

ABOUT KENNETH B. LERMAN

Ken Lerman was born and raised in Brooklyn, New York, and actually watched the Brooklyn Dodgers play in Ebbets Field. He left the very well known neighborhood of Brighton Beach at age 19 to serve two tours of duty in Vietnam where he was decorated in combat during the TET offensive, February, 1968.

He returned to New York where anti-Vietnam sentiment was high and targeted against veterans. He then chose the scholastic sanctuaries of Kansas and was immediately attracted to Kansas' values and character. He graduated in less than three years with highest honors from the College of Emporia, and won a national scholarship to Georgetown University for special Soviet studies. He then studied corporate and tax law at Washburn Law School and received the first Masters of Business Administration - Marketing degree from Emporia State University.

Ken has worked for major Fortune 100 companies as the Brand Manager on well-known products for the H. J. Heinz Company and Johnson & Johnson Baby Products Company. He returned to Kansas as the Pizza Marketing Director for Pepsico/Pizza Hut, and for three years prior to its sale, Ken was the Marketing Director for Taco Tico.

For over 20 years, Ken Lerman has developed a solid and growing reputation as a leading consultant to business owners across North America. He actively gives lectures and business seminars to industry associations, individual corporations and business owners. Ken has repositioned, started up and built businesses within diverse industries and among a wide variety of companies. He finds great joy in improving business performance and profitability.

Ken was elected Kansas vice-chairman and delegate to the President's White House Conference on Small Business which met in Washington, DC. Ken's assignment for the conference involved community economic development, international trade and commercial law. Ken has been awarded the City of Wichita's highest honor, the Wichita Medallion for Good Citizenship and Volunteerism. He was named a Distinguished Graduate of Emporia State University and received the Liberty Bell Award from the Wichita Bar Association.

Ken has served his community well. For five years, he prepared and gave the Sunday morning and Wednesday evening sermons at the Second Church of Christ, Scientist, in Wichita. Ken has served as Chairman of the Board for the Wichita Convention and Visitors Bureau and a two year Board Director of the Wichita Area Chamber of Commerce. Ken has also served as Director on seven additional well recognized boards. He is a member of the National Speaker's Association. In addition, Ken is a Paul Harris Fellow Rotarian and a 33^o Scottish Rite Mason.

Ken's values and business philosophy are simple and straightforward – while profit and opportunity carry great importance to our welfare and growth, they are a distant second place to fairness and personal credibility. Ken strongly believes that the one single most important asset we have is "our word."

Ken is married to Geri Anne Appel, his business partner. Formerly a Vice President for the CIT Financial Group in New York City, and a former Vice President of Bank IV Wichita, Geri is now quite active with Rotary International, serving as President of the large Wichita Downtown Rotary Club and as Rotary District 5690 Governor – the first woman to hold both of these positions. She has volunteered in Haiti for more than 10 years and has been recognized with the Service Above Self award by both her club and district.