MEDONEGONE

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MED ONE TO ONE EVOLUTION

LETTER FROM THE EDITOR / TROY TAIT





I was going through some old files the other day and came across one of the first editions of Med One to One. It was dated June 2000. The original intent was to have a simple way to communicate to our employees, and at the time there were about 20 people employed at Med One Capital. The newsletter was one page printed on both sides and contained two or three messages and an employee spotlight. It also included a statement that read, "Email your thoughts and ideas and we will fine tune this into something that's worth reading."

Ten years later and a lot of fine-tuning, Med One to One has definitely turned into something worth reading. With a distribution list of almost 2,500, Med One to One

is a "national" publication. The content has changed drastically from those first issues. We now have information on the marketplace, health tips, technology articles, employee spotlights and more. Perhaps the most significant changes are in the appearance. What once was a one-page document is now a full color 16-page publication.

There have been many people who have worked on this newsletter over the years. Some of those people are still with the company in different positions and others have moved on. Our current team has really worked hard to take us to the next level. And of course, none of this would be possible without the continued support of the owners, Brent and Larry. I know they are both very committed to this project and believe it plays an important role in the overall success of Med One.

Ten years from now, it will be very interesting to look back at today's issue and make comparisons. Who knows, maybe by that time we will be worldwide. Whether we're worldwide or not, what's really important is that we will still be providing a quality piece that is informative for our customers, business associates, family and friends.

So I'll close with the same statement made ten years ago, "Email your thoughts and ideas and we will fine tune this into something that's worth reading."



LEARNING FROM **EXPERIENCE** / BRENT ALLEN

In spite of turbulent economic conditions, 2009 will be remembered as an incredible year for Med One. We experienced significant growth and our valued employees pulled off another record-breaking performance. Throughout the year, we learned many lessons and implemented several new ideas into the Med One culture. We take great pride in our company and we continue to believe that Med One has a bright and solid future as we forge forward in 2010.

As owners of Med One, Larry and I have come to believe that one secret to success is learning from the experience of others. Most of us remember that frigid winter day early in 2009. US Airways Flight 1549 took off from LaGuardia Airport in New York City and lifted quickly into the sky on what was expected to be an uneventful trip to Charlotte, North Carolina. The head pilot was Captain Chesley B. "Sully" Sullenberger. He had thousands of hours of cockpit time, and he expected the next hour and a half would be very routine. As the Airbus A320 climbed to 3,000 feet, the unexpected was suddenly right in front of him...a flock of mammoth Canadian geese with six-foot wingspans. The large birds hit the plane followed by a terrible grinding sound as the geese were sucked into the large turbo engines on each wing. Then, a deafening silence; the engines had stopped. Captain Sullenberger immediately began determining how he could safely land the plane. He first considered returning to the airport and then thought of returning to a different airport not far away. The dangers and risks were enormous. He did not know how long he could glide the plane without engine power. He had only a moment to decide. He guickly determined that his best chance was to land the plane in the

"IF WE HAD NO WINTER, THE SPRING WOULD NOT BE SO PLEASANT - IF WE DID NOT SOMETIMES TASTE OF ADVERSITY, PROSPERITY WOULD NOT BE SO WELCOME."

Hudson River, a river that runs close to New York City. In those few seconds all his training as an airline captain, all his judgment, his instincts and his talents would come to bear on the emergency landing that lay ahead of him. With skyscrapers outside the windows, the plane dropped quickly, flying only 900 feet above the George Washington Bridge. Then, with the plane flying as slowly as possible and with the wings perfectly straight across the water, he pulled the nose up and glided the belly of the plane onto the water. The plane, weighing 120 tons, skipped across the water and then safely stopped. The winter weather was well below freezing, and the captain knew the plane would begin sinking. The passengers were quickly assisted out the emergency exits onto the wings. Life rafts were inflated, and boats from the shore moved quickly to rescue the passengers. The news was almost unbelievable. While a \$60-million plane had been lost, Captain Sullenberger had landed safely, and all of the 154 passengers and crew were alive. For the first time in 50 years of commercial jet flight, the pilots of US Airways Flight 1549 successfully executed one of the most technically challenging maneuvers, landing a jetliner on water without fatalities.

Can we learn anything from this incident? I have often pondered the dilemma of Flight 1549 and wondered how we can use this experience as a stepping stone for our future. From my perspective, I firmly believe there are several lessons to be learned.

THE FIRST LESSON is... Always be prepared for the unexpected. Most likely, our challenges will not be encounters with Canadian geese. But we can count on frequent detours and an occasional roadblock

as we pursue our goals. As we reflect on Med One's 19-year history, we can recall numerous detours along the way. We can also relate to a handful of major roadblocks that we encountered. At the time, these roadblocks seemed almost insurmountable. But as we look back, it is clear that they were actually blessings in disguise. We are a better company and we have become stronger because of them. It has been said that, "If we had no winter, the spring would not be so pleasant - if we did not sometimes taste of adversity, prosperity would not be so welcome." At Med One, 2009 was a year of prosperity. In years past, we have experienced the unexpected, and we have learned from it.

THE SECOND LESSON is... We may be required to make very difficult choices. Our choices are much different from Captain Sullenberger's. His choice would ultimately mean the difference between life and death. I cannot even begin to comprehend the stress that he experienced as he pondered his limited options. The choices we must make are much more subtle but still very important to our progress. Progress always requires risk. There is a basic philosophy that says, "You can't steal second base and keep your foot on first." What a profound thought! As owners of Med One, we have made some critical choices over the years. Many of these choices have exposed us to some serious risks. But in the end, we have been better off because of those hard choices. Med One today is a very different company than it was 5, 10 and 15 years ago.

THE THIRD LESSON is... There is no substitute for experience. I am convinced that Captain Sully is one of the few pilots who could have pulled this miracle off. He was a 29-year veteran and former Air Force fighter pilot with thousands of hours in the cockpit. I believe there may have been a much different out-

come if a younger and less experienced pilot had been in the cockpit that day. Experience is critical, both in the air and in the business world. I once read about a young man who had an interview with his manager. The dialogue went something like this:

Young Man:

How did you become so successful?

Manager:

Right Decisions

Young Man:

What helped you make right decisions?

Manager:

Experience!

Young Man:

And how did you get experience?

Manager:

Wrong Decisions

I guess another way of saying it is, "Good judgment comes from experience, and experience comes from bad judgment." Unfortunately, we have made a few wrong decisions at Med One. Because of it, however, we have gained some very valuable experience. Hopefully, we will make fewer wrong decisions and more right decisions in the years ahead. I believe that a valuable lesson learned from Flight 1549 is there is no substitute for experience.

Someone once said, "The good times we put in our pocket; the hard times we put into our heart." My pocket, as well as my heart, is full. I am very grateful for the lessons I have learned over the past 19 years. And I believe that we can yet learn some powerful lessons from Flight 1549. 2010 appears to be a very exciting year. While we cannot predict the unexpected, we are prepared for difficult choices if needed. Thanks to all of you who have made such a significant contribution to Med One.



SEEING THE GLASS HALF FULL / JILL SHAVER

Do you ever feel bruised by a life that keeps knocking you down? And perhaps, these days, is it more obvious than usual? No one can deny that we are facing troubled times and that life doesn't take a break from kicking us around. However, I have good news that everything doesn't have to be 'gloom and doom' all the time. To prevent yourself from getting badly bruised, simply become more optimistic. Seriously... optimists are proving that they are more resilient, face less stress, and are higher achievers in competitive environments. Also, on average, optimists face less mental depression than pessimists do and being optimistic can improve your enjoyment and quality of life.

While being skeptical can be a healthy way to avoid getting taken advantage of, being pessimistic and always assuming the worst can have a major negative impact on your life. If you have always been a pessimist, it can be difficult to shift your focus, but it is possible to start seeing the glass as half full and not half empty.

In order to consistently view the world in a positive light, be aware that you are the only one who controls how you respond to your environment. If you consciously start to influence your emotions and reactions, you can embrace a more optimistic frame of mind by reprogramming your responses to the situations you face. Sure, there is always the option to remain under your imaginary grey cloud, or you can begin making changes in your life to become more optimistic. The choice is yours to make and in an effort to convince you, here are a few simple tips and ideas that might make your world a little brighter.



GLASS HALF EMPTY?

GLASS HALF FULL?

- * Live by the one-day principle. We've all heard it before; treat every day as if it were your last. Honestly, each day can be better than the day before if you really try it; keeping a record will help you see the results.
- * Pay attention to your personal needs. You are your number one person and even if you take care of others, taking care of number one will leave plenty of enthusiasm and energy to give others around you.
- * Let go of things that drain your energy. Eliminate the drains and you will find yourself much more energetic, more productive and much happier. For one day, jot down what you are doing with your time and at the end of the day, look over your list to see what is taking up a lot of your time without giving you much benefit in return.

- * Feed your mind positive thoughts. Don't watch, read or have friends that bring you down. Focus on things and friends that make you feel positive about the world and yourself.
- * Indulge your passions and dreams. Is there a specific hobby you enjoy- painting, reading, hiking? Do them more often and don't feel quilty about it.
- * Get the negative out of your system. You have permission here to kick, swear, or scream (but please only do this when you are alone). If you don't get it out, it will fester and come back to hurt you later.
- * Look happy. Studies have shown that putting a smile or positive expression on your face will actually make you and others around you feel happier.

- * Plan for down days. The sun doesn't shine every day so create a plan for how you can dump the gloom. Carry a picture, book, or CD that makes you feel happy. Have it ready to help get out of your bad mood.
- * Connect your mind and body. You can go a long way to creating a more positive outlook when your whole self is connected. Try regularly scheduled physical and relaxation activities such as deep breathing, meditation, guided imagery, massage therapy, yoga, or tai chi.
- * Laugh. Doesn't it feel great to laugh? I love it and the reason why is... drum roll please... endorphins. Just like when you exercise, they rush through your body like a burst of energy.
- * Do something nice for a friend or a stranger. Is your friend having a bad day? Take them a little gift or make them a delicious dessert, hold the door open for someone, or let them have the parking space. Doing nice things for others is an instant pick me up.

- * Enjoy the simple things. Is the sky in your city beautiful today? Maybe you had a few extra minutes to play with your kids or pet; wasn't it so much fun? There's no limit to the happiness you can get from the simple things around you.
- * Keep a feel-good journal. Buy a small journal or notebook and fill it only with things that make you smile, like a love note from your honey, a great fortune cookie, or a story that makes you laugh.

 Open it up whenever you are feeling down.
- * Count your blessings, big or small.
 Focusing on the good things in your life will take your mind off of the negatives.
 Write them down in your brand new feel-good journal and carry it with you.

THANK YOU FOR SUPPORTING *MED*ONE TO ONE. CALL MED ONE TODAY

AND WE'LL SEND YOU A FREE

FEEL- GOOD JOURNAL.

Keep in mind that just because you are more optimistic it doesn't mean you won't have bad days. You will, and you can't possibly be upbeat all the time; no one expects you to! You are free to be realistic and understand that life isn't always fun. But now, as a true optimist, you will deal with the rough spots and move on.



HOME MEDIA CENTERS / NATE DAVIS

We are moving more and more to a digital world- digital cameras have replaced film, music can be purchased and downloaded right onto your computer, and now movies are being sold digitally as well. With all the growing digital media we are accumulating, I often am asked what the best way is to view our media. Quite a few people I know have some nice TVs and really want a way to display and access their movies and pictures from their TV. There are several different options out there that make this possible; in this specific article, I will discuss two of the more popular options.

In most cases, people are looking for a super easy setup and user-friendly interface. In my experience, the easiest set up I've come across is the Apple TV. It requires minimal set up and it takes everything you have in your iTunes library at home (your movies, pictures and music) and displays it on your HDTV. The disadvantage here is you have to have your movies in a digital format



in your iTunes in order to access them from your television through the Apple TV. Also, the Apple TV is only compatible with HDTV's. The advantage, however, is that your content will be displayed with almost no work on your end. It will auto pair with the iTunes library of your choosing, and you can stream You-Tube and browse Apple's music and movie stores right on the Apple TV.

For the tinkerer, there are a few other options. One that is gaining quite a bit of popularity is called XBMC. XBMC is a free

cross platform media center type application that will run on Windows, Linux, Mac and even a modified Xbox. It will play your digital movies and music. The main feature that I love about XBMC is its ability to download cover art and fan art and display them in an amazing interface. Be aware that this option requires having a small media center PC by your TV. Since XBMC runs on all the modern operating systems, you can conveniently test it for free and play around with it on your desktop to see if you like the interface and what it can do before you set everything up. (http://xbmc.org)

Currently there is no simple sure-fire way to have your media accessible on all devices, all the time. Give it another year or two and I suspect that we will see this sector of entertainment and technology start to flourish and give us real power to watch our media anywhere.

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Each solution offered by Med One can be customized to best fit the needs of the customers. We have nineteen years of experience working in the health care industry. Our simple documentation, quick turn around time and customer service have no comparison within the industry.

CAPITAL LEASE

Customer commits to a fixed term of rental payments. At the end of the rental term, customer owns the equipment with a \$1.00 buyout. There is no option to return this equipment. Rather, the point of this program is simply to finance the equipment over several months when cash is not available for immediate purchase. Completing a capital lease through Med One is simply a matter of signing a 2 page proposal document and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One. This program is also known as a Rent to Own or a \$1.00 Buyout Lease.

RENTAL REWARDS

Simply issue a 1 month renewable purchase order to Med One, and the customer receives brand new equipment direct from the manufacturer. The customer can rent the equipment on a month to month basis or, if capital budget is allocated, purchase the equipment with 50% of the rental paid going towards the purchase price. There is no paperwork to sign, payments are made from the operating budget, and the customer may return the equipment at any time.

OPERATING LEASE

Customer commits to make monthly payments based on an established term. When the term ends, the equipment can either be purchased based on its fair market value, rented for an additional 12 months, or returned to Med One Capital with no further obligation. Completing an operating lease through Med One is simply a matter of signing a 2 page proposal document and issuing a purchase order. Both the signed document and the PO are then sent directly to Med One.

12 MONTH RENEWABLE OPTION

Typically, an operating lease deal is done on a term of 36 - 60 months. At times, a customer may have difficulty committing for an extended length of time. If so, we can present a short-term renewable option. The intent is to provide a 3 - 5 year lease payment structure in which the customer is only committed for 12 months at a time and can renew after each 12 month period until the total lease term is met. After any 12 month period, the standard end of term options are also available, so this option will always qualify under the FASB-13 guidelines.

DON'T BE AFRAID TO FAIL / TROY VANDER VEUR

Have you ever wanted to travel back in time? Back to where you felt on top of the world? A time when it appeared the planets had aligned and you finally had something really good going for you? I will assume for purposes of this brief article, all readers have at one point had something good going. My something good is unforgettable, although at times I wish I could forget it. Let me explain. Buckle up, we are all headed back to the days of Boys II Men, Jars of Clay, and Mariah Carey. Next stop, spring 1997 and I am on top of my world.

It was my senior year at Brighton High School. The Brighton Bengals baseball team had been in a bit of a drought as far as championship trophies were concerned. However, that year we played very well, survived the playoffs and found ourselves in the State Championship game. The opponent was a team down south, Orem High. We had lost only one game during our playoff run and wouldn't you know that loss came compliments of the Orem Tigers. I was the starting pitcher and as I took the field at Franklin Quest emotions were high. The umpire yelled, "Play ball!" and the battle began. My first pitch was a strike and my junk pitches were moving all the right directions. There was just one problem, the Tiger's bats moved in those same directions. After 3 innings we were down, and I was moved to 3rd base for the remainder of the game. We

fought hard, we played as well as we could, we gave it our all but we lost the game.

After the game, I remember taking a knee with the rest of the team. There we sat bruised and beaten with our heads hanging. Coach Kleven started in on how great we did and blah, blah, blah. No one believed him. There was however, one phrase that has stuck with me and helped shape who I am today. Coach said, "Don't be afraid to fail." Kleven told us we didn't show fear, we had prepared and we performed the best we knew how. He told us because of our hard work, preparation and even that loss we would be better men and better prepared for what lay ahead. I think he was right. After the game I was fortunate to receive, despite my less than stellar performance on the mound, a few scholarship offers. I took one of those offers and enjoyed a few more years of spikes and spit.

"AT MED ONE WE DO ONE THING VERY WELL, WHATEVER IT TAKES."

For the past decade I have been making a living in the sales arena where I can't afford to be afraid to fail; pun intended. After all, it's through failure that we learn and improve. The Great Bambino had to strike out 1,330 times in order to hit 714 home runs. As

sales people, how can we take advantage of our failures and apply the lessons we learn to the next opportunity?

I believe sales people are taught to be fearless, bold and savvy. A good sales person is solution-minded and a good listener. They dig deeper and do everything possible to assist the customer because they care. When the end result is less than success, a good sales person can learn from the experience and adapt his or her approach. Surely these qualities can help lead to success, but I also believe we sales people need to take full advantage of the tools with which we are provided.

Med One Capital has been offering cutting edge 'tools' to vendors in the medical industry for the past 20 years. Our solutions provide opportunities for all parties involved, hospitals and vendors. These solutions, as well as our processes and customer-focused way of doing business, are a direct result of our owners not being afraid to fail. With this mindset, the owners of Med One Capital have created a gem. I feel fortunate to be a part of such a solutionminded and fearless organization. We make medical equipment available in a time when money is tight because we can and we care. Our sales team is ready and willing to assist in your next sale and in bringing you and your customers success!

You can now follow Med One
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NEW BLOG









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MARKET UPDATE / EMERGENCY PREPAREDNESS AND RESPONSE

With the recent devastation in Haiti, emergency preparedness and response was once again put into action by countless agencies and healthcare organizations. Within a week of the earthquake, millions of dollars had been raised by a variety of organizations (going towards food, water and sanitation, shelter, medical aid and other basic needs), volunteers and medical teams arrived to provide what relief they could, and needed supplies were distributed among the survivors.

The ability to act so quickly is a reflection of commitment, leadership, and efficient emergency response plans of the many agencies and organizations involved. An emergency response plan is set in place to outline what actions will be taken in the event of a disaster with the end goal to maximize human survival and to minimize danger. In many cases, the emergency response plans of organizations go beyond the organization itself and extend to the general public.

Not only does effective emergency preparedness and response require a coordinated effort before and after an emergency event, but it is a task that must be continually adapting as circumstances change. It's difficult to anticipate the immediate needs should the worst happen, but through experience, agencies and organizations continue to learn how to best be prepared to act should a disaster, of any kind, occur.

RECOMMENDED ITEMS TO INCLUDE IN A BASIC EMERGENCY SUPPLY KIT:

- Water, one gallon of water per person
 per day for at least three days, for drinking
 and sanitation
- 2 Food, at least a three-day supply of non-perishable food
- Flashlight and extra batteries
- 4 First aid kit

- 5 Whistle to signal for help
- Dust mask, to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place
- 7 Moist towelettes, garbage bags and plastic ties for personal sanitation
- Wrench or pliers to turn off utilities
- Can opener for food (if kit contains canned food)

- 10 Local maps
- 11 Cell phone with chargers
- 12 Battery-powered or hand crank radio and a NOAA Weather Radio with tone alert and extra batteries for both For additional items to consider, please go to www.ready.gov

WHERE WE STAND / COMPANY NUMBERS

MED ONE CAPITAL	DEC 2009	2009 YTD	DEC 2008	2008 YTD
New Equipment Purchased	\$27,777,679	\$183,675,680	\$8,534,953	\$116,886,449
Number of New Leases	99		69	
Total Customers	William	1,902		1,520
Total Equipment Leased	Was a second	\$330,540,182		\$239,484,194
MED ONE EQUIPMENT RENTAL	DEC 2009	2009 YTD	DEC 2008	2008 YTD
Total Rental Revenue	\$842,276	\$9,392,101	\$766,699	\$8,256,505







EMPLOYEE SPOTLIGHT / DANNY LOEWEN

"COMPENSATION IS A RIGHT, RECOGNITION IS A GIFT" / KATHY WHITING

I recently attended a basketball game that my 12-year-old twin grandsons played in. I wish I could report they won, but they didn't; they got "creamed" by about 20 points. They were ahead at the beginning of the game, but all of a sudden the other team put on the press and the rest was history.

As my kids were growing up I was always thankful for the individuals who volunteered their time and energy to coach, and as I watched the twins' coach last night, I was again reminded of the same dedication. Throughout the game their coach would individually call to a player when they made a basket or other good play. He called the player by name and waited until the boy looked at him; then he'd tell them how great they were doing. It wasn't a "blanket" compliment; it was individualized.

At the end of the game, even though they had lost, the coach pulled all of the boys to the side for a quick meeting. They didn't discuss the loss per se, instead he pulled the stats and talked about everything they did right. He read the number of baskets made by individual boys and the plays that worked. The boys were soon congratulating

each other on their achievements. When the boys walked away it wasn't the loss they were focusing on. This coach realized that recognition is a human need, one that we all crave no matter our age.

As managers, we too need to recognize that one of our greatest challenges is to find creative ways to provide recognition for our employees. Business author Michael LeBoeuf said, "The greatest management principle in the world is the things that get rewarded, get done." By doing so we are making an investment in our most important asset... our people!

Recognition programs could be formal awards, informal awards or day-to-day awards. Formal awards are usually presented in front of the recipient's peers on a monthly, quarterly or yearly basis. They can be personalized awards, or depending on the significance of the award, other gifts can be given like a day off, cash, trips or watches.

Informal awards recognize those who have met specific goals. This is immediate recognition given by managers to someone doing something right. They are meant to

IS THE THINGS THAT GET REWARDED, GET DONE."

"THE GREATEST MANAGEMENT PRINCIPLE IN THE WORLD

be symbolic and memorable, not costly. Examples could be a departmental celebration, a free lunch or gift certificate or something to reinforce your company's values.

Day-to-day awards are simple acts of kindness, gratitude and respect. They could be written thank you notes, letters of appreciation or positive feedback. Tom Peters, a writer on business management, said, "We wildly underestimate the power of the tiniest personal touch."

As we begin a new year, I hope that we too are able to help our employees learn from their mistakes but realize the power of celebrating their successes.

"COMPENSATION IS A RIGHT, RECOGNITION IS A GIFT" - Rosabeth Kanter As a kid my goal was to be like Mark Eaton, former Utah Jazz center at 7'4" tall. To "stretch" myself I'd hang from the moldings over the doorways for as long as my mom would let me... or until the moldings popped off. My goals changed, however, as do most kids' dreams as they grow up.

My two main passions in high school were skiing and high-jumping. My idol in high jumping was Hollis Conway. He was my same height (6 ft) and set the U.S. outdoor record at 7' 10 1/2"; that's 22 1/2 inches over his head! To increase my vertical leap I'd do just about anything, this included wearing a pair of uniquely designed shoes specifically made to build strength in calf muscles for higher jumping. The actual shoes were super expensive so I was forced to improvise and make my own. I wore them just about everywhere I went... often to school accessorized by a camo weight iacket filled with sand.



This made me quite the spectacle in the halls and most likely explains why I didn't go to senior prom. However, it helped me achieve my goals in high jumping, and during my senior year, I set the school record for the high jump. It also taught me an important lesson: to achieve success you have to do things different than your competition and at times with an approach that may be a bit atypical.

This is why I love Med One Capital! It is founded on a passion for customer-oriented solutions with a unique and atypical strategic approach that has enabled Med One dynamic growth and success spanning two decades. I joined Med One in 2009 as VP of Credit and Funding after spending three years with American Express and four years with GE. I love my job and really enjoy working with our customers to structure tailored solutions to service the needs of their clients.

Shortly after graduating from high school I lived for two years in Northern Portugal as a service missionary for my church. I received my B.S. in Political Science from the home of the Runnin' Utes (The University of Utah: 2008 13-0 Sugar Bowl Champs!) and in 2002 I graduated from Westminster with an MBA.

My wife, Heidi, and I met on a blind date, and it was true love at first sight... well, almost. It actually took about twenty minutes. We were somewhat "underwhelmed" with each other at first. However, we got over our first impressions, and we were married six months later. We'll be celebrating our 13th wedding anniversary this year and have five wonderful children that give us a run for our money (Jeremy 9, Sadie 6, Mollie 5, Asher 2 and Lucy 8 months - she was born on Mother's Day).

There's nothing I enjoy more than spending time with my family doing just about anything - from eating donuts and going on walks, to watching "24" and riding plasma cars around the inside of our home. However, I especially like being with them skiing and hiking at my favorite spot on earth - Alta, Utah. Known for truly the greatest and deepest powder snow on the planet, it averages more than 500 inches per year.



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