



ADVISORY BOARD MEMBER

Joe Bourdow

Retired President, Cox Target Media / Valpak

Joe Bourdow is a successful entrepreneur and corporate executive with nearly 40 years experience in franchising, advertising sales and broadcasting including 35 years in franchise ownership and leadership and sales management positions with Valpak Direct Marketing Systems, Inc.

Prior to retiring from Valpak in 2010, Joe led Cox Enterprises subsidiary Valpak Direct Marketing Systems, Inc., as president through 14 years of record growth helping to drive system-wide revenues to well over \$400 million in print and digital advertising sales and over 60,000 clients to a position as one of America's most admired franchise systems. During his tenure the company built a \$240 million robotic print manufacturing facility considered to be among the most advanced in the world.

Joe currently serves on advisory boards for Front Burner Brands, franchisor of the 132 Melting Pot Restaurants, Benetrends, a national leader in funding for entrepreneurs and Big Frog Franchising, an apparel retailer. He is also an advisor to Valpak, Hyrell Online, Davo Technologies, Murphy Business and Financial Corporation, College Hunks Hauling Junk and The Spice and Tea Exchange.

Bourdow also currently serves as chairman of the board of trustees at Academy Prep of St. Petersburg, a remarkable nonprofit inner city middle school and "Clutch Hitters," a local business group and is a board member of the Tiger Bay Club. He is an advisory board member for the St. Petersburg Free Clinic and Habitat for Humanity of Pinellas County.

A former broadcast radio station owner, he now operates RadioStPete.com an Internet-based local station covering local events. Joe is also founder and Executive Producer of the East-West Shrine Game Radio Network – an

annual NFL prospect showcase game played to benefit Shriners Hospitals for Children. Joe's radio network grew to 142 over-the-air radio stations and SiriusXM Satellite Radio in 2015 – the 4th year it originated the broadcast of the game.

Joe is a past board member of the International Franchise Association, past Chairman of the IFA Diversity Institute, and member of IFA Education Foundation Executive Committee. Early in his career Joe was a radio station owner and successful multi-unit franchisee of Valpak and Fastsigns. He is a graduate of the University of Virginia.