

Roland “Sandy” Wheeler

Curriculum Vitae

January 1, 2021

Address: Business and Home

2013 Maple St.

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Education

Completed 120 Hours CPE and 4 hours Ethics for Activating CPA License 2019

Passed all requirements and received CPA License in January 2020

CPA Continuing Ed. – 1974 through 2000 - Multiple Courses CPA License

1975 – Passed CPA Licensing Test & Completed 1 Yr. Req. Peat, Marwick CPA

Winter 1974 Central Washington University – BA Business Ad. – Accounting

Spring 1972 Wenatchee Valley College – AA degree

Military Service

June 68 – April 70 - US Navy – Honorable Discharge

Sept. 68 – April 70 - US Navy – Vietnam – Top Secret Clearance – I Corp

National Defense Service Medal – Vietnam Service Medal – Republic of Vietnam

Campaign Medal with Device

Professional Experience

- 2020 – Present Founder TimeCapsules LLC – A Certified Military owned Company that will provide TimeCapsule technology to Special Ops Team Members for recording a series of short videos to various family members prior to each deployment. These videos will be release at specified times into the future and always at least one upon death. Specials Ops will pay for this service.
- 2020 – Present Co-Founder, CFO and CMO for 4Guys Beverage Co. which produces a Healthy Lifestyle nutritional non-alcoholic beverage called Orange Toucan. Will be distributed both in convenience stores and retail grocery stores starting with New Hampshire.
- 2017 – 2019 CENTRAL WASHINGTON UNIVERSITY – Lecturer for Management 288 – Prototypes and Patents - Entrepreneur Minor Program. I work at teaching young college students “how to think”. I cover prototypes and intellectual property within a business, including the America Invents Act (AIA 2011) and the Patents Trial and Appeal Board (PTAB) and how the Act as wells as the PTAB has impacted small business owners and inventors.
- 2015 – Present CHAPTERS 501(C)3 Organization – Founder, Executive Director and Board Member – Provides essential support to individuals and their loved ones affected by a life-threatening illness or debilitating disease.
- 2015 – Present TRISSITY CORPORATION – Founder, CEO and Chairman of the Board – Created a Retail App approved by Apple Test *Flight*. *App was designed to reduce the downward trend of foot-traffic at retail stores. Beta completed with results documented by the book “Social” by Matthew Liberman (UCLA) and his two decades of Functional Magnetic Resonance Imaging (fMRI). Results of studies produced a new kind of science called social cognitive neuroscience. Beta proved Trissity could change the way in which shoppers interacted with their cell phone at retail.*

- 1995 – 2017 V-CARE HEALTH SYSTEMS INC. – Founder, CEO and Chairman of the Board – Worked with Space Shuttle Electrical Engineer, Steve Petrofsky to develop a unique electrical stimulation piece of equipment. 510 (k) approved by FDA in 1995. Used for multiple soft tissue injuries and was highly effective in treating Peripheral Neuropathy.
- 9/11/01 NSA sponsored me to get my Top-Secret Clearance again to work on a project of critical importance to our national security with NSA, Boeing, Raytheon, Booz Allen and Computer Science Corporation.
- 1990 - Present CONSULTING: Help people I know make decisions about various aspects of either a business they desire to establish and/or purchase. I did this for free. Currently doing some consulting: Navy SEAL project; Cold Brew Coffee business; Coffee Roaster business. These are paying clients.
- 1985 – 2002 NAUTILUS GROUP – NYSE:NLS – Co-Founder, VP of Marketing & Sales, Board Member and person who raised 98% of total funding from Private to Public. Manufactured and marketed the Bowflex Exercise line via Direct Marketing. Eventually purchased, Nautilus, Schwinn Fitness and Stairmaster. Responsible for taking the brand name “Bowflex” from zero recognition to the number two brand in the world within the fitness category. Purchased the number one brand – Nautilus. We took this company from 3 employees to over 1500. The IPO was \$1.25, and stock went to over \$40 three times splitting 3 for 2 resulting in phenomenal returns for our investor group. I developed the “card in the box” program that would document what worker was responsible for packing each box for shipment accountability.
- 1980 – 1985 PERSONAL CONSULTANT – Worked on various projects/subjects involving various business aspects (Hotfoot Insoles/QVC; COOLER’s Tee Shirt Line #1 Seller within Mervyn’s

Department Stores) until I was approached by a friend at Stanford to help with what became known as Bowflex.

- 1977 – 1980 CORNELL, WHEELER, WEINSTEIN AND GRIFFITHS, CPA – Was the second partner in a local CPA firm doing both auditing and tax work.
- 1974 – 1977 PEAT, MARWICK, MITCHELL CPA – Worked on the audit side of Peat, Marwick. Audited multiple industry companies including Alyeska (the oil pipeline management company) for the Alaska Oil Pipeline. First “forced financial statement” in accounting history.
- 1972 – 1974 ALCOA ALUMINUM CORPORATION – Worked in their Pot Lining department. My job consisted of digging out “spent” pots with a jackhammer. I worked full time while attending CWU.
- 1968 – 1970 UNITED STATES NAVY – Served 18 months in I Corp South Vietnam. Clearance – Top Secret

VOLUNTEER & BOARD POSITIONS – not listed above

- 2011 – Present ENTREPRENEUR IN RESIDENCE - I4IE Central Washington University
- 2011 – Present ADVISORY BOARD MEMBER – I4IE Central Washington University. Charter member; Key person involved in judging and advising for the SOURCE Business Plan competition; Super Judge and mentor for High School students at the Many Faces of Entrepreneurship Tournament and the organization for the MGT200 competitive program.
- 2003 – 2011 BOARD MEMBER – Blue Water Technologies – Also raised significant private funding for this company and participated in receiving approval to build a “test” facility within a live sewer

operation for a municipality. Waste water technology – company was sold in 2016.

1990 – 1995 INNOVATOR – Hotfoot Insoles – Appeared on QVC and this product was one of their top selling products during my appearances.

1980's INNOVATOR – Developed and designed the top selling T-Shirt line at Mervyn's. Line was called "COOLERS".

PATENTS AND TRADEMARKS

Patent Providing a consumer discount or reward using time-bound gaming design – Retail App

Co - Patent Computer-Implemented System and Method For Facilitating Conversation Within A Group Through Heterogeneous Message Delivery – SHADOWBOX

Trademarks CHAPTERS - VST MYO DYNAMIC - Applied: TIMECAPSULES

PUBLIC SPEAKING

WSU MBA Program

BOISE STATE Business Faculty and MBA Program

CWU Commencement Speaker for West Side, Marketing Club and various Business classes and special events

EWU MBA Program and a Special Assignment Lecture

SPECIAL OPS Have had multiple opportunities to speak to the Special Ops Community and it has been a honor.