



THE PERFECT STEP[®]
PARALYSIS RECOVERY CENTERS

Offering a Center for Paralysis Recovery
Throughout Every Major Region in the U.S.

MOVEMENT FOR CHANGE

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Executive Summary

The Perfect Step is a world-renowned facility for treatment to those living with paralysis and a multitude of neurological ailments. The Perfect Step treats clients who suffer from Spinal Cord Injury, Stroke, Parkinson's, Cerebral Palsy, Multiple Sclerosis, Traumatic Brain Injury, ALS, and PLS. The Perfect Step exists to provide an improved quality of life to people with paralysis through intense exercised-based recovery programs, education, research and development. The Perfect Step believes that "Exercise is Medicine" and the best form of medicine that any doctor can prescribe is a healthy, active, and fit lifestyle based around exercise.

We have set out on a mission to provide this important service to every major region across the country to those who are in need. We intend to provide the highest quality service possible at an affordable cost, all while trying to get governmental reform and to eventually get third-party reimbursement from insurance companies who see the value in our program and the services that we offer to our clientele. Together, we are stronger and can make a true impact on the lives of many.

Objectives

1. Have one Licensed Facility by 2022
2. Have five Licensed Facilities by 2023
3. Have an internationally recognizable brand by 2023
4. Have more than 20 Licensed Facilities in the TPS network by 2027

Mission Statement

Providing recovery opportunities for individuals living with paralysis throughout every major area of the continental United States.

What benefits will this bring to my club?

Tangible benefits

- What's coming to your bottom line in terms of net profit
- Working with a 501©(3)

Un-tangible benefits

- Staff/member attrition
- Visual perception
- Sense of community
- The ability to offer memberships to client's families

Some of the key benefits to our program are:

No Medications

Many of our clients find that after starting our program they are able to decrease or completely eliminate their medication regimes.

Wheelchair Free

All of the exercises you do at The Perfect Step will be completed outside of your wheelchair. The emphasis is on load bearing activities that may help increase your function, bone density, muscle mass, sensation, and circulation. ^{1,2}

Improved Quality of Life

The combination of exercise and decrease in medication ultimately may result in an increase in health and an improved quality of life.

Decrease Secondary Complications

Secondary complications haunt the lives of many whom are suffering from paralysis. Because of our exercise-based approach and our belief that exercise is medicine, our clients indirectly see reductions in secondary complications (pressure sores, bladder infections, osteopenia/osteoporosis, bowel issues, blood pressure issues, etc.).

Social and Psychological Support

At The Perfect Step you will meet clients who have been in the program for many years as-well-as those who have just started. These clients have similar stories to you and can help you understand the recovery process.

Hope

Everyone needs hope. Without hope you can't recover. You will find throughout our facility that hope is not discouraged but found within our staff and most importantly our clients.

OFFERING A CENTER FOR PARALYSIS RECOVERY IN EVERY REGION THROUGHOUT THE U.S.

Research

The Perfect Step has methodologies, processes, and studies to prove its effectiveness and influence on people's recoveries. Our current multi-year study with Kaiser Permanente on "Exercise is Medicine," will bring to light increased quality of life and reduced secondary complications in our clients, at our very own Pomona location of The Perfect Step. Our partnerships with highly credible researchers is changing the game.

Education

The Perfect Step offers a unique educational program that is highly respected throughout the physical fitness field. Our very own S.T.E.P. Methodology® "Special Techniques and Exercises for Paralysis," utilizes a unique program design that best suits our clients' needs and attainment of personal goals.

What types of credentials do our staff have?

Each of our Specialists who works hands-on with our clientele has at the minimum a bachelor's degree in a major relating to the human body (Kinesiology, Movement and Sports Science, Exercise Science, Exercise Physiology, Human Biology, Etc.). We believe that with these types of credentials it gives them the fundamental and key understandings that they need in order to be prepared for working hands-on with those suffering from paralysis. Our exploration and pioneering efforts in the field of paralysis recovery, have not only put us on the cutting edge of the industry, but also have other people and other facilities raising eyebrows wanting to learn from our staff.

Collectively, our staff has more than 50,000 hours of experience in the field of paralysis recovery. This allows for our staff, while working alongside of each other, to bounce ideas off of each other and to learn from each other. There are four levels of certification within our in-house certification program.

- Level I
- Level II
- Level III
- Educator

Location

Location is pivotal in the expansion process of the TPS brand. While some might feel that it is conducive to put satellite locations throughout the country, as a business development staff at TPS, we understand that building a quality brand is better than building a brand of quantity. We understand that TPS locations can only thrive in certain locations and under certain parameters. We intend to put TPS satellite locations in every major densely populated region throughout the country to provide access to an important service for those living with paralysis at an affordable cost. We believe that the densely paralysis populated demographic surrounding your location gives you a great opportunity to ensure long-term success. We believe that Medical Fitness Centers and established health clubs are profitable settings for this program.

What Type of Initial Support will you Get as a Licensee?

1. Advice/ Guidance for starting your facility
2. Direction on necessary tenant improvements and appropriate equipment layout
3. A recognizable brand name.
4. Legal use of logos, marks, and intellectual property.
5. Staff handbooks and manuals for ongoing training and a documented operating system.
6. Staff Training and Development

What Type of On-Going Monthly Support will you Get as a Licensee?

1. On-going training and development.
2. Support systems
3. Operational guidance
4. Marketing
5. Website support and client referrals from headquarters website.
6. Help with purchasing a new equipment via vendors and partnerships.
7. Multiple site visits a year to help train your staff, answer questions, and help provide quality control.

For more detailed information about partnership opportunities with TPS please read the following detailed document.

Background

The Perfect Step is a world-renowned facility for treatment to those living with paralysis and a multitude of neurological ailments. The Perfect Step treats hundreds of clients every year and has trainers with thousands of hours of experience to show for it. The Perfect Step treats clients who suffer from Spinal Cord Injury, Stroke, Parkinson's, Cerebral Palsy, Multiple Sclerosis, Traumatic Brain Injury, ALS, And PLS. Our approach towards exercise-based therapy leaves individuals suffering from paralysis in a better position to succeed and regain self-identity, self-confidence, and independence through intense exercise-based therapy training.

The Perfect Step exists to provide an improved quality of life to people with paralysis through intense exercised-based recovery programs, education, research and development. The Perfect Step believes that "Exercise is Medicine" and the best form of medicine that any doctor can prescribe is a healthy, active, and fit lifestyle based around exercise. The Perfect Step understands that every client has special needs. Therefore, we offer several programs to best meet those needs and optimize our client's chances for recovery. Clients have the option to visit one of our locations or participate in a home recovery program. The Perfect Step helps give people with paralysis the independence, hope, and dreams that were lost because of their devastating reality.

It is our belief that people suffering from paralysis and chronic neurological ailments/disorders need exercise. We believe that the body was intended to move and a sedentary body that is confined to a wheelchair or has limited movement/range of motion was intended to move even more so in order to maintain optimum health and quality of life. Thus, we have set out on a mission to provide this important service to every major region across the country to those who are in need. We intend to provide the highest quality service possible at an affordable cost, all while trying to get governmental reform and to eventually get third-party reimbursement from insurance companies who see the value in our program and the services that we offer to our clientele. Together, we are stronger and can make a true impact on the lives of many.

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- Sense of community
- The ability to offer memberships to client's families

The TPS Difference

The Perfect Step is a worldwide pioneer in exercise-based recovery and has been treating individuals suffering from paralysis for the better half of a decade. This knowledge and experience make our program unlike any other. There are several distinguishing factors that make TPS' program unique.

Improved Level of Function- The majority of TPS clients improve their function below the level of their injury and there is research to prove it via the S.T.E.P. "Special Techniques and Exercises for Paralysis" Methodology[®] and PNAR[®] "Patterned Neural Activity Recruitment" process. This is a major difference between TPS and most of the other exercise-based programs throughout the country.

No Medications – Many of our clients find that after starting our program they can decrease or eliminate their medications pertaining to their illness or ailment.

Wheelchair Free – All of the exercises at TPS will be completed outside of a wheelchair. The TPS program places an emphasis on load bearing activities that will help increase client function, bone density, muscle mass, sensation, and circulation.

Improved Quality of Life – The combination of exercise and decreased medications ultimately results in an increase of overall health and an improved quality of life. Through an exercise-based program, which has the intensity of the TPS program, a client's body may become more resilient to common paralysis ailment such as pressure sores, urinary tract infections, blood pressure and poor circulation. The best part is that we have the research to back it from our new IRB approved study, which measures increased quality of life and decreased secondary complications from clients who are committed to the TPS program.

Social and Psychological Support – Clients have the opportunity to connect and create a network of people who have similar stories and similar experiences. Clients are able to discover that they are not alone through this gruesome process and recovery. Clients have the support of their peers and specialists who work with other individuals suffering from paralysis on a daily basis. The mental health therapy that TPS allots is a game changer in somebody's mental recovery post diagnosis.

Hope – Everybody needs hope, not just those suffering from paralysis itself. Without hope, our clients cannot recover. Hope is not discouraged but found within the TPS staff and most importantly within the clients have the mental capacity and the emotional outlook to believe that hope is possible at a place like TPS.

Research – TPS is embarking on an ambitious research agenda. Through collaboration with highly credible researchers, universities, hospitals, and third-party healthcare providers, TPS intends to design, implement, and study many different projects that we hope to lead to publications in many peer-reviewed journals. This research will allow us to refine and evolve our program, as well as obtaining a third-party reimbursement from insurance companies for our intense and worthwhile program.

Education – TPS offers a unique educational program to its staff, which is world renowned for our STEP "Special Techniques and Exercises for Paralyzed individuals" methodology and Patterned Neural Activity Recruitment[®] process. Our program is built upon research, hands-on experience, and nearly a decade of pushing the barriers of exercise-based recovery. Our staff of certified paralysis recovery Specialist continue to learn, develop their skills, and grow as individuals in association with The Perfect Step Headquarters in Pomona, California.

Description of Business

The Perfect Step “TPS” is a world-renowned facility for treatment to those living with paralysis and a multitude of neurological ailments. The Perfect Step treats hundreds of clients every year and has trainers with thousands of hours of experience to show for it. The Perfect Step treats clients who suffer from Spinal Cord Injury, Stroke, Parkinson’s, Cerebral Palsy, Multiple Sclerosis, Traumatic Brain Injury, ALS, And PLS. Our approach towards exercise-based therapy leaves individuals suffering from paralysis in a better position to succeed and regain self-identity, self-confidence, and independence through intense training.

The Perfect Step exists to provide an improved quality of life to people with paralysis through intense exercised-based recovery programs, education, research, and development. The Perfect Step believes that "Exercise is Medicine" and the best form of medicine that any doctor can prescribe is a healthy, active, and fit lifestyle based around exercise. The Perfect Step understands that every client has special needs. Therefore, we offer several programs to best meet those needs and optimize our client's chances for recovery. Clients have the option to visit one of our locations or participate in a home recovery program. The Perfect Step helps give people with paralysis the independence, hope, and dreams that were lost because of this devastating reality.

Company Ownership/Legal Entity

The Perfect Step headquarters located in Pomona, California is an S-Corporation and is in community partnership with “The Be Perfect Foundation.” The Perfect Step has been in operations as a Paralysis Recovery Center for more than ten years and has P&L statements to prove the value and stability that these centers provide to existing fitness clubs.

We are actively looking to grow the number of locations in the TPS network beyond Pomona, California. We are looking to “partner” with existing large and successful Medical Fitness Centers, athletic and fitness clubs, and together, we plan to be mutually beneficial. We believe this expansion “partnering” effort will be in the form of a licensing agreement, franchise, or similar, but have not yet definitively decided.

Location

Location is pivotal in the expansion process of the TPS brand. While some might feel that it is conducive to put satellite locations throughout the country, as a business development staff at TPS, we understand that building a quality brand is better than building a brand of quantity. We understand that TPS locations can only thrive in certain locations and under certain parameters. Location identification is pivotal for the mere sake that is important to identify that potential populations of clientele are available in the surrounding areas to keep clients within the four walls of your TPS location. For lack of a better analogy, we intend to be much like In-N-Out versus that of Starbucks. We want to have brand recognition that is recognizable much like In-N-Out and Starbucks, but we want to be very good at what we do while managing a minimal number of locations that have only very specific things on the menu. It is important for TPS to maintain a concise network where quality control of products and services is imminent to our business model. We believe the best way to do that is by putting TPS satellite locations in every major densely populated region throughout the country, rather than on every street corner in the country.

The demographic surrounding your location have been well thought out. We believe that there is a purpose in having a TPS location in your area and we have the data to back it.

While geographic location is pivotal, what could quite possibly be the most pivotal thing of all is that these locations have tremendous stability on the grounds in which they are located. We highly advise that during this consideration process of bringing a TPS satellite location to your area, that you partner with a local and major fitness club to help offset some of the major cost that a fitness club would be able to absorb. The benefits all of this is community partnership. It’s a win-win for all parties involved. Here as a TPS development staff, we have approached this endeavor with the intent to not become rich through the process, but merely to provide access to this incredibly important service to those who would not have otherwise throughout the country.

If you were to wrap your mind around what it might take to put a free-standing facility in your local community, we ask that you please consider these things that a freestanding facility would have to absorb in terms of expenses during the process. This includes managerial salaries, insurance, utilities, marketing department, accounting department, lease space/rental costs, scheduling systems, tenant improvement costs, regulations by your landlord for tenant improvements. Thus, the medical fitness model or health club model makes the most physical

sense. Not to mention the overwhelming PRO'S and benefits that would come along with being housed at a Medical Fitness Center or health club:

1. The camaraderie and synergy that the center of paralysis recovery brings to an able-bodied fitness club.
2. The ability to offer memberships to family members of clients who are in your TPS program.
3. Doing positive initiatives for the local community.
4. Creating a place of inclusivity.
5. Giving hope to families who have lost all of it.
6. Public perception.
7. Gross revenue and what reaches the bottom line. A sustainable model for the future, because of the parent club's ability to absorb cost that would otherwise hit the bottom line at a freestanding facility.
8. Representing an industry leading brand.
9. Potential opportunities to collaborate with local hospitals and schools.
10. Less member/staff attrition because of meaningful and purposeful work.

Remember this is to be a place where a family can go and heal, not just the individual suffering from an injury. By attaching this to a fitness club, you are giving the family a place to go run off and heal on their own while their loved one is receiving treatment. This may not be possible if you were to do this in a free-standing facility.

Interior

Our belief is that satellite location should start relatively small and organically grow, before putting the cart before the horse. While we do believe that this ultimately is a place where if you build it, they will come, we certainly want to provide value to the local community first and let them make the decision if they are going to stay around and give your facility a chance at long-term sustainability. What this ultimately means is that we propose that you build out a smaller space initially, at a location on your campus where it can potentially evolve and grow in terms of square footage.

Our proposed model suggests that 2500 ft.² is a bottom-line baseline for minimum square footage that would be required for a startup location. 2500 ft.² allows enough room for our "Basic Model" of equipment, which is attached to this proposal. If a larger location were to be built, this could account for certain duplicated pieces of equipment, more floor space for walking, and more wall space for a variety of different modalities that are not included in the equipment model.

We suggest that for this 2500 ft.² model that it is a wide-open floor plan with more operating space rather than office space, accompanied with rubberized gym flooring throughout the operating space. At the bare minimum we believe that 2000 ft.² of operating space is pivotal, leaving 250 ft.² for office space and another 250 ft.² for a conference room for staff use or for family lounging while in the building.

Please keep in mind that for potential track systems in the ceiling, several beams might need to be run throughout the ceiling as reinforcement for this track systems. Typically, elevated ceilings are most beneficial as we suggest a minimum clearance of 9'8", and if possible, over 10'5" would be beneficial in some cases.

Additional floorplans of how equipment could be placed throughout your facility will be provided should we mutually agree that there is an opportunity for a TPS at your location.

Suggested Hrs. of Operation

Monday-Friday: 9 AM to 1 PM/2 PM 6 PM (1 PM to 2 PM lunch)

Saturday – By appointment only from 9 AM to 1 PM

Services

There are many unique services that pertain towards the TPS brand. These products and services are so unique that they are almost impossible to be duplicated outside of our small network. The basic intricacies of the methodology and process in which we preach, teach, and provide knowledge about, is a worldwide pioneer in the field to be put simply.

Some people might ask something to the nature of, “you don’t provide any product?” The truth of the matter is that we believe that the product we sell is built within our trainers, which in essence is the service in which we deliver to our clients. While there is glitz and glamour to the incredible equipment that we have in our facility, which is cutting edge by the way, we still believe that the key ingredient to our recipe is our outstanding trainers and all that they can offer in terms of the knowledge and skill set to our clients.

Service

Our unique service is derived in the expertise, knowledge and skill set that each of our specialists possesses. Our veteran level staff at in TPS in Pomona (headquarters) has more than 50,000 hours of combined hands-on hours in the field of paralysis recovery. The Perfect Step in Pomona has quite literally transformed the paralysis recovery field in ways that can’t even be put onto paper. With several different accolades, certifications, and ongoing training CEU’s, we can ensure future staff members at our “Licensed Facilities” are learning from one of the most educated staffs throughout the entire world. The group of Specialists at the Pomona location are constantly pushing the envelope of what it means to be a lifelong learner in the field of paralysis recovery. We firmly believe and understand, that new findings are evident and founded each day through every one of our hands-on hours with our unique clientele.

Our program model is based around one-on-one training from Specialist to client. There is one Specialist to one client at a time with additional Assistants roaming the floor to assist the Specialist with spotting, transferring, set-ups, and keeping the facility clean and tidy.

In 2015, one of our staff members received an award for world trainer of the year issued by Club Industry, which is one of the highest achievements that anybody can obtain in the fitness training industry. This award was received in due part to our advancements and pioneering in the field of paralysis recovery; beyond just treating those individuals who are suffering from spinal cord injury. Since 2014, The Perfect Step has pioneered new services to be offered to individuals suffering from a variety of different neurological ailments and illnesses: Cerebral Palsy, Multiple Sclerosis, Traumatic Brain Injury, Stroke, ALS, PLS, Parkinson’s, and Spina Bifida. Beyond just being an entity and a health club that is inclusive of people with all neurological ailments and a club that believes in empowerment, we also believe that our methodology and process can be beneficial to individuals who have neurological ailments.

The Perfect Step believes that “Exercise is Medicine.” While many doctors and healthcare officials are prone to providing medications, as a way to heal, cure, and provide aids to ailments and injuries, we believe that exercise is the best form of medicine around. Our veteran staff understands that the body was intended to move, regardless of neurological ailment. Our approach towards therapy is simple, we believe in exercise, and we believe that if ultimately somebody wants to end up out of the chair, then that is where they will be trained for the duration of their work out when they are in our facility. While other approaches and methodologies towards treatment derive in an occupational approach and teaching clientele to live and adapt to their life in their chair, we believe that client should live and adapt their life outside of their chair. The Perfect Step takes an approach where clients can find functional independence through the various exercise-based modalities that we offer.

The Perfect Step is backed in both a methodology and process that is both cutting edge and recognized as a worldwide leader in the industry as progressive, outside the box, and hope filled. The S.T.E.P. Method® “Special Techniques and Exercises for Paralysis” utilizes unique program design to maximize intense modalities specific to each client. The S.T.E.P. Method® is comprised of three key components:

1. Exercise
2. Loadbearing
3. Patterned Neural Activity Recruitment “PNAR®”

Our Specialists at TPS understand that every client is different, and every client needs a different approach towards their recovery. The S.T.E.P. Method® is prevalent for each client as there is certain little nuances and modalities that are more beneficial to certain clients than others.

Our aggressive minded mentality takes us a step in the right direction for each client for identifying which techniques and exercises are most appropriate for each client.

Our approach and process by which we truly get back nervous system function is derived in our process that is called, Patterned Neural Activity Recruitment or “PNAR®.” Through thousands of hours of hands-on collective experience throughout our facility, we have identified a process that is very effective in terms of regaining physical function and regeneration of the nervous system through re-creating patterns via numerous modalities, namely table work. Our Specialists serve as an extension of the nervous system and work as if they are corresponding dance partners with their clients, as they initiate certain movements and stretches, which are intended to elicit a response from the client via re-connection of the brain to the body. The Specialist works in sequence with the client to try and create movement via precise sequencing and eliciting controlled responses from the client. As this is something that is so profound, it is tough to put pen to paper to explain but is merely something that everybody needs to see an action for themselves.

Suppliers of Equipment

The Perfect Step has a wide variety of equipment vendors that are utilized. These equipment vendors have been long-standing partners of ours and have been prominent in the field of paralysis recovery for many years. The Perfect Step has identified the specific organizations and suppliers as suppliers who are unique to our TPS brand. Through much trial and error and hands-on experience, we have identified the most piece of equipment that are most useful for the clientele that we treat.

1. Life Fitness
2. Red Cord
3. Keiser
4. Power Plate
5. Robomedica
6. Reha
7. SCI Fit
8. Restorative Therapies
9. Biodex
10. Interactive Metronome
11. Free Motion
12. Total Gym
13. Total Body Board
14. Core Stix
15. Easy Stand

Management

The bigger question here is “why would people believe in and/or trust in us, and what do we ultimately bring to the table that others do not already know”? As qualified business professionals, CEO’s, and health club operators, there is probably much in terms of operations, management, pioneering, guiding, and leading that most of you already know. So, in essence you could do this on your own right?

This is where we truly believe that we have value. Not only do we have a marketable brand that is gaining worldwide prominence in positive notoriety as well as word-of-mouth, but we also have experience within the paralysis recovery field to know the dos and don’ts. Our Board of Directors is compiled of long-standing business professionals of more than 200 years of collective business experience. So, in terms of decision-making, we are not going to do something that will let you down or put us in a bind.

The paralysis recovery field is a niche market and what it takes to really make it within this field is people with “a heart.” One of our business development members, Mike Alpert, was the previous President/CEO of one of the most recognizable fitness clubs throughout the world “The Claremont Club.” After 23 years at the helm of his incredible health club, Mike knows how to build an empire that is long-standing and a place where his employees field value and experience meaningful and purposeful work. Mike has found ways to translate that idea of meaningful and purposeful work over into our model within his club at TPS.

We believe that with the business acumen of our Board of Directors staff that we are in good standing moving forward. Mike Alpert is one of the most recognizable faces in the fitness industry and is somebody that has a long reaching network that can move this endeavor into some of the most prominent areas throughout the country. With Mike's connections throughout his network, you can be rest assured that he will be reaching out to the most qualified and best suited fitness clubs and CEOs to implement our model in throughout the country. We will take an approach that is ethical, moral, and respectful in terms of proximities to the next closest facilities.

What Type of Initial Support will you Get as a Licensee?

Ultimately, this could sway your decision of whether you believe that you need us to move this endeavor forward, or if you even want to partner with us. The true value in partnering with us is what you will get moving forward, beyond just being able to put our brand name on the exterior of your facility, in your brochures, on your company uniforms, and on the interior of your facility. Some of the things that you will get for start-up support are:

1. Advice/ Guidance for starting your business
2. Direction on necessary tenant improvements
3. Help with business start-up processes (on boarding, site visits, direction on marketing, direction on administrative assistance, staff training, ordering of equipment, direction of placement of equipment within facility)
4. A recognizable brand name.
5. Legal use of logos, marks, and intellectual property.
6. Staff handbooks and manuals for ongoing training and a documented operating system.
7. Initial Staff Training- The most important aspect of being a Licensed Facility is to provide the highest quality of training for individuals suffering from paralysis. As a result, The Perfect Step requires all Licensed Facility Specialists to complete a four-week training program at The Perfect Step headquarters in Pomona, California. During these four weeks, your staff will have the opportunity to get hands-on training with The Perfect Step clients under the supervision of instructional staff. Specialists will also be required to complete various exams and lectures to gain recognition as a Level I Certified Paralysis Recovery Specialist.

Licensee Monthly Fee

We believe that we will charge a nominal monthly fee, probably in the form of a percentage of monthly gross revenue, for the on-going services that we offer, the continued education that we offer, and to be Licensed with a brand name that will continue to grow in the household name in the paralysis recovery field internationally for many years to come.

What Type of On-Going Monthly Support will you Get as a Licensee?

Items of on-going support include:

1. On-going training and development - Access to learning, knowledge and an acquired skill set in one of the most unique methodologies and processes throughout the paralysis recovery field.
2. Support systems
3. Operational guidance
4. Marketing
5. Website support and client referrals from headquarters website.
6. Help with purchasing a new equipment via vendors and partnerships.
7. Multiple sites visits a year to help train your staff, answer questions, and help provide quality control.

On-Going Training and Development/Continuing Education (Online Resources)

The Perfect Step is in the process of expanding its training to include more online resources through various educational platforms. These resources will include online courses, videos, manuals, tests, and discussion areas for trainers to continue their development. This content will be available through a learning management system that is accessible by each Specialist at your facility through their own unique account login. These online resources will be available to individual certification candidates as well as Licensed Facility Staff. Licensed Facilities receive these resources at a discounted price.

I. Learning Management Systems (LMS)

This system will host all of the online resources previously mentioned as well as Specialist progress. This allows for instant feedback to your facility as to how specialists are progressing and recording their continuing education credits.

II. Live Training Sessions

Currently, The Perfect Step is using Skype to conduct live training sessions for our Licensed Facilities. These sessions focus on clients who are progressing through various phases of recovery and are conducted by The Perfect Step Educators. These sessions typically last two hours and cannot be recorded for other trainers to view at this time.

III. Administrative Support/ Operational Guidance

We are always trying to improve our administrative support for our Licensed Facilities. This will allow for requests to be answered immediately instead of weeks later. This support includes more than just email replies and phone calls, but also the added support outlined above. When your Specialists visit our facility or take online courses, we want to provide them with as much one-on-one attention as possible.

IV. Marketing/Fundraising Suite

Complete marketing and fundraising solutions to help your business grow. From learning how to build and support a fundraising board (if your business is set up as a non-profit) to having the ability to create custom, professional looking flyers and brochures is just a few keystrokes away in this program.

V. Custom Website Creation and SEO Support

Building a professional looking website at an affordable rate can be a daunting task. With a vast network of web developers and support teams we can ensure you have the most professional looking and SEO optimize website available.

VI. Equipment and Merchandise Purchase System

Being able to purchase equipment for your facility as well as ordering staff uniforms could never be so easy. In addition, you can purchase the perfect step merchandise ranging from T-shirts, water bottles, backpacks and much more and have the product shipped directly to your center.

VII. Data Management Suite

This web-based platform will be responsible for tracking all of the internal client assessment data that will be pertinent to collect for future projects, research, and informational submitting to medical based journals.

VIII. Multiple Site Visits Per Year

In order for us to ensure that quality control is at a premium and that all of your questions are answered, we will make to scheduled site visits per year to check in, to train your staff, to answer your question and to bring you up-to-date on the latest while we meet face-to-face.

Start-Up/Acquisition Summary

We understand that the thought in the idea of putting a TPS Licensed facility inside of your fitness club raises many valid questions. The thought of it can be very taxing, costly, inundating, and at the bare bones it might seem like a leap of faith. We try to get you to understand that we had some of the same reservations as we set out on this journey many years ago, but we recognized that it was more important to provide this unique service to people then worry about the little nuances and potential profit that may come from it. We set out to provide something for people with no intent to make money and the money came through the process. Funny how that works right? Maybe this is the leap of faith you need to take at your fitness club. Are you looking to do good for the community? Are you looking to provide and implement a

unique camaraderie around the club where the able-bodied population can be motivated by the paralyzed population and vice versa? It truly is a beautiful thing. We ask that you please consider some of the many important and valid points of the value that our model would bring to your club, your club members, and your community. Will you join us in an attempt to provide this unique service in every major region of the country? They need our help!

Marketing

We understand that marketing this brand is going to be very pivotal moving forward. Marketing to today's day and age is a unique skill set. The best part about this is the fact that we can story tell within our own facility. Look at all of the great clients that you will be treating. Each one of them has a unique story that is to be told. The purpose in the pudding. With access to these incredible stories, it will set the tone for a great, positive, and hopeful marketing tactics that will ultimately reach to every person suffering from paralysis in your local reach. With these success stories people will gravitate towards the hope that your facility will offer and will come running both figuratively and maybe less literally at first, but the goal is to get them to come in and leave out the door with more of a positive mindset than anything else.

Market Analysis

Our early baseline research of individuals in need in your area indicate that a partnership with you would be conducive to ongoing success and sustainability of this model. We believe that the population density in your area allows for much opportunity for your facility to have the opportunity to work with a broad population of neurologically impaired clientele: traumatic brain injury, stroke, Parkinson's, multiple sclerosis, cerebral palsy, spinal cord injury, ALS, and PLS. Shall we mutually agree upon partnering together, we can look at the data analytics of the population densities of these neurologically impaired individuals in your area, which can give us a better idea of how we can best market and reach these key individuals.

Competition

We understand that there is a unique target market for your facility, simply because most nobody else offers up the services in which we do. Your biggest competitors will be that of local rehabilitation hospitals, but the reality is that they practice under traditional base medicine. This is more of an occupational approach toward therapy, where the therapy that you will be providing will be more intensive and exercise based. You are somebody's high-performance center. One of the best types of feedback that we get from our clients is that they do not refer to our center as their rehabilitation center, but they refer to it as their "gym." This is a place where people can go and heal and be treated as if they are able-bodied. Pretty special right?

Additionally, consider local hospitals and local rehabilitation hospitals as sources of referrals for your location. Your location, in essence, will be the continuum of care after people depart from the hospital and their insurance is not willing to cover any more services inside of a hospital or rehabilitation setting. By gaining good local report with your hospitals and rehab centers near your facility, that can set you up for the future with a steady stream of new clientele. Much of the following list of competition, should not be so much seen as competition, as a model like TPS would be more considered a continuum of care after rehabilitative care or even after outpatient care once insurance company coverage has been exhausted.

Others might consider potential competitors as those who are more similarly related to a model like this in outpatient realm. However, we believe that this model attached to a fitness club outweighs all the other benefits to that of a freestanding competitor in your area. The additional components that your model will have to offer in partnership with a fitness club, will surpass that of a freestanding facility 10 out of 10 times. You will have the key recipe that everybody has been looking for in the form of recovery when bridging the gap between medical, fitness, and wellness.

Advertising and Promotion

In both the society in the world that we live in today much of advertising and promotion is based around storytelling. Fittingly enough, both the industry that we are in and namely our own clients that we serve within our company, gives us access to those very important stories that will allow us to best advertise and promote our brand. Most important aspect of the stories to recognize is the fact that this is real life, these are real people, who are really seeing recovery in every facet of their life, and it is our job to tell the world about how we are making an impact in their recovery. Our angle while storytelling is not just the fact that our clients are seeing physical recovery, but we also have clients who are seeing mental and emotional recovery that allows them to be productive members of society and to be comfortable in their own skin once

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again. Thus, we can allow our clients to be truthful and transparent when telling their story to us and it is our job to retell that story to the best of our ability through our advertising and promotion to not only captivate the hearts of those that find interest in what we do, but also to reach those who had no idea that a service like ours was even out there.

The paralysis community is very niche, but those who find interest in it and who are personally connected to it, whether they have sustained a diagnosis or injury themselves or a family member has, they are aware of those in the intimate community around them. However, how about those that aren't? Still, there are those who choose to stay at home and not open the horizons to what is out there, mainly because they have not re-found purpose my life and have not found comfort in their own skin again. It is our job to reach those people to let them know that there is light at the end of the tunnel and that there is tremendous opportunity to not only regain physical recovery and regain physical health to keep themselves out of the hospital again, but there is also a tremendous opportunity to regain positivity in their life again. Not only could this heal their mental and emotional outlook on their life and their recovery, but it also can rub off on to others. The best part of the industry that we operate in, is the word-of-mouth component to advertising and promotion is one of the key components to captivate people. When other people in the industry who suffer from similar situations here of recovery stories like those at TPS, then it is a snowball effect for others to try and seek out care options like the one we provide. Many clients who suffer from paralysis try to stem the cutting edge and are always seeking out outpatient treatment options to try to better their situation, stem cell treatments included. So, if those individuals were to become aware of a program that could give them good health and an opportunity for better quality of life and well-being, then they also might be willing to participate in a program like ours that has long-term benefits rather than detriments. Even if we run into individuals who are so committed to the stem cell treatment option, we need to remind them that the cure is not here yet. And that is not to sway them from going to seek out the options that are there now, but it is also to remind them that there is a solution to their intermediate problem of living with a diagnosis or injury that they are not content with, while they are waiting for the cure to come. The reality in all of this is that the body needs to continue to move and that if they are wanting to be a stem cell recipient at any point in their life, they must do their due diligence upfront to stay healthy and keep their bone strong or else they will not be a candidate if/when that time comes.

Our approach towards reaching these individuals will be through our existing social media platforms of Instagram, Twitter, Facebook, and LinkedIn. Additionally, not only do we have a professional looking website, but we also have the search engine optimization to back it. We are one of the keywords for those who are seeking out: spinal cord injury recovery, paralysis recovery, rehabilitation, and we are the first thing that pops up when people search "The Perfect Step." With this type of visibility through search engines it will ensure that those who are looking for recovery care options will find us before other options, first. We also push out Google-based business promotions and as we continue to grow, we will have a strength in numbers attraction on the web.

Our affiliation with local hospitals, local schools, and sports teams will allow us for further visibility, marketing, and networking within the community ultimately reach those who would not have known about us. These potential partnerships will also create visibility and allow for the potential of possible news outlets to pick up our stories both in a print and on-screen format.

The 501©(3) Non-Profit Component to your Business

To truly understand the medical field, we each must understand that clients who are suffering from paralysis, typically are underinsured or have no insurance at all. What this means, is up until the point where they reach your facility and recognize that it is \$110/hour of out-of-pocket pay, the reality is that they are going to need financial help. Your clientele will already be struggling with making ends meet to obtain medical supplies and the necessities to live a healthy life post diagnosis. The key to success to a long-standing facility is to be partnering with a local non-profit, or a non-profit that you have built yourself, which backs your facility and keeps clients within your four walls. Again, we must remind you that we are not just in this to make money. We are in the business of helping others. Do you have in your heart to see eye to eye with us? We suggest that you partner with some prominent figureheads and go-getters within your community and start raising money for people who can't do it on their own. Whether that is raising money through different promotions within your own fitness club, holding annual galas, or even doing whatever you need to do to get your clients involved to help the fundraise, you must fund raise to keep the ship moving forward and into the sunset long into the future. We have several experiences with how to raise money and what the dos and don'ts are here in Claremont. Simply just ask us the direction you should be heading, and we will give you every bit of guidance on what you need to do to implement a long-standing facility and provide ongoing support to clients in your local area who would otherwise be hopeless.

Strategy and Implementation

It is one thing to talk about the future of TPS and our strategy of how we intend to build the brand, but it is another thing to implement it and put into action. Our board member executives have nearly 200 years of experience in the field of business. We have more than 40 years of experience pertaining specifically to fitness, medical, and rehabilitative care. Additionally, we have more than 20 years of experience in the field of franchising and partnerships. It is our belief that with our current team in place, that we are built for long-standing success because of a good foundation in infrastructure, creative approaches towards strategy and implementation, cutting edge expertise and knowledge, vital resources, and most importantly persistent acts pertaining towards execution of smart business practices.

Over our 14 years of business as a paralysis recovery center, we have learned about the dos and don'ts to a successful business model, and it is our firm belief that the fitness club setting is already a model that is built for long-standing success and sustainability because of the parent clubs ability to absorb many of the associated cost that it takes to run a business. We believe that we have a business model that can yield not only substantial gross revenue, but also positive net income that could greatly affect the bottom line.

Our strategy and implementation process over the next 10 years is as follows:

1. Finalize branding and marketing approach for a positively visible brand name and company.
2. Harness internal infrastructure at TPS corporate, in Pomona, to ensure that all of the proper pieces are in place to provide all ongoing support services to franchisees and Licensed facilities.
3. Refine and finalize all operational and educational manuals that can be redistributed to employees of future franchisees and Licensed facilities.
4. Gather substantial data from ongoing research and development that can be presented to insurance companies to get third-party reimbursement.
5. Get to the state/governmental level to try and get governmental reform so physicians and healthcare provider start prescribing exercise is a form of medication.
6. Stay on the cutting edge and be up to date on the most useful knowledge and information that can then be redistributed and provided to all staff members in our network.
7. Continue to develop partnerships with equipment companies to make sure that we are getting the best deals possible to all our franchisees and Licensed facilities.
8. Continue to develop relationships with hospitals, healthcare providers, and people in the medical/health/wellness sector to bring continued visibility to the brand name and our services.
9. Open our first Licensed location in 2022 to start a snowball effect of other people following suit.
10. Open at least two additional locations in every year thereafter, 2021.
11. Have at least 20 Licensed facilities in our network by the year of 2027. This will allow for a strength in numbers for all our facilities to share important data, stay on the cutting edge, and provide ongoing education that is groundbreaking in the field of paralysis recovery.
12. Establish ourselves as the most important and most vital outpatient paralysis recovery care option in the industry.
13. Establish ourselves as the most sought-after implementable profit center in Medical Fitness Centers across the country

It is our belief that if we can continue to deliver on reaching the strategic practices listed above, then we can ensure that you are set-up for long-standing success. But we can only do it with your help and through collaboration with you. Let's do this together.

Additional Information

Milestones

Current:

1. Successfully re-branded and have developed it positive word-of-mouth in the paralysis recovery industry.
2. Accrued more than 100,000 hours of experience at our location and currently more than 50,000 hours of experience among our current staff.
3. Have grown the Pomona location to more than 7000 ft.² and more than 100 active clients in our program.
4. Currently in a multiyear study with Kaiser Permanente assessing increased quality of life measures and decreased secondary complications measures among our spinal cord injury clients.
5. Have received national visibility from organizations, foundations, and the Unite 2 Fight Paralysis Organization.

Future:

1. Have one Licensed Facility by EOY of 2022
2. Have five Licensed Facilities by EOY of 2023
3. Have an internationally recognizable brand by 2022
4. Have more than 20 Licensed Facilities in the TPS network by 2027
5. Governmental reform through the “Exercise is Medicine” initiative
6. Obtain third-party reimbursement through development of CPT and UMC codes
7. Continued affiliations with hospitals, Medical Fitness Centers, and health clubs.



TPS Board Member Bio's/ Resumes

HAL HARGRAVE JR- FOUNDER AND FACILITY DIRECTOR OF TPS POMONA AND PRESIDENT OF TPS CORPORATE

Hal Hargrave is the owner and founder of The Perfect Step and presently serves a role as the Facilities Manager as well as the Educational and Marketing Director. Hal became a part of the team back in 2007, shortly after he sustained a spinal cord injury in an auto accident. Hal was approached by Mike Alpert and the Claremont Club, to try and provide treatment to Hal and be a part of his ongoing therapy regiment and recovery. Hal is responsible for more than \$900,000+ of gross revenue from services provided at TPS Pomona.

What started in a small converted racquetball court for paralysis recovery, has now transpired into something far greater than what both Hal and Mike probably ever anticipated. With now a 7,000 square-foot facility, which treats many different neurological ailments and illnesses, The Perfect Step, the Claremont community, the Hargrave family and Mike Alpert are making a tremendous impact in the lives of many. Hal is excited for what the future may hold with a brand-new state-of-the-art facility, that is conducive to both internal and external growth.

Hal hopes that they will able to take The Perfect Step nationwide and provide services of paralysis recovery to every major region of the United States. What started as a tragic accident has turned into one of the greatest blessings of all. It's The Perfect Step in the right direction.

Hal Jr was injured in an auto accident on July 26, 2007, which left him paralyzed from the neck down and as a quadriplegic.

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Hal Junior spent over 70 days in acute care and rehabilitation hospital. The doctors said there was a 1-3% chance that he would ever walk again. Despite this news, Hal's emotional and mental outlook was strong. This was due to one single line of thinking Hal carried with him that made the future feel brighter – he could still “be perfect”. Inspired by the movie Friday Night Lights, the idea was that if you could look the people you love in the eye and tell them that you did absolutely everything you could – gave every ounce you had – then it didn't matter whether you won or lost. Hal realized that he could “Be Perfect” whether or not he ever walked another day in his life. In Hal's terms: Be Perfect meant getting the most out of himself each and every day.

The Be Perfect Foundation has remained Hal's passion ever since the idea came about in 2007. As a founding member of The Be Perfect Foundation (a foundation to serve those living with paralysis to help offset medical expenses for exercise-based therapy, medical supplies, wheelchairs, & adaptations of homes and vehicles), Hal wakes up every day with an intent to want to make a difference in the field of paralysis recovery.

Hal Jr's day-to-day involvement with the foundation resides in decision-making, community relations, client outreach, event coordinating and planning, and marketing.

HAL HARGRAVE

3607 Leicester Ct., Claremont, CA 91711

Cell: 909-227-2089

halhargrave.com - halhargrave@thepperfectstep.com

EXPERIENCE

THE PERFECT STEP FACILITY DIRECTOR/ MANAGER

Claremont, CA

Jan. 2018- Present

- Oversees and manages staff of 15+ individuals.
- Helps with coordination of scheduling for more than 100 clients in our program.
- Responsible for nearly \$1 million in gross revenue each year.
- Assist on facilitating and delivering ongoing cutting-edge and progressive curriculum to our staff.
- Facilitates community relations with local businesses, equipment vendors and potential future franchisee owners.
- Responsible for future growth of the facility, its employees, and clients.

BE PERFECT FOUNDATION FOUNDER AND PRESIDENT

Claremont, CA

January 2008 - Present

- Founded 501(c)(3) foundation to benefit spinal cord injury victims
- The foundation
 - Has raised \$5 million
 - Has sponsored approximately 250 clients
 - Has purchased approximately 55 wheelchairs
 - Has adapted several homes/vehicles and provided hope and resources to hundreds of families
- My role
 - Lead fundraising efforts and events
 - Guide Scholarship allocation Committee and serve on committee board
 - Visit spinal cord injury victims and their families in the hospital/ Speak at events on a regular basis

UNIVERSITY OF LA VERNE ADVANCEMENT OFFICE ASSISTANT

La Verne, CA

October 2016- May 2017

- Assisted on direct mail solicitations, email solicitations, event planning and logistics
- Provided ideas and influence to Founders Day, 1891 Society Event, Giving Tuesday events
- Received training and background on various higher education computer platforms
- Received training in donor identification, cultivation, & stewardship
- Facilitated a better collaborative relationship between advancement and athletics via personal relationships
- Attended two CASE Conferences: "Cultivating Student Philanthropy" & "Athletics fundraising"

ONTARIO REIGN AAA HOCKEY AFFILIATE OF L.A. KINGS COLOR COMMENTATOR

Ontario, CA

- Broadcast all home games alongside play-by-play broadcasters Jesse Liebman 2015-2016 Season
- Assisted with running in game commercial spots as well as produce commercial spots via voiceovers
- Assisted with producing game notes and spotting boards
- Assisted with season stat sheet with highs and lows/created all-time record book for team's history of stats

EDUCATION

UNIVERSITY OF LA VERNE

La Verne, CA

Masters of Leadership and Management: Non-Profit Management

Spring 2017

Cumulative GPA: 4.0

Relevant Coursework: Management Theory, Leadership Theory, Ethics and Decision-Making, Human Resource Management, Organizational Theory and Design, Conflict Management and Organizational Change, Managing for Nonprofits, Marketing for Nonprofits, Fundraising, Managing Groups and Teams

Bachelor of Arts in Communications: Sports Broadcast and Business, **Minor:** Speech Communication

May 2015

Cumulative GPA: 3.85

Relevant Coursework: News/Sports Reporting, Marketing, Radio/ TV News Writing and Editing, Sports Announcing, Argumentation and Debate, Speech Analysis, Interviewing

AWARDS

- Honorary Citizen of Claremont Award (2013)/ Claremont Community Hero (2009)
- PDCA Humanitarian Award Recipient (2009)
- Who's Who Among College Students (2015)



ASHTON WRAY-DIRECTOR OF DEVELOPMENT AND EDUCATION, FRANCHISEE LIAISON FOR DEVELOPMENT AND ONGOING EDUCATION

Ashton became a member of The Perfect Step team in 2014, soon after obtaining her bachelor's degree in Integrative Physiology from the University of Colorado, Boulder. As a Level III TPS Certified Paralysis Recovery Specialist and Educator, Ashton is one of the leaders of the TPS staff at many different levels. With more than seven years of experience in the field and more than 7,000+ hours of hands-on experience, she is now qualified to educate other staff members, and is taking her outside the box approach and style to the drawing board where she can now educate others who are up-and-coming in the field.

Ashton brings true continuity to The Perfect Step's team and corporate staff. Serving as the point of contact for franchisees and the conduit to headquarters

centralized around the deliverables of development and ongoing education, one can be rest assured that they will be working with somebody who is credible, competent, organized, and intentional. Ashton intends to bring a continued sense of progression, innovation, and cutting-edge education in many different training styles and formats to suit the needs of each new Specialist and Assistant at all franchise locations.

Ashton's knowledge and skill set is not only rooted in her education, but also in her ongoing certifications that she has received in CPR, Total Body Board, Restorative Therapies Advanced FES (Functional Electrical Stimulation) certification, Restorative Therapies Wide Pulse certification, Interactive Metronome, Redcord Neurac 1, and Hypervolt Movement Enhancement Certified. She was committed to the field of paralysis recovery long before her tenure at TPS, as her father is a recovering C-5 quadriplegic who has overcome his injury and 40 years later is walking and living a near able-bodied life.

Ashton will tell you that her exposure to the paralysis recovery field since starting at TPS, has really opened her eyes to her dad's recovery. Through this exposure, she has developed a unique identity and style that pertains towards pushing her clients to their fullest potential. Her style is hard-nosed, yet very fun, and her workouts are challenging, yet manageable. She takes deep pride in learning from her peers because it not just helps them, it helps to continue testing her knowledge.

Ashton's aspirations within the field reside in wanting to implement different TPS facilities throughout the country, giving her the opportunity to spread TPS's methodologies to other specialists wanting to learn about the paralysis recovery field. If she's not already an advocate for the facility, then the fact that she is on her pursuit to show insurance companies that what TPS is doing is worth them jumping on board to pay for therapy, should give you a clear indication of where her heart is at.

Ashton has a caring mindset behind her intention personally and professionally and always lead with the philanthropic heart. Thus, in her spare time Ashton devotes much of her time towards finding creative and effective ways for fundraising for the paralysis community through The Be Perfect Foundation.

One aspect Ashton loves of being part of the Be Perfect committee is expanding and growing her creativity and collaborating with such selfless, loyal, spirited, and generous people. Be Perfect continually reminds Ashton to put others before herself and to always do everything you can.

When Ashton is not fully immersed into her professional and philanthropic endeavors, she has been fully immersed into spending time with her family and loved ones, namely with her husband, Matt, and her daughter, Paxton.



**MIKE ALPERT – CHIEF OPERATIONS OFFICER OF SMART HEALTH CLUBS,
PREVIOUS PRESIDENT/CEO OF THE CLAREMONT CLUB AND TPS BUSINESS
DEVELOPMENT OFFICER**

Mike Alpert was the President/CEO of The Claremont Club from 1997 to 2020. Located in Claremont, California, The Claremont Club is a multi-use athletic, aquatic, tennis & social facility encompassing 19 acres, with a staff of 261 and servicing over 10,000 members and working on an \$14,700,000 operating budget. During his time in Claremont, he has created a dedicated team with a sense of ownership and accountability; developed a club culture of a passionate and value-based entity and created a focus on making a difference in people's lives.

Mike has served on the Northwest Athletic Club Association Board of Directors and is a Past President & Board Member of California Clubs of Distinction. He is also an Advisory Board Member of the Medical Wellness Association. Mike is a recipient of the Richard S. Kirkendall Award: one of only two non-educators to receive this award from the Claremont Unified School District, The REX Ben Franklin Award, The Medical Wellness Association Distinguished Community Service Award, The Ontario/Montclair School District Stone Cutter Award.

Because his passion is for the chronically injured and the chronically ill, Mike has been presenting “Exercise is Medicine” to universities and organizations internationally including Israel, Italy, Madrid and Ireland. He believes that now, more than ever, the health care industry and the fitness industry must join efforts in combating and preventing the progression of disease and the effects of injury.

Presentations include the following:

- International Health, Racquet & Sports Club Association
- California Clubs of Distinction
- Medical Wellness Association
- All REX Roundtable Conference
- REX Europe Madrid, Spain
- Exercise is Medicine, Israel
- REX Roundtable, Italy
- International European Congress Forum
- City of Hope
- American College of Sport Medicine
- Rotary International
- University of California, Riverside
- Western University of Health Sciences, Pomona
- Darty Health Club, Dublin, Ireland



ROBERT “BOB” LOGAN, CPA – FINANCIAL ANALYST FOR TPS CORPORATE AND TPS BOARD MEMBER

From start-up in 1994 to successful sale in 2006, Mr. Logan was a key member of the Executive Team of Medical Management International, Inc., d.b.a. “Banfield, The Pet Hospital”®, where he served in various key executive level positions in franchise development and operations, owned hospital operations, real estate and construction, and finance and administration. He was a key member of the executive team that grew this business from start-up to the largest veterinary provider in the world with a valuation at exit of over \$1Billion. Subsequent to his exit from Banfield, Mr. Logan owned, operated and sold a successful multi-location veterinary practice in Florida, and is a founding member, member of the board of directors, and current Chief Financial Officer of Hannah’s, LLC – another

visionary disruptive business model in the pet health services market. He also served in capacities of Chief Financial and Administrative Officer during a post-acquisition turn-around of the Portland Winterhawks (now a successful junior hockey team which routinely draws 8,000-10,000 fans to each game) and Apex Directional Drilling, LLC, where he was a key member of the management and ownership team that grew this business from start-up to \$25M in annual revenues in less than 3 years. Mr. Logan also currently operates a successful management consulting and real estate development firm, and is active as an owner and manager of several other entrepreneurial businesses. Prior to joining MMI, Mr. Logan was a CPA with the international accounting firm of Coopers and Lybrand, serving as a Senior Audit and Accounting Manager. He graduated with highest honors from Oregon State University with a B.S. degree in Business, Finance and Accounting.

Mr. Logan has been blessed with witnessing in-person, the tangible, life-changing, positive impact that The Perfect Step is having on the people they serve – those who have had, in most cases, horrific tragedy suddenly strike their lives – whether it is a spinal cord injury, or the stop-them-in-their-tracks diagnosis of Parkinson’s disease, ALS, etc. Via TPS he has witnessed: spinal cord injury patients walk again (after being told they would be confined to wheelchairs the rest of their lives); young adults who, in spite of tragedy, that can now live a productive independent life that most take for granted because TPS has helped them to be able to get themselves out of bed in the morning or gain enough strength to get in a car and turn a steering wheel so that they can go to college or be productive in their careers; and disease stricken clients who have renewed hope and increased life longevity simply because exercise therapy is helping them to extend the length and quality of their life during their limited time left on earth, in spite of their terminal diseases. He is passionate about leveraging his business experience and knowledge into supporting the Hargrave family’s mission of changing the world through expanding TPS to so many who, unknowingly, await to have their lives transformed by it.



HAL HARGRAVE SENIOR – OWNER OF APEX IMAGING SERVICES AND VICE PRESIDENT OF TPS CORPORATE

Hal Hargrave Sr (father to Hal Jr) has been a philanthropist, founding member and board member of Be Perfect since the inception of the foundation in 2007 and one of the original board members of The Perfect Step. As Vice President on the Be Perfect board and The Perfect Step board, Hal Sr is involved with the day-to-day operations of Be Perfect through use of his business acumen and vision.

Hal Sr, a father to four children (Hal Jr 31, Corey 29, Hailey 24, Bella 17), has over 36 years of experience in the business field and is the current Chief Executive Officer of Apex Imaging

Services (a nationwide general contractor).

During his 36-year tenure as Owner and Chief Executive Officer of Apex Imaging Services, Hal has developed intimate knowledge of all aspects of the company and has been instrumental in Apex expanding to broader markets, establishing new clients, and successfully advancing the capabilities of the company while adapting to industry changes and varying economic climates.

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Hal Sr will tell you that his true mission at this point in his life is driven by what the foundation is able to do to influence the paralysis community. This passion derived from when his son, Hal Jr, sustained his spinal cord injury in 2007 and recognized that there were people in need throughout the local community.

Much of the day-to-day operations that are necessary to keep the foundation moving forward, are in due part to the support, in terms of man-hours and philanthropic involvement, from the Apex Imaging Services staff. Hal Sr has influenced the culture of philanthropy within Apex Imaging Services and he will keep that as his mission moving forward.



KATHLEEN HARGRAVE – OWNER OF APEX IMAGING SERVICES AND SECRETARY/TREASURER OF TPS CORPORATE

Kathleen Hargrave is Chairman and President of Apex Imaging Services. Kathleen is also part owner of Apex Imaging Services.

Kathleen grew up in Southern California, spending her early married life in Claremont, CA, where she raised 3 children. Over time she started her own book-keeping business, “Hargrave Book-keeping”, worked for a condominium management service, and eventually developed her own condominium association management firm.

However, it wasn’t long before she joined forces with the rest of her family during the early years of Apex. She has always enjoyed being involved in the accounting area of the business. When it came time to become an official entity, she was elected president/secretary, and this remains her title today.

Kathleen (mother to Hal Sr and grandmother to Hal Jr) plays a huge role in the day-to-day operations of Be Perfect as the foundation's Treasure. Kathleen became passionate about Be Perfect after her grandson, Hal, sustained his spinal cord injury in 2007. As an involved grandmother, she wanted to do something more to make a difference. So, she stepped up and made it her life purpose to dedicate much of her time to helping those in the paralysis community.

There is no question that the foundation has been able to reach extraordinary heights because of the book-keeping done by Kathleen, Hal Jr's grandmother.



LORIE HARGRAVE – OWNER OF APEX IMAGING SERVICES AND TPS BOARD MEMBER

Lorie Hargrave (mother to Hal Jr) has been a philanthropist, founding member and board member of Be Perfect (the Hargrave family philanthropic outlet; a foundation to serve those living with paralysis) since the inception of the foundation in 2007. As the head of billing and community relations, Lorie is truthfully the first person to reach and touch each person and family that Be Perfect is able to support.

Lorie wears many hats and often times serves as a mental health support network for many individuals suffering from paralysis, their families, and namely other moms who need somebody to talk to. Lorie has started and orchestrates support groups among mothers who have sons and daughters living with paralysis. Lorie truthfully has a way of meeting many people in their place and being an advocate for them to help them get what they need in terms of financial support or working with insurance companies or lawyers to provide support to clients. Additionally, much of Lorie's time is spent meeting new clients at the hospital or at local rehabilitation facilities, to provide them with support, guidance, and help.

Unfortunately, Lorie also manages the daunting task of billing. It is one of those things where "somebody has to do it" and Lorie, being the person that she is, simply finds a way to get the job done even with many other things going on around her. With this bulldog mentality, Lorie has been a great advocate in the community for Be Perfect. She often times networks with local organizations, businesses, and donors. She spends much of her waking time developing relationships and collecting auction items for Be Perfect's annual fundraiser.

Lorie is a mother to four children (Hal Jr 31, Corey 29, Hailey 24, Bella 17) and spends a lot of for time away from the office inside the volleyball gym, carting around kids, or playing host to many events, parties, or high school kids (who are friends of her youngest daughter Bella) at the Hargrave household. Lorie was greatly affected by her son, Hal Junior's, accident in 2007. However, she has found great purpose and meaning in serving others ever since. She has made it her lifelong mission to help others in any way possible.