, New York police department (<http://www.police.nassaucountyny.gov/>). During his law enforcement career, Captain Mitchell was one of the first members of his police academy class to be promoted to Sergeant and the first to be promoted to Lieutenant as well as Captain. In his executive role as a precinct captain, Bob was recognized for his extensive community relations work, often under hostile and unfavorable situations. Mr. Mitchell received a Bachelor of Science degree from Adelphi University (<http://www.adelphi.edu/>). He holds Series 7, 24, 27 and 63 FINRA registrations. Bob also holds an honorable discharge from the U.S. Navy (<http://www.navy.mil/swf/index.asp>) for his military service during the Vietnam War era.



BROAD OAK ADVISORS, LLC



View of Dallas from Oak Cliff

(Photo by MK Sarnos)

## what we do

Broad Oak Advisors provides financial and investment banking services to entrepreneurs seeking access to the international capital markets. This includes business planning, building management teams, quantitative and pro forma financial analysis, investment risk disclosure, reviewing securities and corporate governance issues, and sourcing investment capital from a select group of trusted institutional partners and registered broker-dealers. Through its extensive network, Broad Oak assembles and leads seasoned working groups of experts tasked to achieve client objectives in an expedited and efficient manner. Recent assignments include:

- Raising \$15 million of stage-3 equity funding for expansion of a solar-grade silicon company with a patented, proprietary technology and proven method of manufacturing solar-grade silicon at half the time and cost compared to its largest international competitors.
- Securing \$5 to \$15 million of stage-3 preferred equity funding for a Dallas-based semiconductor manufacturer of an ultra-portable pico projector for use by consumers in projecting a wide range of full color, high resolution video and photographic images from cell phones, media players, digital cameras, laptops, netbooks, and other personal digital assistants.
- Providing international investment banking, consulting, and financial marketing services to the City of Dallas Regional Center.
- Advising **Peter Buffett** on developing film, television, music, and new media distribution and merchandising strategies in Asia, including for Mr. Buffett's theatrical musical *Spirit–The Seventh Fire™* (<http://www.spirit7thfire.com>). Peter is the youngest son of billionaire investor Warren Buffett.
- Securing \$5 million of stage-1 start-up capital from high net-worth investors and helping to raise \$36 million of equity in a \$93 million stage-2 financing (\$57 million of which were tax exempt "Liberty Bonds" sponsored by JPMorganChase) for the New York-based management team of **The Sports Museum of America**, a sports-themed, location-based attraction also housing the Heisman Trophy in Lower Manhattan.
- Developing the business strategy, co-founding, naming, and securing a \$150 million private equity funding commitment in New York for the management team of Dallas-based oil & gas exploration start-up **Broad Oak Energy, Inc.** ([www.broadoakenergy.com](http://www.broadoakenergy.com))
- Advising, co-investing with, and identifying strategic partners for New York-based brand consulting expert TippingSprung, LLC ([www.tippingsprung.com](http://www.tippingsprung.com)) in re-launching and exploiting potential private label, brand extension, and merchandizing strategies for the iconic **Woolworth** retail brand name.
- Advising the trustees of **Calumet Farm**, the world renowned thoroughbred race horse breeding and training facility located in the Bluegrass region near Lexington, Kentucky, on a comprehensive business plan for securing \$50 million of working capital. ([www.calumetfarm.com](http://www.calumetfarm.com))



BROAD OAK ADVISORS, LLC



Getty Center, Los Angeles

*(Photo by MK Semos)*

## media

---

### ***press releases and announcements:***

July 7, 2008

*Peter Buffett Hires Broad Oak for "Spirit" New Media Strategy in Asia*

October 15, 2007

*James R. Simpson Joins Broad Oak Working Group*

August 11, 2007

*Veteran Wall Street Professionals Join Broad Oak Working Group*

---



BROAD OAK ADVISORS, LLC



Broad Oak Advisors sponsors art exhibit at  
Decorazon Gallery  
Dallas, Texas - March, 2009



John Braddock,  
Solon So  
(President & CEO of JC Group International Ltd.,  
Jackie Chan's management company), and  
Peter Buffet  
New York City - December 21, 2008



BROAD OAK ADVISORS, LLC



Kris Braddock, Peter Buffet, and John Braddock  
New York City - May 7, 2008



John Braddock, Jackie Chan, and Kris Braddock  
Santa Clarita Studios, California - October 19, 2007



BROAD OAK ADVISORS, LLC



BROAD OAK ADVISORS, LLC

*"Solutions that capitalize ideas"*

Dallas

New York

Financial and investment banking services to oil and gas entrepreneurs seeking access to the capital markets.

Start-up Capital • Venture Capital • Public/Private Equity & Debt • Merchant Banking

Broad Oak Advisors, LLC • John C. Braddock, Managing Partner • Mobile Tel: 917-940-6550  
jbraddock@broadoakadvisors.com • www.broadoakadvisors.com

Dallas • 1409 South Lamar Suite 238 • Dallas, Texas 75215 • Tel: 214-485-3362 • Fax: 214-485-3364  
New York • 654 Fifth Avenue, 4th Floor, New York, New York 10036 • Tel: 212-921-9250 • Fax: 212-921-9252

© Copyright and ® Registered Trademark of Broad Oak Advisors, LLC 2008. All rights reserved. The information contained herein is for informational purposes only and constitutes neither a prospectus nor solicitation of offers for the purchase or sale of any security.

North American Oil & Gas Prospect Exposition  
Show Guide and Attendee Directory  
NAPE@ Expo 2008 - Houston, Texas



Kris and John Braddock, Splash, and artist Mark Wiener  
Dallas Symphony Orchestra "Savor the Symphony" 2007 Benefit Auction  
Broad Oak Advisors presents works by New York contemporary artist Mark Wiener  
Élan Circle of the Dallas Symphony Orchestra League



BROAD OAK ADVISORS, LLC



View of New York City from the roof garden of The Metropolitan Museum of Art

## contact

---

John C. Braddock  
Managing Partner  
Mobile Tel: 917-940-6550  
E-Mail: [jbraddock@broadoakadvisors.com](mailto:jbraddock@broadoakadvisors.com)  
Broad Oak Website: [www.broadoakadvisors.com](http://www.broadoakadvisors.com)  
Book Publication Website: [www.jcbraddock.com](http://www.jcbraddock.com)

Kristin A. Braddock Partner  
E-Mail: [kbraddock@broadoakadvisors.com](mailto:kbraddock@broadoakadvisors.com)

---

1409 South Lamar, Suite 238  
Dallas, Texas 75215  
Tel: 214-485-3362  
Fax: 214-485-3364

---

224 West 29<sup>th</sup> Street, 12<sup>th</sup> Floor  
New York, New York 10001  
Tel: 212-921-3250  
Fax: 212-921-3252  
c/o PIN Financial, LLC  
(a FINRA-member firm)

---

### **Origins of the Broad Oak name and logo:**

*The medieval name "Brodehoc," meaning "dweller at the broad oak tree," is traced to the "Domesday Book," a survey commissioned at Christmas 1085 by William the Conqueror as an accounting of assets in his kingdom. It chronicles the holdings of landowners in thirty one counties, including those of Aluric Brodehoc (a.k.a. Aelfric Braddock) who owned "2 ploughs, and 2 slaves and 3 villans and 4 bordars, and 100 acres of pasture and 20 acres of woodland" located near the present day village of Braddock in East Cornwall on the Devonian Peninsula in southern England.*

© U.S. Registered Trademark No. 3,288,216 of Broad Oak Advisors, LLC.

May 1, 2010