

Fred L. Potter – KidsVax® and LegacyWise®

P.O. Box 1885

Concord, NH 03302-1885

Cell Phone (603) 491-2389

Proven Leadership:

MANAGING MEMBER – KidsVax® 2001-present. Managing member of specialized company serving not-for-profit and quasi-governmental organizations. Offices in Concord, NH and Seattle, WA.

FOUNDER / ENTREPRENEUR – LegacyWise® 2015-present. Forming nationwide program to work in partnership with schools, synagogues, parishes, churches & other charitable organizations to assist low and middle income families in preparing guardianship designations and estate documents.

FOUNDING EXECUTIVE DIRECTOR – New Hampshire Vaccine Association, 2002-present; Washington Vaccine Association, 2010-present; Maine Vaccine Board, 2011-present; Vermont Vaccine Purchasing Program, 2014-present; Alaska Vaccine Assessment Program, 2014-present; Rhode Island Vaccine Assessment Program, 2015-present.

EXECUTIVE DIRECTOR – Christian Legal Society, 2009-2012. Executive Director & CEO of 2,000+ member national association of Christian lawyers focused on attorney and student ministries, religious liberty advocacy, and pro bono legal services. Oversaw financial turnaround and organizational restructuring to prepare for expanded service nationally.

SENIOR COUNSEL - Sulloway & Hollis, 1975-1980; 1997-2013. Past Business Department Chairman. Co-founder of consumer class action practice. Partner until 2009, then Senior Counsel. Practice focuses included mergers & acquisitions, insurance regulatory law, and consumer class actions. Led complex national accounts matters for both privately & publicly held organizations.

FOUNDING EXECUTIVE DIRECTOR – New Hampshire Health Plan, 2001-2007. Working with the NH Department of Insurance and industry leaders formed and administered through startup, with positive financial results & client satisfaction, annual growth in net assets, annual growth in individuals insured, and steady reduction in industry assessments, a quasi-public not-for-profit organization which first (i) stabilized NH's previously-fragile individual health insurance market and then (ii) provided, with subsidized benefits, the only available health insurance for NH's medically-uninsurable residents.

PRESIDENT, GENERAL COUNSEL & CEO - Christian Mutual Life Insurance Company - 1980-1996.

PRESIDENT - New Hampshire Bar Association - 1986-7. Elected leader of 3,000+ member statewide mandatory member organization comprised of all practicing NH attorneys.

FOUNDING CO-PARTNER - Management consulting / computer systems implementation firm.

Senior professional in four complementary areas: law, finance, information technology, and general management. Innovative. Successful team leader who has created and implemented new programs with limited resources. Maintained customer service and employee morale through both growth and contraction phases. Strong deal making, public relations, team building, problem solving and leadership skills.

Built upon strengths developed in commercial law practice and continuing bar leadership:

- Managed NH components of over \$3 billion of merger & acquisition transactions.
- Handled jury trials to favorable verdicts in both state and federal courts.
- Provided leadership in numerous complex commercial and class action suits with significant cash recoveries for over 300,000 school teachers nationwide.
- Won 2 of 2 appeals to NH's highest court - handled all briefs and oral argument.
- Preserved client's international rights in high technology manufacturing process.
- Successfully defended against attempted hostile takeover of publicly held company.
- Coordinated bench, bar, legislative & executive branch work to meet family law needs via marital master program.
- Opened mandatory bar association budget process & reduced member discontent.
- Senior executive and board leadership in corporate and non-profit governance.
- Guided various clients through all steps of business development, financing, restructuring, and liquidation.
- Formed early NH bank service corporation.

Guided all aspects of life insurance and mortgage business expansion including:

- Led new state admissions to increase operating authority by over 80%.
- Coordinated product redesign for unique inflation protected life & disability benefits.
- Redesigned all policy forms & secured regulatory approvals.
- Negotiated and closed 200% capital enhancement through surplus notes.
- Oversaw field force growth in number and productivity increasing sales levels 300%+.
- Conducted RFP processes and oversaw automation of policy administration.
- Negotiated new reinsurance treaties to support unique product design and better manage risk (saved \$1 million in one claim alone).
- Developed nation's first structured finance program for church loans and closed nation's only investment-grade rated pool.
- Established national loan closing network and redesigned process to cut closing costs by over 50%.
- Eliminated loan warehousing rate risk through product innovation.

I enjoy leading teams of professionals to breakthrough results, especially efforts requiring creativity and coordination among multiple constituencies. Page 2 reviews education and work history chronologically.

EDUCATION:

- 1972-1975 UNIVERSITY OF MICHIGAN LAW SCHOOL ANN ARBOR, MI
Earned the degree of Juris Doctor in May, 1975, *magna cum laude*. Elected to the Order of the Coif (law student honorary society).
- 1970-1972 HARVARD GRADUATE SCHOOL OF BUSINESS ADMIN. BOSTON, MA
Earned Master in Business Administration degree in June, 1972. Second year honors. Special studies in management science and control.
- 1966-1970 HARVARD UNIVERSITY BOSTON, MA
Earned Bachelor of Arts degree *cum laude* in General Studies with major in economics. Member of Phillips Brooks House Association and Harvard-Radcliffe Christian Fellowship. Scholarship recipient.

**PRIOR WORK
EXPERIENCE:**

- 2009-2012 CHRISTIAN LEGAL SOCIETY METRO DC AREA
Executive Director & CEO. Reorganized and strengthened four major national ministry areas (Attorney Ministries, Law Student Ministries, Religious Liberty Advocacy and Legal Aid) to serve into the 21st Century. Recruited leadership to propel ministry forward with substantially enhanced operational foundation and finances.
- 1996-2013 SULLOWAY & HOLLIS CONCORD, NH
Chaired the business department in NH's oldest law firm. Innovated in practice delivery and client services. Developed new commercial financing structures. Assisted client implementation of improved business practices and advanced technology. Co-founded consumer class action practice (focused on abusive, outlier financial services practices). Led NH teams to successfully close over \$3.5 billion in M&A transactions.
- 1980-1996 CHRISTIAN MUTUAL LIFE INSURANCE COMPANY CONCORD, NH
Provided broad professional management and legal services as a director and in the offices of President and CEO, Treasurer, and General Counsel.
- 1975-1980 SULLOWAY, HOLLIS & SODEN CONCORD, NH
Engaged in general legal practice including business organization formation, evolution, and termination; commercial litigation; and contract negotiations. Management responsibilities included design & implementation of automated office and fiduciary accounting systems. Elected to partnership in 1979.
- 1969-1982 POTTER-BROCK ASSOCIATES, INC. TUCSON, AZ
Founding co-partner of management consulting firm. Led from design to final implementation numerous & varied projects including software code management, food process and manufacturing control, production & warehouse resource optimization, and donor communications.
- 1969-1970 NATIONAL INFORMATION SERVICES CAMBRIDGE, MA
Salesman, then programming consultant. System implementations included publisher sales analysis and consumer product inventory management & demand forecasting.
- 1967-1969 INLAND UNDERGROUND FACILITIES KANSAS CITY, KS
Computer operator then programmer during summers and school vacations.

**PERSONAL
BACKGROUND:**

Married, 3 adult children, 6 grandchildren
5'11", 195 lbs.

Born 12/15/48 & raised in eastern Kansas. Attended public schools. Worked throughout college & grad school in IT consulting. Earned Certificate in Data Processing and national Award of Excellence in 1977. Elected to office in various professional associations including President of the statewide NH mandatory bar association (then 3,000+ members). Clerk of Concord Union School District [1978-1984]. Trustee of Gordon-Conwell Theological Seminary [1983-Present]. Founding Board of Trustees Chair, Concord Christian Academy [2006-present]. Director of New Hampshire Savings Bank [1986-1988]. Director of New Hampshire Savings Bank Corp. [1988-1990]. Chavanne Scholar [Baylor University, Waco TX 1989]. Past Elder of First Baptist, Grace Bible Fellowship and River of Grace churches in Concord, NH. Frequent participant in medical missions support ministries in third-world countries. Recognized in *Best Lawyers in America*, *Who's Who in Insurance*, *Who's Who in Finance and Business*, and *Who's Who in American Law*. Lawyer peer review AV® Preeminent™ rated (highest available) by Martindale Hubble.