

Attachment "B"

H. Pete Merkel
Principal
iNERTiA Energy Advisors
1737 Spring Arbor Rd., #178
Jackson, MI 49203

EMPLOYMENT HISTORY

PRINCIPAL

iNERTiA Sports

September 2010 – Present

Mooresville, NC

- Manage all aspects of running a Motorsports Agency
- Provide Strategic consultation to Corporate Sponsors in NASCAR, IRL, NHRA
- Connect Businesses to Retail Partners to grow their Sales Platforms
- Support Owners and VP's within companies to justify their spend in motorsports thru B2B
- Currently have developed five clients on a retainer business

Principal

iNERTiA Energy Advisors

June 2010 – Present

Jackson, MI

- Electric and Gas Sales
- Developing Partnership agreements for Energy usage
- Currently working with Manufacturers, Motorsports Facilities, Restaurants, Retail Businesses to provide them analysis of usage and potential savings
- Currently serving a base of natural gas customers in MI, IL, and OH markets

Exclusive Agent

Accent Energy

June 2011 – Present

Dublin, OH

- Acting as Exclusive agent for Accent Energy in the TX and NY electric markets
- Currently working with Manufacturers, Motorsports Facilities, Restaurants, Retail Businesses to provide them analysis of usage and potential savings offerings
- Consultative approach to determining the best electric programs and terms based on customers risk tolerance

- Consultative approach to finding the best contract language to meet the customer's needs
- Provide ongoing market analysis and industry information so customer base can make good informed decisions on future electricity buying needs.

VP Sales
 Co-Pilott Motorsports Marketing
 2007-2010 Cornelius, NC

- Worked with SONY, Menards and Red Bull as it related to their motorsports spend
- Signed Technique and DSP in NHRA as clients
- Assisted in closing the agreement between SONY and Dale Earnhardt Jr. as a Personal Services Agreement

Director of Sales
 Dale Earnhardt Inc.
 2004-2006 Mooresville, NC

- Managed \$60 Million in Sponsorship Sales for three (3) NASCAR Cup and two (2) NASCAR Nationwide Platforms
- Developed new sponsors: Bass Pro Shops, Menards, SONY, Sharpie and Gillette while with DEI
- Reported directly to Teresa Earnhardt

VP Sales
 REV 1 Racing
 2002-2004 Jackson, MI

- Reported to Driver, Team Owner Ronnie Johncox
- Attracted a team investor to allow REV 1 to compete in the IRL Infiniti Pro Series
- Helped launch the team in 2002 and competed 2 years in the IRL Infiniti Pro Series

Executive VP and General Manager
 Chicago Motor Speedway
 2001-2002 Cicero, IL

- Managed a team of 50+ employees to promote Motorsports events at this dual purpose facility
- Facility ran CART, NASCAR Truck and ASA events
- Managed revenue of \$10+ Million

Director of Sales

Michigan International Speedway

1992-2000

Brooklyn, MI

- Started in Operations in 1992
- Promoted to Sales Executive in 1996
- Promoted to Director of Sales in 1998
- Sold across all Penske owned facilities, including California Speedway, Nazareth Speedway, North Carolina Speedway, Miami Speedway
- Managed \$10+ Million in Sales at MIS and a Staff of 6 Sales Executives
- Reported to Greg Penske on all internet growth
- Reported to Gene Haskett, Penske Speedways President on all other functions