

Reg Baker



Summary of Qualifications:

- Highly experienced and successful executive
- Over 25 years' experience in executive positions.
- Demonstrated ability to lead, manage and coordinate diversified work force of operational, financial, technical, marketing and sales professionals.
- Host of Business in Hawaii with Reg Baker with estimated 16,000 viewers
- List of consulting/employment service contracts are presented below.

Relevant Experience:

1991 to Present Reg Baker, CPA LLC Honolulu, HI
Managing Member/Partner

- Nationally recognized specialist in Small and Mid-Sized Businesses (SMB's)
- Nationally recognized wealth management professional
- Host of Business in Hawaii with Reg Baker with national audience
- Extensive company turn-around experience
- Extensive non-profit leadership experience

10/2014 to 09/2015 PKF Hawaii Honolulu, HI
Chairman of Executive Committee

- Ended contract period as Managing Partner of Firm
- Contracted to stabilize the firm after 4 of 5 partners left the firm
- Launched a Tax practice and SMB Advisory services in 2014
- Launched a PFP practice in 2015

2010 to 9/2014 Hawaii Medical Assurance Assoc (HMAA) Honolulu, HI
Executive Vice President & Treasurer

- Served as COO, CFO, Chief Marketing Officer/Sales Manager and Treasurer
- Managed and motivated 30 person sales force
- Successfully increased presence and sales levels on neighbor islands
- Initiated active participation in numerous business organizations state wide
- Launched and managed value add Business Alliance Division
- Responsible for attesting to all federal and state regulatory filings

2008 to 2009 Stars & Stripes Air Tours Las Vegas, NV
COO & CFO

- Contracted by Owners to manage the workout and restructuring of three aviation companies. Managed the three companies out of bankruptcy in September 2009
- Eliminated significant losses and restructured/integrated 3 operating entities
- Reduced air fleet from 18 to 5 aircraft, ground fleet from 12 vehicles to 6, reduced staff from 156 to 72 while maintaining customer service and increasing capacity

2007 to 2008 M & I Bank / Portfolio Services Las Vegas, NV
Vice President of Operations & Finance

- Managed operations of 135 bank investment portfolios with over 30 billion in assets

- Managed and restructured operations, technology and accounting areas resulting in higher customer service levels and reduced client & staff turnover

2006 to 2007 **Tri-City Medical Associate's** **Las Vegas, NV**
COO, CFO & Treasurer

- Startup Healthcare Company with Hospital Medical Management Contracts at 12 Hospitals in 6 states
- Operationally responsible for clinic subsidiaries, Medical Staff Support, Contracting, Physician Recruiting, Finance and IT
- Opened and operated six clinics in 4 states within 6 months
- TCMA acquired by Oasis Hospital Group in early 2007

2005 to 2006 **The Upper Deck Company** **Las Vegas, NV**
CFO and Managing Executive for Nevada

- Local Sr. Exec for \$600 million multinational wholesale/retail entertainment Co.
- Relocated manufacturing, accounting, finance, distribution and executive functions to Nevada
- CFO for worldwide operations of Upper Deck and 33 other entities
- Managed all international finance, investments, accounting and tax functions
- Managed Corporate HQ Operations (Nevada) including HR & IT
- Managed over \$150 million diversified investment and real estate portfolio

2003 to 2005 **Pinnacle Health System, Inc.** **Las Vegas, NV**
Group President and Senior Director of Corporate Finance

- Responsible for the Outpatient and Ancillary Services Group. Group consisted of six entities with 250 managers and staff generating over \$25 million in revenue
- Reorganized & integrated 10 separate entities into three groups, eliminating redundancies and enhancing profitability and efficiencies
- Responsible for the holding companies finance, accounting, tax, real estate and treasury operations. Revenues exceeded \$45 million
- Managed the Holding Company's Corporate Controller, Cash & Risk Manager, Contracting, Budgeting and Auditing functions
- Coordinated all national tax, banking, audit and investment relationships
- Company sold to Health Care Partners in April 2005

2001 to 2003 **Colonial Bank** **Las Vegas, NV**
Executive Vice President and Regional Director of Wealth Management Group

- Started and managed the Wealth Management retail group for West Coast of US
- Raised over \$63 million in assets and became profitable within 12 months
- Managed Private Banking, Trust, Investment and Insurance staff
- Recruited, trained and managed three Series 7's, four Series 6's and 26 life insurance and annuity agents
- Managed the OSJ and was the principal investment broker for the region
- Colonial's Wealth Management Operations closed nationwide in early 2003

1991 to 2001 **Pendleton Financial Services** **Honolulu, HI**
and Reg Baker, CPA PFS
CEO & President

- Started and managed large retail financial services firm with over 150 professionals providing accounting, tax, investment and financial planning services
- Managed the OSJ and was the principal investment broker for Hawaii and Nevada for H D Vest
- Coordinated banking and investment relationships for many large clients
- Firm grew to be the second largest tax and third largest payroll processor in Hawaii
- Firm had multiple retail locations (28) and did business in Hawaii and Nevada
- Sold Pendleton operations in 2001

1988 to 1991 **Bank of Hawaii** **Honolulu, HI**
Manager of International Operations, Finance and Administration

- Responsibilities included managing international and trust operations

1986 to 1988 **Ernst & Young** **Honolulu, HI**
Manager – Financial Services Practice

- Responsible for financial services clients (Banking, S & L's and Mortgage Entities)

1985 to 1986 **California Federal** **Los Angeles, CA**
Senior Divisional Controller

- Managed the finance and accounting activities for three divisions (Banking Ops, Data Processing and Mortgage Division)
- Staff responsibilities included three Divisional Controllers, two Assistant Controllers and respective accounting staff

Education, Licenses, Awards & Volunteer Positions:

- BBA with major in accounting
- CPA & PFS certificates by AICPA. Currently licensed in Hawaii and Nevada
- Licenses previously held: SEC (Series 24, 7, 66 and 63), Life Insurance, P & C and RE licenses
- Serving on the National Board of Directors for the SBA on Regulatory Fairness
- Serving as Chairman of Region IX of the SBA Board of Directors on Regulatory Fairness
- Serving as the Chair of the Small & Mid-sized Business Committee for the Hawaii Chamber
- Serving on Advisory Board for UH Exec MBA in Healthcare program
- Serving as State Chairman of the Board of Directors of Junior Achievement of Hawaii
- Serving on the Board of Governors of the Plaza Club
- Served as Member of the AICPA Advisory Council and PFP Committee
- Served two terms as Chair and 3 years as Treasurer of Hawaii Society of CPA's & was the appointed AICPA Council Member
- Served as State President/Chair of the Nevada Society of CPA's and member of the state BOD's
- Served as Chair of the HSCPA PFP Committee
- Past President of the Las Vegas Chapter of NSCPA's
- Served on 13 member National Task Force to write the PFS Exam for the AICPA
- Served on the Board of the Hawaii Association of Health Plans
- Served on Boys and Girls Clubs Board of Directors (Hawaii and Nevada)
- Member of the Las Vegas Chamber Business Council and Chaired the Business Education Committee

- Served on the BOD's was Treasurer and member of the Executive Committee of Hawaii Chamber of Commerce
- Past Treasurer of the Navy League (Honolulu) and a member of its Board and Executive Committee
- Past Treasurer of the Friends of the University of Hawaii's Cancer Research Center
- Served on BOD's and Chaired the Audit Committee of Oahu Transit Services (The Bus)
- Named the SBA's Accountant Advocate of the Year for the state of Hawaii in 1993 and State Financial Advocate for 2017.
- Chaired the SBA's Pacific Advisory Council for two terms
- Taught graduate and under graduate accounting and finance classes at University of Hawaii, Hawaii Pacific University and University of Nevada Las Vegas for over 12 years