

We deliver in 2 days not 2 months!

*Mar y Sol Twin Hull Boats Inc.
Florida, Costa Rica & Nicaragua
+1 (305) 506-9124
www.newpowercatamarans.com*



Initial Personnel Plan

Mar y Sol is proud to present the following personnel as the initial members of its team. The people listed below represent several hundred years of combined experiences, fluency in six languages, and over a dozen college degrees. Most importantly, they all possess personal energy, motivation and drive; a belief in the company and an overwhelming desire to see success in Mar y Sol, shown in their willingness to move themselves and their families to the Caribbean.

Chief Marketing Officer:-----Alex Martinez
Communications & PR Specialist -----Patricia Dexheimer
Southern Caribbean Boat Sales-----Daniel Reich
French Caribbean Boat Sales-----LaMarr Funn

Chief Operations Officer: -----Theresa Biemer
Import-export Agent-----Jessica Martinez
Boat Prep -----David Knight
Machinist and Mechanic-----Greg Williams
Mechanical Assistant-----Chris McCabe
Vendor and Customer Accounts-----Roger Morales
Warehouse Driver & Stocking Assistant-----Bill DiGioia
Manufacturing Manager-----Hector Arróliga
Receptionist & Order Entry-----Evelyn Bernardo

Chief Financial Officer:-----Domingo Bernardo
Management Trainee-----Jean Carson
Electrical Engineering Intern-----Daniel Bernardo
Mechanical Engineering Intern-----Matthew McCabe
Bookkeeping, Accounting Asst-----Rosa Bernardo

Business Advisers:
Banking-----Gene Hinton
Branding-----Gerry Foster
Corporate Planning-----Harry Lay[§]
Technical Advisor-----Ron Klein[§]
Patents, Intellectual Property-----Jason Webb

§ This position has not been confirmed

Summary Job Descriptions

Communications & PR Specialist -----Patricia Dexheimer

Patricia has nearly 40 years experience as a business owner and a writer. She will be responsible for creating and maintaining a favorable public image for Mar y Sol. She will use press releases, promotional materials, advertisements, and will be in charge of event creation, planning and execution. Patricia speaks English and Spanish.

Southern Caribbean Sales-----Daniel Reich

Daniel Reich was born in the Florida Keys and has spent most of his entire life near boats. After he served in the Army as an attaché to a Major General, he returned to the States as a salesman for the largest boat retailer in Florida. There he excelled in sales of fishing boats. Daniel will be in charge of sales for Mar y Sol outside of Costa Rica. Daniel speaks English, German and Spanish.

French Caribbean Boat Sales-----LaMarr Funn

LaMarr is a native of the islands, a successful real estate agent and currently produces a jewelry line in Maryland. She will be responsible for ensuring the message from Mar y Sol's branding and marketing efforts are not lost in translation. She will concentrate on the French speaking population of the Caribbean. LaMarr speaks English and French.

Import-export Agent-----Jessica Martinez

Jessica comes to Mar y Sol with twelve years of office experience as a professional assistant. She will be responsible for the daily scheduling and operations of import and export transactions; resulting in vessels and materials going through a smooth and timely transport between the point of origin and Mar y Sol's customers.

Information Technologies -----David Knight

David is assisting Mar y Sol before entering the United States Army in September. He will assist in the set up of the Costa Rican, Colombian and Nicaraguan showroom and warehouse. In addition, he will prepare vessels for final delivery. David speaks English and Spanish.

Machinist and Mechanic-----Greg Williams

Greg has been a small engine mechanic for over 30 years. He will be responsible for the final assembly and check out of each vessel and its engines before delivery.

Mechanical Assistant-----Chris McCabe

Chris brings to Mar y Sol five years of experience in the electrical contracting and plumbing manufacturing industries. He will be assisting the head machinist and mechanic.

Vendor and Customer Accounts-----Roger Morales

Roger joins Mar y Sol with eight years working in the banking industry servicing customers and their accounts. His function will entail creating, processing or confirming purchase orders, invoices, sales orders, and other financial obligations between Mar y Sol, its vendors and its customers. Roger speaks English and Spanish.

Warehouse Driver & Stocking Assistant-----Bill DiGioia

Bill retired from general contracting after 20 years and came to Florida to be with his grandchildren. There he ran a shooting range for over six years. Bill's responsibilities will include delivery of completed vessels and maintenance of all materials in stock.

Manufacturing Manager-----Hector Arróliga

Dr. Hector Arróliga is a native Nicaraguan that has spent 25 years in the USA working in the legal and manufacturing professions. As a Nicaraguan lawyer, with experience in the presidential cabinet, he brings extensive local knowledge to Mar y Sol. He will be responsible for the manufacturing plant in Nicaragua as well as public relations in Nicaragua. Hector speaks English and Spanish.

Receptionist & Order Entry-----Evelyn Bernardo

Evelyn is a college student that is taking a year off to join Mar y Sol for the position of receptionist. She will greet Mar y Sol's customers with a friendly smile, orient them and help customers feel comfortable. She will also perform data entry work; sales orders, purchase orders, invoices, etc.

Management Trainee-----Jean Carson

Jean owned a vineyard and is a registered nurse. She has over twenty years managing patients and dealing with customers. Jean will train to move on to General Manager of Mar y Sol's franchise in Martinique. Jean speaks English and French.

Electrical Engineering Intern:-----Daniel Bernardo

Mechanical Engineering Intern:-----Matthew McCabe

Daniel and Matthew are currently engineering students. They will be responsible for the daily operation of the Twin Hull Electric Boat project during the summer of 2012. Daniel speaks English and Spanish.

Bookkeeping, Accounting Asst:-----Rosa Bernardo

Rosa has maintained the books and served as financial advisor to a cattle and sod farm in Okeechobee, FL since 1989. Rosa will use her experience in classifying and recording numerical data to keep Mar y Sol's financial records complete. She will check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by other team members. Rosa speaks English and Spanish.

Management Team

The right management team is integral, and must have a strong foundation in marketing, management, finance, and services development. *Mar.y.Sol* is confident in its team.



COO: Theresa Biemer

Theresa Biemer (Operations Manager)

Theresa has been managing patients and their medical history as a Physician's Assistant for over 15 years. Medical experience leads to extensive knowledge in customer service and compromise; since medical professionals often see people at their worst. She is currently studying Spanish and plans on becoming fully fluent.

Theresa is an accomplished manager with many years of experience dealing with hundreds of people, suppliers and vendors at once.

Alex Martinez (Sales Manager)

Alex has over 20 years experience in the sales and marketing field for successful companies and ventures, including extensive experience with international clients in over 30 countries. Alex has been successfully selling products and services since he graduated from high school twenty five years ago. He is fully bilingual, reading, speaking and writing in English and Spanish. He also has a working knowledge of Portuguese.

Alex is an accomplished and experienced sales manager with experience that will immediately benefit *Mar.y.Sol*.



CMO: Alex Martinez



CFO: Domingo Bernardo

Domingo Bernardo (Business Manager)

Domingo has almost 30 years experience managing teams of people and business units, first as an officer with the US Navy, then as a business manager for two successful engineering companies specializing in high end products. Having worked in over 75 countries, he is fully bilingual in English and Spanish, and is able to read and communicate in Portuguese, Italian and French among other languages. Domingo has successfully coached and created dozens of distributors throughout the world, and will act as the chief financial and business analyst for *Mar y Sol*.

Domingo is a celebrated leader with extensive experience in business-to-business relationships and Latin America.