

A Profile for your consideration



Gene Zarwell's

Professional profile.

He has traded [\[i\]](#) as....

APRTVSC™

Zarwell Marketing

Business Continent USA, Ltd.

Axis International Marketing, inc.©

Professional Recertification Marketing, inc.

American Новый Мир™

ContactNet™

Concentrating on Domestic and International....

- **Company Strategic Analysis**
- **Business development**
- **Communications**
- **Marketing**
- **Profits**

Purpose of this profile

To submit information you may want to consider before entering into an employment contract or a professional services agreement with Gene Zarwell. This profile provides background about him, his credentials, his professional capability^[1] and suggested rates.

As board chairman, military commander, chairman of several non-profits, pro se "litigant", chief financial officer of several startups, and international director of several e-commerce based ventures, Gene brings to you a wealth of global experience from first-hand knowledge. Known for his innovative tactics, his accomplishments maintain that integrity you require.

This profile illustrates check and balance methods of operation to assure team players contribute equally. It presents several options for your consideration. It is the intent of this proposal to offer to *you* expertise and talents of one of a truly unique executive and opportunity to team with for *your business*.

How he assesses the Situation.

Technology has inundated our lives by offering us more information than is reasonably needed to be successful. It has depersonalized many business relationships while enhancing our capability to do business 24 hours per day, seven days per week in every time zone around this globe. Internet coupled with evolving technologies offers excitement, motivation, and creation of interactive platforms to quickly move money from their pocket to yours (7 second download – 20 seconds to enter the credit card number). Twenty-five years ago, we thought it was fast with 30-second commercials!

As a member or adviser to your senior staff, Gene can help you reinvent your company by offering analytic, creative thinking to your strategic planning while developing quality leadership to favorably affects your “bottom line”. This is one more way *your* loyal customers can benefit from new visions, global insights, and objective assessments to produce profitable results for *you*.

Gene knows there are good executives available, but not many with his flair for marketing. Many do not develop an organization's attitude. His background in government, his aptitude for quick analysis, and his ability to simplify complex, technical concepts is demonstrated through many major assignments. He is unmatched in his ability to understand litigation, finances, and lawmaking.

Who is this guy?

He is known for “getting things done”. Even when many projects are perceived as impossible, he accomplishes them with peneche and on-timeliness.

Gene Zarwell is an exceptionally talented individual skilled in forward thinking. He is adept in building businesses. His independent productions, political consulting, business development, and trade-show direction has been accepted throughout a global community. Concurrently, a second career advising top levels of the military and government broadened his universe, gave him international flair, and taught him diplomacy. As a commercial pilot, he learned to go forward to reach goals with and without contingencies.

At CEO, Presidential, Secretariat and Four-star General Officer levels, he is a confidential adviser to top-level thinkers and planners.

As a senior rank Reserve Officer, he supported seven, four-star Army Commands with high quality, strategic, visualizations of complex doctrine that changed America's focus from battlefield to global cash register. Because his expertise and talents are unique, many other military and government agencies call upon him, too. Organizations like: Department of Defense, US Central Command, National Guard Bureau, US Army Reserve, Reserve Officers Training Corps; and agencies like: Selective Service System, the White House, and Commerce Department secured his services to develop communication strategies.

As a political consultant, Gene worked confidentially behind candidates like; Senator Bob Dole, President George H.W. Bush, and Vice President Dan Quayle.

Senator Phil Gram, Congressman Wayne Gilchrest, Gubernatorial candidate Ellen Sauerbrey, County Executives John Gary, Ted Venetulis, and several challengers in both major political parties, tested some of his issue resolutions in campaigns. He also experienced politics first-hand from his seven campaigns - three senatorial runs, a congressional bid, and three takes at Maryland's comptroller position. These opportunities exposed rampant voter fraud creating illegal governments.

Before that, Gene earned kudos in broadcasting with public service radio and television shows. Early career assignments included; retail advertising, technical writing, marketing, advertising, and public relations. In 1965, he managed and announced the World's Fair Water Ski Show - a venture earning \$82 Million for its New York City host. That boost in revenue more than doubled replacement of previous year loses.

At Bendix and A.T.O., Gene held corporate positions responsible for advertising and public relations for 12 divisions and 2 multidimensional subsidiaries. He became leader of Bendix Aerospace's proposal team on several, multimillion dollar, NASA bids. Before video NTSC standardization, VHS, or Beta formats Gene established an in-house television magazine for Bendix employees at all divisions and subsidiaries. Purpose was to produce informational product tapes for commercial airlines and general aviation products as well. Eight film shorts in three weeks for DoT's TRANSP0 '72 are included in his list of accomplishments.

At The University of Wisconsin, Gene completed two years of Electrical Engineering plus a minor in Earth Sciences while earning a BS degree in Broadcast Journalism in 1967. As WUWM-FM (University of Wisconsin Milwaukee) Community Affairs Director, Gene produced and directed radio magazines, current event talk shows on four area TV and five radio stations; he produced, hosted, and directed 49½ hours live coverage of Pope John V's *25th Church Music Congress*. He later packaged that historic confab in 17 languages for Radio Vatican. Since then, he has appeared in specials and on talk shows around the world.

Gene is an accomplished videographer and award-winning photographer. Since 1963 he has logged more than 1500+ and holds commercial / instrument pilot rating as well as being an experienced sailor, yachtsman and high security driver. He has been around the world five times to include Australia, New Zealand, Europe, Eastern Europe, Southern and Central Asia, and parts of The Americas.

He does not come to you with preconceived ideas of what is needed.

In each situation or audit, he includes several coordinating steps to secure concurrence from key contributors and authorizations to expend resources.

First, determine what *you* want to do.
Decide to whom *you* will do it. Moreover,
what is it *you* expect as outcome – *Profits!*

With this direction, a proposed plan (concept) is drafted, either by him or a team of freelance writers, and then submitted to *you* for concurrence.

When approved, he begins to visualize it on with script and graphics. In most situations, organizational relationships are charted, responsibilities are facilitated, and budgets are forecast.

After all elements are identified and funding secured, he begins testing through focus groups, computer models, and independent researchers to assure everything works toward projected goals. At this step, **you again review** the project.

Final process is combining teamwork together with resources to implement the plan. Satisfaction is achieved when all objectives are met and goals are within reach.

Gene works best when direction is up-front and a budget is presented. He is known to make decisions beneficial to accomplishing tasks, having "**Drop dead**" deadlines are never missed.

As an aside- in 1991, an intensive after-action report to NATO requiring 5 months of post-production was delivered to the Secretary of Defense as he was entering his staff car at the Pentagon on the way to the Andrews AFB to travel to Italy to present it to coalition Troop Commanders.

Graphic Video Index

In alphabetical order - video projects, produced by Gene at several Advertising agencies excluding 106 PSAs created for Army and Air National Guard Commands in each of the 50 states plus Puerto Rico, Virgin Islands and The District of Columbia:





Gene's Client List

ACME Financial
 ACO Hardware, Inc.
 All Union Society for Informatics and Computer Technology (Soviet Union)
 American New World
 APRTVSC
 Army Materiel Command
 Army Reserve Personnel Center
 Atlanta Committee for the Olympic Games
 Audicorder Pty Ltd
 Axis International Marketing, inc
 Bush-Quayle '88/'92
 Business Continent USA Ltd
 Carting in Door - Moscow
 CASEgroup, Incorporated
 CENTCOM
 Centurian Limousine, Inc.
 Chessie Yachts, Inc.
 Chrysler Motor Corporation
 CIOR
 Computerland
 ComSkills 2,000

Conferences and Expo's
ContactNet
Dell's Hobbies
DoD
Due Process Institute
Duckworth for Congress
e-Professional Recertification Marketing, inc
Fenhagen, Hoffberger & Coxe
Fibrefab, Inc
First US Army
Flight Center, Inc
Florida Citrus Commission
FMC Corporation
FORSCOM
GeneZarwell4President
Government Procurement Assistance Center
Gilchrest for Congress
Gimbels Brothers
Grey Advertising
J.W.T. Advertising
Ken Cook Transnational
McCann-Erickson-Worldwide
Michigan Army National Guard
National Guard Bureau
National Restoration Specialists, Inc
New York World's Fair
N.W. Ayer ABH International
Omnilab, Inc
Outboard Marine Corporation
PAnX
PR Associates
Pro Se Legal-ez, Inc
Reserve Officer's Training Corps
Scott Engineering Sciences, Div. of A.T.O.
Selective Service System
Soviet Computer Trades Shows, Inc
SyberGroup
TetonSands
The Bendix Corporation
The Army Nurse Corps
The Vatican
Tommy Bartlett of Florida, Inc.
TRADOC
TransGlobiX
Ubiquity Pty Ltd
USASAC
USS Annapolis Commemorative Committee
U.S. Army
U.S. Army Medical Specialist Corps
U.S. Army Reserve

U.S. Sailboat and Powerboat shows
U.S. Women's Challenge
U.S. Post Office
Wisconsin Penile Institutional Learning
Wolf Rinke Associates, Inc.
YMCA
Zarwell for Congress
Zarwell for U.S. Senate
Zarwell Marketing

Newest on the list could be if an agreement is reached: *YOU*

His best three projects.

1. Most successful project in short time period was an advertising campaign for ACO, Incorporated's 39-store hardware chain, in Southeastern Michigan.

An in-depth corporate communications audit initiated the campaign. ACO's corporate advertising goals and objectives were identified for the first time. Gene facilitated people development at all levels in the chain – from Founder to loading dock.

In order to hold its market share, to keep its pricing competitive, to build greater customer confidence, to gain a greater share of competitive business, a multilayer advertising program was recommended.

It consisted of an Umbrella -- theme materials; Product co-op advertising; Corporate/trade advertising; and contingency programs for short notice-advertising opportunities.

Elements included its corporate videotape; an animated logo; a husband/wife radio campaign; several seasonal and "themed" television campaigns accompanied by a corporate brochure for trade shows.

Result was a 40 percent increase in ACO's seasonal sales over the previous year was achieved and a 65 percent annual increase was sustained for 5 years.

2. *His most spectacular project* was a 3-1/2 minute, seven-projector slide presentation for the Army, Chief of Staff, General Wickham.

About 5-1/2 weeks before the 1984 AUSA convention at the Washington Hilton, he was asked to produce a film to be used as a preamble to The CSA's luncheon speech for global commanders, contractors and Washington lobbyists.

After analyzing the multitasking requirement: 1) it had to espouse the Chief's philosophies --Training, Maintaining, Leading and Caring; 2) it should highlight activities of the Army Family; 3) highlight the Army's history; 4) it had to arouse a patriotic feeling; and 5) introduce the theme "Today's Army -- Proud and Ready" (a theme he developed and presented to the Secretary of the Army).

Gene recommended using slides because of their clarity when projected more than 300 feet across the huge hall to a size of 65 feet square. Most importantly, there was no video or film of George Washington's Command, but we had 10,000 slides of art (artwork and tin-types)

Selecting 218 slides plus creating an animated flag sequence of 32 slides, took about 3-1/2 weeks after two weeks of researching feasibility for the project. On-site the night before, set-up and testing required 13 hours, before it clicked off without even one slide out of register. When all ballroom lights sequentially faded out to total darkness, and not a sound could be heard, we punched the show to run.

Those 3,000 in attendance were in awe.

It's music (no narration), heightened to that of a live 100-piece Army band featured historical vignettes, "Be All You Can Be", and "Stars and Stripes"; put tears about mid-cheek before it ended.

With its animated re-enactment's, quick sequences, and flashbacks, it achieved its goal; When General Wickham was introduced, he found it difficult to speak from being choked up with emotion.

It was used seven times at major Army conferences with similar reaction. After which, it was transferred to videotape for travel. On videotape, it had less of an emotional impact.

3. **Gene's most intriguing project** was combining a Corporate Identity program with informational videos for Army Materiel Command.

General Richard H. Thompson, AMC's commanding General, requested a marketing identity program; and Gene gave him one. It took traveling for months around the northern hemisphere to produce it.

A march, "Share the Pride", complete with lyrics; a logo with an Identification Standards booklet; a music video; an exhibit design package; and a package of video tapes: "The Decisive Edge"; "Training Smart -- The Reserve Component Edge"; and "Tomorrow's Edge." The latter included an animation of future defense technology projected for year 2070 as gleaned from a year of research with top Army engineers and scientists.

Post-production in Washington required art/pencil drawing backgrounds, 16 sound effect tracks produced in Hollywood. Members of The Army Band provided Music and voices. U.S. Army Laboratory Command provided technology concepts developed by its many facilities around the world.

Results: AMC achieved recognition as one of three top Army Commands.

For Gene, it was the start of many quick reaction projects for the US Government.

Other Projects of significance

Project: **Mimic Audicorder**

Objective: Market a down-loadable legal deposition recorder over the Internet

Synopsis: Create a website to accept global currencies and download the product

Achievement: Product was introduced at the ABA Tech-show in Chicago.

Project: **Endless Journey**

Objective: Develop a global business plan with reachable objectives

Synopsis: Draft a document presenting a concise explanation of a global venture

Achievement: Completed the plan and proved its value on a global fact finding trip

Project: **"Project 6,000"**

Objective: Enlist 6,000 Army Reservists in a 2-week period.

Synopsis: Produced a TV PSA package for 22 states and placed it at 205 stations.

Achievement: Over 12,000 enlistment's, more than \$1.5 million in PSA time.

Project: **U.S. Women's Challenge**

Objective: Secure funding for entry in the "Whitbread 'Round the World Race".

Synopsis: Created a corporate video to seek sponsors plus personal phone calls

Achievement: Raised \$1.5 million in 3 months and sailed the boat to the starting line.

Project: **Olympic Transportation**

Objective: Provide adequate transport of teams, VIP's, media, and officials

Synopsis: Developed van loops at several venues for more efficient movement. It reversed the negative press and took media heat off the Atlanta committee.

Project: **SofTool USSR '90**

Objective: Introduce western hardware and software to the Soviet government computer executives.

Synopsis: Took over marketing and staging of a C.A.S.E technology conference and exhibition in Moscow.

Achievement: Demonstrated products to 15,000 soviet scientists and engineers – created \$500,000 profit.

Project: **Centurian Limousine**

Objective: Grow the company from a one-car operation to multi-markets.

Synopsis: Create targeted advertising to expand the business from Wedding and Proms to include corporate and out-of town travels.

Achievement: Saturated the wedding market and reached 550 corporations plus \$250,000 Olympic contract.

Project: **Pro se litigation**

Objective: Preemptive strike to prevent judgment against debtor.

Synopsis: Prepared case to determine responsibility.

Achievement: Salvage Company declared its responsibility in court when it assumed possession of goods with a hold harmless waiver from the bank

Project: **Field Executive program**

Objective: Maximize use of national, regional, and local public service advertising.

Synopsis: Created a 9-man field force to train 1,500 recruiters nationwide on effective writing and placement of public service messages.

Achievement: Reduced prospect to enlistment ratio from 100:1 to 4:3 while increasing unit strengths to 110% in less than projected 18 months.

Project: **Pro se in the United States Supreme Court**

Objective: Define Due Process through "*Third Party Interference with Plaintiff's right to 'What is Due'*"

Synopsis: Filed, researched, litigated and positioned actions in five cases to support findings of denial of due process as implied in The Constitution of The United States.

Achievement: acceptance of the case on May 7, 2008 in the court for consideration in 2008.

Project: **Answering The Call**

Objective: Spotlight NATO and Middle East Reserve and Guard performance in conflict during Persian Gulf "Desert Shield/Storm" operations.

Synopsis: Compressed 500 hrs of raw video into a 6 min & 13 min. after-action report for NATO Commanders within a five month time frame for showing at two separate annual conferences: Employer Support Guard and Reserve and NATO Coalition Defense Leaders.

Achievement: Delivered final edit to ASD-RA on "D-Day" as he entered his vehicle to head to airport for presentation in Paris July 5, 1991.

How he makes money.

You pay him.

Sometimes, salary, bonus, perquisites, or he bills you by the hour, day, week, or project. On long-term projects, in lieu of employment, if you desire, he asks for contract fees up front. Some projects can be negotiated with terms of one-third down upon contract, second / third upon production / approval, and remaining third adjusted upon contract satisfaction.

For consulting sessions, his first meeting is generally on him. The next one, though, is on you. He charges full day rates for meetings plus out of pocket expenses (this helps pay for time in preparation of meeting materials). Travel time is billed at 1/2-day rate plus reasonable expenses or a fee is negotiated per participant, result desired, or levels of success.

Telephone and shipping charges not considered a part of doing business will be passed along as well. For his suppliers, he will bill you for their services plus 20% markup, or you can pay them directly.

Why you should do business with Gene Zarwell -

It would be a smart decision to hire Gene Zarwell who is exceptionally talented and skilled in marketing, advertising, public affairs, independent productions, politics, business development, and trade-shows. Who is exceptionally well informed about the top levels of military and government, and who operates from a wealth of knowledge, international flair, and diplomacy on the global scene.

He has an intimate knowledge and understanding of the various public sensitivities to various issues and messages. His professional contacts stretch from Hollywood to New York including Atlanta, Chicago, Detroit, Miami, and Washington, plus International assignments in Brisbane, Christchurch, Cologne, Frankfurt, London, Moscow, Paris, Perth, Vienna, and Zurich.

Gene is dedicated to getting the best work available for the price, and he does not settle for the mediocre. In addition, Gene would like to work with you.

What others wrote about Gene -

“As a member of the (Apollo 11) team, he advanced the nation’s capability in aeronautics and space culminating in man’s first landing on the moon.”

T. Paine, National Aeronautics, and Space Administration

“This mission could not have been accomplished without the time and effort that Gene brought to this (‘88) campaign.”

George HW Bush, President-elect

“Someone with his (Gene) kind of expertise should not be overlooked. He brings continuity, perspective and savvy.”

Senator Alan K. Simpson, The United States Senate

“Your Russian marketing report is the most professional assessment we seen complete with photos and case histories.”

Mike Cornell, Managing Director Endless Journey

“Gene’s many accomplishments are noteworthy, not only because of the communications goals they achieved, but also because of the level at which they were executed.”

Lewis Brodsky, Selective Service System

“Gene, you must come back to do SofTool again next year. We cannot do without your expertise.”

Igor Boukreev, Vice Chairman, State Committee of the USSR for Computer Technology and Informatics, Chairman of the All Union Society for Informatics and Computer Science Technology, and SofTool ‘92 sponsor

“Zarwell’s ‘can do’ attitude and ‘make it happen’ spirit resulted in a well-coordinated production that far exceeded our expectations.”

Lieutenant General Robert M. Elton, Deputy Chief of Staff for Personnel

“The bottom line was that the City of Annapolis played a significant role in the early life of the USS Annapolis (SSN 760), her officers and crew...in no small part due directly to the efforts of Gene Zarwell.”

Mayor Alfred A. Hopkins, City of Annapolis

“We need a couple of Gene Zarwells in this corporation”

Donal Erskine, The Bendix Corporation

“His creative thinking, patience and hard work are what guaranteed success.

General John A. Wickham, Chief of Staff of the Army

His efforts at improving corporate images are truly outstanding.

General Richard H. Thompson, Army Materiel Command

“His efforts speak for themselves and will have a long lasting here.”

Al Salter, W.B. Doner & Company Advertising

“I don’t know what we would’ve done without him. He kept us informed, kept us together as a team.”

Theresa Healy, US Women’s Challenge

His insights and expertise shortened the time to reach our objectives and with better results than we expected.”

Bill Aiken, ACO Chairman

“He’s a lucky find - creative and talented in business communications.”

Gerald Bottorf, President, Government Procurement Assistance Center

“A super star in media presentations - no doubt the best in the Army.”

General Jimmy D. Ross, Deputy Chief of Staff for Logistics

Gene increased our seasonal sales by 40% through effective marketing”

Glenn Haege, Merchandising Manager, ACO Hardware, Inc.

“He quickly applied creativity, professional training and technical expertise to develop one of the finest briefings in the government.”

Wil Ebel, Director, Selective Service System.

“When it comes to quality productions, he’s the expert.”

John O. Marsh, Secretary of the Army

“Gene is a professional, he knows what needs to be done and how to get it done efficiently and effectively.”

Jerry Crown, ABC News

“He is an ambitious, energetic talent who brings an incredible focus on the mission at hand.”

COL Dennis O’Malley, First U.S. Army

“He is the best. He picks up material quickly, is very technically competent and most important has vision and initiative.”

Maynard V. Lundgren, Department of the Army

“This short fused task required Gene to define the concept, suggest commercial and military resources for needed video material, conduct inter-agency contracting coordination, supervise editing and creative package the final product.”

COL Rex William’s, U.S. Marine Corps.

“He is candid in his assessments, but tactful, professional in his recommendations, and yet dedicated to providing the best communications possible.”

George G. Kundahl, Principal Deputy Assistant Secretary of Defense

"Gene is aggressive, mature, confident, inventive--unusual attributes to find in one human-type package. I have seen him in action in an almost impossible situation and rise to the occasion with considerable verve and acumen."

Richard Snow, Bernard E. Ury Associates, Inc.

What he charges.

He feels you will be best served by paying him an equitable rate for his expertise, knowledge and professional services so that he can give that extra effort needed to make your corporation outstanding on the stock market, in the Fortune listings, on financial newscasts, in global competition, or "whatever."

A cut above the competition

Therefore, he has established a salary range between \$250,000 US and \$350,000 US, or in lieu of an employment contract, a daily rate beginning at \$2,000 to \$5,000. Speaking engagements bill out at \$5,000 plus travel expenses and collateral materials production as projected below.

He will consider other negotiated compensation and benefit packages.

For short-term projects, he expects \$1,500 - \$15,000 down for computer work dependent upon the amount of intellectual property required to complete the project. Training seminars are priced at \$300 to \$2,500 per student depending upon the subject material and sensitivities.

Audits resulting in business strategies and plans require several pricing levels and various timetables, therefore he asks for a retainer of between \$25,000 and \$150,000 up front with options for renewals, stocks, equity, or ownership.

Internet projects require a \$2,500 - \$5,000 deposit with 12 months retainer of \$1,000/mo. for web mastering a most sites.

Costs of the posting a website range from \$120/10MB per year plus Domain Name(s) at \$25 - \$125 depending number of variations determined to reach all audiences. Merchant accounts vary from free sites to up to \$1,500 for setup with reputable financial institutions plus monthly credit card discount rates of 2.3% up to 7.5% and gateway fees of \$10 - \$25 depending on domestic and international banking networks. Use of photography or video depends upon the source. Graphics creation will be billed on an hourly charge at \$150 per hour. Writing is billed at a minimum \$3,500 including the research.

Collateral materials Complimenting the website will be billed at \$3,500 exclusive of production costs plus 20% for coordinating production.

Gene has been paid as much as \$35,000 for one photograph and usually charges \$200 to \$50 per hour for photographic services www.i-recert.com/aLotOfPhotos/photos.index.htm and up to \$52,000 for videotape reports.

All rates are exclusive of travel and expenses. All materials created will be copyrighted by Gene Zarwell and licensed to client unless an agreed upon buyout is negotiated.

Call him...

For immediate attention, you can phone him in the Washington, D.C. area by dialing:

Land line: **301.262.5064 USA** *

or

E-Mail: 1gzarwell@gmail.com

If he is traveling, please leave a message so he may return your call. Avoid using snail mail, but if you have too, here it is:

Snail Mail: **Gene Zarwell, a.p.r.**^[2]

PMB 98

1153 Rt. 3 North Ste G

Gambrills, MD 21054-1709

Website: <http://www.gzarwell.us/>



*Thank you for considering this business profile
Moreover, how it will better your "bottom line"*

[1] Gene has increased bottom lines by over \$82 million for corporations, non-profits and various governments.

[2] Accredited Public Relations practitioner by the Public Relations Society of America.

[i] Zarwell Marketing was instituted to provide Gene with an entity from which to bill freelance clients.

American - Новый Мир was formed as a joint-venture with a group of Russian businesses.

Axis International Marketing is an entity to enter into preliminary negotiations with foreign organizations.

ContactNet is an umbrella program name for trade show assistance and trade junkets.

APRTVSC (Advertising, Public Relations, Television Syndication Counselors)

* Primary phone contact needs caller ID or verified disclosure.