



EXECUTIVE SUMMARY BROCHURE

BACKGROUND, MISSION, STRUCTURE & VISION



# BOOKLET OUTLINE

- FOUNDER'S WELCOME
- THE AUTOPLEX™ ORGANIZATION CHART
- LETTER OF INTRODUCTION
- SUMMARY OF OUR PLEX-O-RAMA™ PROGRAM:
  - PLEX-SOURCE™
  - PLEX-LINE™
  - PLEX-FIT™
  - PLEA-I-CARE™
  - TRAK-PLEX™
  - PLEX-COACH™
- AUTOPLEX™ TESTIMONIALS
- AUTOPLEX™ BOARD MEMBERS



## FOUNDER'S WELCOME: A PERSONAL MESSAGE

*Hi (or "Howdy") friends - thank you for taking a moment to browse through our new AutoPLEX™ Brochure. I invite you to enjoy yourselves here, and by all means to ask any questions that you may have of our dedicated and courteous Staff. We are here for you!*

*Allow me a moment to simply summarize for you how and why we got here.*

*During my 32 years in the Auto business, I have kept saying - both to myself and to my colleagues: "Darn it - there's just gotta be a better way to do this . . . to run an auto business and to serve the customer properly" - many of whom were personal buddies of mine! As my employers grew larger, and the wall of bureaucratic indifference grew thicker and colder, I finally told both my bosses and Staff - all good friends - that it was time to "hit the road" and simply "show-'em," instead of always begging 'em to listen.*

*Starting with my first family-owned "Nu-Way Sales" in Gulfport, I laid the groundwork for both looking at this business - and for taking care of clients - in a NU WAY! Next came Southeast Auto Finance, and then AutoPLEX, which recently became the very Heart and Soul of our new business commitment, . . . which is:*

*"To cover the Southeast with the AutoPLEX™ concept, style, and customer-centered business model." I am proud to say that we have not only arrived, we are on the move. Our initial growth plan is shown on the following Organization Chart.*

*Please help us welcome The Southeast AutoPLEX Group to your community, and let us show you how we are "hell-bent on delivering First Class Professional Service to you," and let us earn your business - and that of your family and friends, let's say for the next couple of generations!*

*And thank you for coming to see us! I have had you on my mind, while looking forward to this Day, for over twenty-five years!! Please take us into your living room like new friends. 'Cause that's how we'd like you to think of us !*

*With warm regards,*

*Your friend,  
Stan Sumrall, Founder*



Corporate Offices: Gulfport, MS

Counsel  
• W. Williams

Board:  
• S. Sumrall • R. Burnell  
• R. Falsone • W. Williams

Accounting  
• CPA: Greg L. Felroy  
• CFO: Gary M. Bedsoe

**Southeast Auto Financial Services, LLC**  
Sophisticated Pre-Owned  
Automobile Financing

**Southeast AutoPLEX Auto Sales, LLC**  
Strategic Sales Expansion & Growth  
Southeast U.S. Region

Preferred Dealer Status (PDS)

SEED FUNDING  
The Arnell Group

Managers:  
• S. Sumrall  
• R. Falsone

Investor Funding  
Group

Affiliate Financing Contracts (AFC)

**Nu-Way Auto Sales**  
AutoPLEX Gulfport Sales Center  
Founding Sales Org. [Gulfport Community]

Owner / Manager:  
• S. Sumrall

Charlotte  
NC

PHASE VI  
Dec. 2022

SATELLITE C-1

Atlanta  
GA

PHASE V  
Dec. 2021

SATELLITE A-1

Birmingham  
AL

PHASE IV  
Dec. 2020

SATELLITE B-1

Montgomery  
AL

PHASE III  
Dec. 2019

SATELLITE M-1

Jackson  
Pearl, MS

PHASE II  
Dec. 2018

SATELLITE J-2  
Meridian

D'iberville  
MS

PHASE I-A/B  
Jan.-Dec. 2018

SATELLITE J-1  
Vicksburg

PHASE III-A  
June 2020

PHASE IV-A  
June 2021

PHASE V-A  
June 2022

PHASE VI-A  
June 2023

**The Southeast AutoPLEX Group Organizational Plan**

## LETTER OF INTRODUCTION

Nu-Way Auto Sales of Gulfport, MS, the first member of what is today the Southeast AutoPLEX Group, was founded In 2009 by Mr. Stan Sumrall, a lifetime Gulfport resident, and a long-time, seasoned executive in the automobile industry.

Mr. Sumrall had worked for a number of major automobile organizations, and in particular had developed his customer and managerial skills throughout a 17-year career with Credit Acceptance Corporation, one of the largest and most important financial underwriters in the United States today.

Along the way, Mr. Sumrall also acquired, operated, and developed small local automobile dealerships in the Gulfport region, as part of fine-tuning his “touch” across the full complement: from customer, to automobile, to financial packaging, and then back again to the all important theme and end-product of serving well-meaning and sincere clients who needed sound and reliable transportation for themselves and their families, and who were soon to become highly satisfied clients and friends for the long run.

During those early years, Stan continued to observe countless examples of insincere and ineffective tools and techniques being practiced and repeated across the industry in ways that he was increasingly confident were not in the customers’ best interest. He gradually and continually brought this to the attention of higher executives wherever he worked, and strived to put their attention on a better and more sincere approach to both business and customer development. The heavy inertia of the bureaucracy of such companies kept his enthusiasm under a tight mantel.



One day, after reaching “his limit,” he set out to build a small model of a business operation that would truly serve its customers, with the intention of starting there, and building a new kind of Network - dedicated to treating people honestly and sincerely. He applied both his commitment and his vision into a small start-up that he called “Nu-Way Sales,” as a way of announcing to the public that he was truly committed to developing a business that produced success by treating people in a “new way.”

After an initial 'roll-out' in 2009, Nu-Way gradually grew to serve its public through three venues in the Gulfport area. Then, in 2015, Stan began thinking about putting his REAL Vision to work: he assembled a small and tight team of like-minded business people, and strong executives, and formed Southeast Auto Financial Services - a specialty auto financing service company designed to address the needs of a large facet of the community of car buyers and car owners who – and this seemed obvious to him - needed a helping hand of special care and special attention. SEAFS had found its target, and began to learn how to take care of this audience. Southeast began to steadily grow, while developing a reputation for applying a set of carefully planned and developed tools and Support Services in a 'new way,' and addressing the possibility of serving many needy customers in a way that they deserved - people who were being left behind by the large- scaled, cold-hearted, "methods and techniques" system of uncaring pressure tactics, and yet good people who deserved to drive a fine car of their choice that could serve them and their families, while meeting their - sometimes special - financial needs, and often tight family budgets.

During 2018, these two "footholds" developed to the point of spawning the launch of two additional entities. The first - AutoPLEX™ Auto Sales - is designed to generate a small network of "customer-conscious," and "customer-dedicated" sales dealerships and locations, able to uniquely source, prepare, deliver, and maintain very carefully selected, pre-owned automobiles that meet ALL of the basic needs of AutoPLEX™'s special type of customer, including the most important – that of delivering a final product in a way that meets their particular budgets; And secondly, a new "Parent Company" was formed, under the new banner of "The Southeast Autoplex Group," to serve as a proper "envelope" to organize, grow and deliver a newly-developed set of friendly and effective 'Means and Methods' to this very special group of select customers, and future friends.

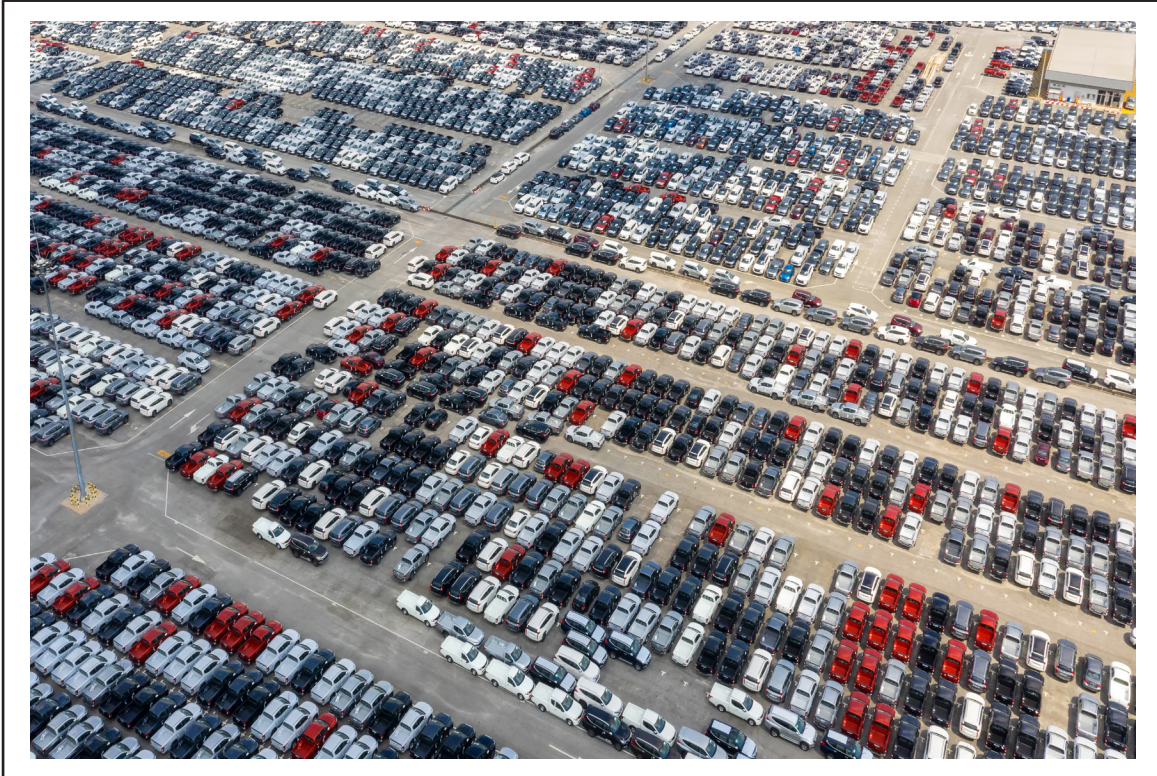
That new organization, which has now put its corporate "stamp" on a Growth Plan that will expand to cover and serve the southeast United States over the coming years, has developed a group of special, trademarked services that are intended to reach out and serve their Customers in especially effective and even profound ways, that can contribute not only to their transportation needs, but to building strong character and better skills in many different areas of their lives.

The overall package of these carefully-developed concepts, taken in their entirety, is referred to as "PLEX-O-Rama™", and consists of the following essential elements:

- **PLEX-Source™**
- **PLEX-Line™**
- **PLEX-Fit™**
- **PLEX-I-Care™**
- **PLEX-Trak™, and**
- **PLEX-Coach™**

Please join us here for a brief tour of some of this unique territory, which is designed and intended to make Southeast AutoPLEX™ a 'One-of-a-Kind' Service Center - with our growing family of 'One-of-a-Kind' customers.

# PLEX-SOURCE™



The first, and perhaps most important element of our “**Flex-O-Rama™**” Service Package, is a critical research function that we refer to as “**PLEX-Source™**”.

**Plex-Source™** refers to a highly specialized, and carefully designed program, developed over many years, through which we are able to direct the best talent on our automobile team to the most important initial task at hand, every day and every week: that of searching, finding, identifying, examining, and approving for consideration and acquisition those particular pre-owned automobiles that meet our strict qualification requirements, and that become candidates for us to acquire, inspect, ‘per-fect,’ and then display on our front lines for immediate availability to our special customers.

This may sound straightforward, or as if it were a common practice in the auto industry, however the particular way that **AutoPLEX™** goes about this technical process is quite sophisticated and unique, and gives us a prominent “edge” against almost all other competitors. While we cannot give you specific details because our procedures are Proprietary, and remain a part of what makes us unique, we can tell you that you would be undoubtedly impressed if you were a member of our upper Management Team, and were privileged to work with our talented leaders from day to day as they exercise their special tools, practices, and analytical techniques that enable our proven success. The especially good news is that our customers directly benefit from the results - in both quality, and in economy. As a result, what our customers see, test drive, and then can acquire from our inventory allows us all to have an exceptional experience - making us unique, and leaving both them and their families surprised and well-served.

# PLEX-SOURCE™ (CONT'D)



Our dedicated Team of Managers meticulously applies “PLEX-Source™” to every one of the automobiles that we consider for our inventory, and ultimately, for our customers. This requires a well-developed resource base, a highly selective search procedure, a special qualification process, and then an approval and acquisition strategy that places us far ahead of the competition.





# PLEX-LINE™

**PLEX-Line™** comprises TWO different broad and powerful features of our **PLEX-O-Rama™** package:

- 1. AutoPLEX™** has invested years in developing inside relationships with banks, bank officers, commercial lenders, and finance channels that we draw upon daily to subsidize and fund the constant flow of transactions that pass through our Offices seven days of every week. While complex, the ultimate outcome is that we can underwrite and fund both standard and creative methods for acquiring and financing our inventory, growing our business and services, and adding locations at a constant and well-planned velocity.
- 2.** Secondly, the forward-looking dimension of our **PLEX-Line™** Program is the analytical process by which we study and evaluate the financial history, status, and credit-worthiness of each and every applicant who visits us, such that we can guaranty credit to nearly 99% of our customers. By using ultra-speedy, high-technology resources we can fine-tune and customize a personal Financing Plan in many cases “while you wait,” making us an extremely convenient and friendly “One Stop Shop” that can deliver the keys of your new vehicle right into your hands.



## PLEX-LINE (CONT'D)



**3.** Thirdly, we then take this commitment one step further, by the very unique way that we treat and work with our customers AFTER they have completed their purchase, to help them improve their organization and management, their financial Worth, and ultimately, a deeper appreciation for their Life Value.



# PLEX-FIT



Both on the “front line” of our Dealership’s outside displays, and at the indoor desks of our dedicated Staffmembers,

we find nothing is more challenging, exciting, and gratifying for our hand-selected **AutoPLEX™ Team** then getting to know a new customer, greeting a newly referred customer, or spending time with a returning customer, and gathering the essential information about each of them, their family, their financial profile, their transportation needs, their taste in vehicles (including make, model, color, and year of manufacture,) condition, overall functionality and features, and pertinent benefits to that customer’s particular current - as well as their prospective - future needs.



## PLEX-FIT™ (CONT'D)

Taken all together, we call this hand-crafted, specialized, personal experience, our “**PLEX-Fit**™” process.

Whether speaking with a new customer over the phone, or having them referred to us, or welcoming their visit and getting a chance to sit down and meet with them in person, we find this to truly be the most satisfying part of our business. Why? Because most customers who come to us have had prior disappointing experiences with other car sales businesses. In general, these are the ones that both



carry unimpressive or negative reputations, and tend to cast off that image on behalf of the industry, and across the community, the state, and the country in general.

Given that **AutoPLEX**™ was a budding Dream in the heart and eyes of our Founder for many years before he assembled the right elements and colleagues to turn that Dream into a Reality, and while it pains us to see people mistreated and under-served, it is just that much more rewarding to have the opportunity to show them how it could be done, how it should be done, and how we, in fact, get it done.



# PLEX-FIT™ (CONT'D)

We are here to take care of our customers - both past, present, and future. We think we understand what a customer is ultimately looking for, and we have developed the best ways known for matching the particular personal and economic profile of a driver and/or their family, with the best available inventory in the region.

Charged with this task, and trained to be skillful in carrying it out, our Staffmembers relish the chance to build a sensible and affordable match for each



***Locating and Budgeting your car can get very complicated . . .***

and every one of their Customers. This is carefully calibrated and individualized on a case-by-case basis, for each Customer, who then drives out with a set of new keys that represents their particular lifestyle and, you might say, “Sweet Spot.”

What’s more, if we don’t have it, and our **PLEX-Fit™** analysis indicates that it does exist, we will work for you as your Special Agent, and we will find it! And if we cannot, we will conduct a “Reality Check“ with you, and we will help find what does exist that “Fits” appropriately for you. That is our commitment . . . **AutoPLEX™** will develop a Fit for your Tastes, and a Fit for your budget. You

can count on it. That is our Pledge.

This entire process is what we proudly call **PLEX-Fit™**,



***Let our Genius IT Department take it all off your hands . . .***

***. . . and drive home in just one day!!!***

## PLEX-FIT™ (CONT'D)

and if you have not had a chance to experience it, we invite you to come on in and let us show you, and let us treat you to a surprise you deserve.

That is what we are here for, that is what we live for, and that is what places big smiles on our faces as we drive home to our own families each evening.



And when they ask: “How was your day Dad,” or “Mom,” or “Honey,” our ultimate reward is to be able to say:



“Honey, I helped make another family happy today.”

# PLEX-I-CARE™



YOU GET OUR FULL ATTENTION!



WE ARE ALWAYS HERE FOR YOU!!

From the moment we first meet our customers, to the moment that their last grandchild buys their next car, and beyond, we are devoted to our clients, and we are here to take care of care of them. We do this in many ways. First, by studying their needs carefully, and designing our whole **Plex-O-Rama™ Program** to address and take care of their needs – always striving to be better than is available elsewhere.

Secondly, we take care of our clients and their families not only throughout their transaction with us, but from the moment that they drive off of our property and head on Home. Our overall program of Care is called **PLEX-i-Care™**.

At the automobile level, this means that we offer and see to it that every customer has a full opportunity to become part of our Warranty Plan, and that they have their car covered as economically as possible for Maintenance and Care services. If an AutoPLEX Customer finds themselves “stuck“ on the road, they only need call a phone number in their car, which is also printed on their papers, and BINGO! - help is on the way. Our Road Service is Free.



“YOU’RE GOOD TO GO CATHYE!”

# PLEX-I-CARE™ (CONT'D)



We have found this Program so popular, that over 95% of our customers participate in one of our Care Plans, with a very high degree of satisfaction.

Be sure to ask us for details, and be sure to save yourself any trouble downstream by participating in **PLEX-i-Care™** along with the rest of our growing family of Cared-for customers.





# TRAK-PLEX™

As you will learn from our “**PLEX-i-Care™**” Program, **AutoPLEX™** is very devoted to our Customers. As part of this commitment, **AutoPLEX™** has made arrangements to be part of a global communication and navigation system that is satellite-based, and that permits us to be available for you at any time that you might need help.

If your vehicle is stopped along a State Road, or during a long trip on the Interstate, or even during a family vacation out of your State, in the event that you might need any road or auto help, and in particular if you're not certain of your location, **AutoPLEX™** can locate you with pinpoint accuracy and make sure that help is on the way, even if you have lost your way, or are in an unfamiliar area.



# TRACK-PLEX™



There is no extra charge for this Service. It is already an integral part of your **PLEX-i-Care™** Program.

While we would be happy if you never happen to need this Service, your **AutoPLEX™** Service Team sleeps better at night knowing that they are available for you, “24/7,” should you ever need them.



# PLEX-COACH™

The Leadership of the **AutoPLEX™** Group represents many years of dedication and loyal involvement in advanced concepts of Business Management, and especially in Managerial and Staff Coaching.

Within those fields, one of the newest, most unique, and no doubt most effective Programs of Advanced Education for people of all areas of life, of all educational levels, and remarkably of almost all ages is the specialized field of Ontological Design.

This subject, not widely available, reaches as far back as grammar school, where youngsters attending specialty schools in different parts of the world are being gradually and increasingly exposed to the principles of this field - even “side-by-side” as they are learning regular “basics” in their regular classrooms. As select students at these special schools move upward through their education, many are getting additional exposure to the more advanced elements of this subject. At the adult level, professionals from all ranks, up to and including college graduates, advanced students with Masters and Ph.D. degrees, M.D.’s, academics, professors, and government officials up to and including the heads of



countries have been exposed to both basic and advanced classes in Ontological Design.

The results have shown to be both highly effective, and impressive, producing people who become more effective in some – if not many or all – of their interests and activities. Many adults ask where their children can get this education, without having to wait as long as they did!

At **AutoPLEX™**, we are very pleased, if not proud, to be able to offer select aspects of these Programs to our Management, our Staff, and more importantly, to our growing body of

# PLEX-COACH™

loyal and dedicated clients. Our version of the Program is known as **PLEX-Coach™**.

Elements of these Programs have been hand-selected just for our **AutoPLEX™** families and Community.



**Your Sales Representative can advise you . . .** when classes are periodically available in your area. You are welcome to attend by reservation, and are invited to bring family and friends, space allowing. There is no charge. This Program is a courtesy offered free to our clients by the owners of AutoPLEX™. PLEX-Coach™ is Copyrighted, and does not exist anywhere else in North America at this time.



# The AutoPLEX “PLEX-Coaching Program”

## The Fundamentals of Ontological Design Business Training

with

## Profound Applications to all Domains of One’s Life

### Master Program Outline

#### I. “Exellence in Communication”

- **Basic Course Outline.** Customized for each scheduled event or session.  
(Topics and course length/timing correspond with each, individual class & purpose.)
  - Promise of Program (Suitably customized, case-by-case)
  - The \$64,000 Question: What are you Paid for? (Fool’s Gold)
  - The Seven (7) Levels of Competence in any Domain of Action
  - The Three (3) Domains of Human Communication
  - The Ontology of a Distinction (8 principles)
  - The Communicative Effectiveness Ratio: 10/90. (10% Effective / 90% Ineffective.)
    - The Principal Challenge: Wonder: Q: What is the ‘10/90’ Difference?
    - “Fluff” and the Allure of the “Any-One-Self”
    - Rene Decartes, “Thingness” and Ontological “Blindness”
    - Observation and the Capacity to “Bring Forth”
    - The Phenomenon and Constituency of “Commitment”
  - The Bringing Forth (Ontology) of: Commitments for Action  
(2 - Background; 2 - Foreground)
    - The Phenomenon of Declaration (9)
    - The Phenomenon of Verification (5)
    - The Phenomenon for Inventing Actions (12)
    - The Phenomenon for Manifesting Actions (13)
    - The Baseline of Purity: The Canonicals
    - The Palette of Choices: The Performatives
    - The Scale of Comparatives: Assessments and Grounding
  - Ontological Analysis: The True Test: - The Discovery of Commitment
    - “Thingness,” and the Inverted Three Observer Model: “Have-Do-Be”
    - Structure (Openness, Observation, and Canonical Analytics)
    - How to Construct/Perform an Ontological Analysis
    - Concrete Examples (Explicit Utterances; Body ‘Language’)
  - Applied Ontologies:
    - The Ontology of Work:
      - Q: What are we Really Paid for?
      - The Mission Statement
      - The Three (3) Questions of Work
      - The Two (2) Questions of Physical Assets
    - The Ontology of Career
    - The Ontology of Money
    - The Ontology of Competitive Edge Sales (NOT ‘Features, Functions & Benefits’!)
    - The Ontology of a Meeting
    - The Ontology of a “Break-down”

- The Ontology of “Break-open”: Recovery & Restitution
  - The Ontology of Suffering: Undisclosed Standards
  - The Ontology for Liberation from a “Messy Conversation”
  - The Ontology of a Characterization
  - The Ontology of a Positive Responsible “Complaint”
- **Supplemental Materials:**
    - Respecting your Roots: The English Skills Paper
    - The “Toxic Word” List w Explanations - The “Protracted Teenager” (Adult Version)

## **II. The Advanced Communications Course: “Excellence in Listening”**

- **Ontological Analysis: Inauthenticity (Idle Talk, Curiosity and Confirmation). Ambiguity\*.** (Research Heidegger, Searle, and Dreyfus.)
- **Ontological Analysis: Authenticity: CFA – “The Dance of Life I”**  
Full-scale “Map,” Tour, Exercises, and Analysis.
- **Ontological Analysis: Nuances I – Full Coverage of the “Performative Verbs”**
- **Ontological Analysis: The Role of Well-grounded Assessments (vs. Assertions.)**
- **The Ontology of Trust: Sincerity and Competence**
- **Ontological Analysis: ‘Non-verbal’ Communication. “The Dance of Life II”**
- **Ontological Analysis: Listening to Listening (The “Recreation Demo”!)**
- **Ontological Analysis: Listening for Commitment & The Art of “Flow”**
- **Ontological Analysis: The French Liaison: Transitions (RWB).**

## **III. Ontological Design: “Excellence in Organic Being”**

- **Ontological Design: Learning to Learn (Scale, Qualified Assessments (Declarations of the Coach as “Expert”).**
- **Ontological Design: Teaching/Learning Tools: Climbing the Scale of Excellence**
- **Ontological Design: Self Confidence, Self Respect, Social Respect, Admiration, & Dignity.**
- **Ontological Design: Declarations. Potency, Classes, with select, rich examples.**
- **Ontological Design: Basic Bill of Human Rights (A Community of Shared Language. Humans as Ontological Beings.)**
  - **The Basic Co-Human Rights:**
    - The Right to Be
    - The Right to Request, Enquire, Verify
    - The Right to Promise
    - The Right to Offer
    - The Privilege of “Clarification.”
    - The Right to Decline (Interactive Dignity and Indignation)
    - The Right to Declare (Creation, Express, Verdict)
    - The Privilege to Assert (Verify, Assess)  
Water is Wet, Rocks are Hard, and . . . .  
Talk the Talk; and Walk the Walk
  - **Conversations for Possibilities (CFP’s) – Seven (7) Elements**
  - **Conversations for Conversation (CFC’s) – Seven (7) Elements**
  - **Navigation: The Art of Full Dynamic Range**
  - **The Art & Power of Friendship**
  - **Relationship: Living Together Forever. The Opportunity of Breakdowns**

#### IV. **Ontological “Reconstruction” – Reinventing “The Self”**

- **Language – Advanced Analysis: Listening to Listening II**  
(Analysis “on the fly”)
- **Self: Commitment, and Commitment to Commitment.**
- **The “Buried” Declarations (Attitudes, Moods, Emotions, Self-fulfillment)**
  - **Attitudes: Negativity, Protectiveness, Openness, Creativity, Contribution, and Service.**
  - **Moods: The Underlying Declarations of the Any-one-Self**
  - **Emotions: The Constitutive Conversations of the Undiscovered Self**
- **The Transformed, Self-realized Being: Disconnecting Reactivation, Bringing Forth: Self Design, Self-Fulfillment, Self Realization (Zen, Meditation,)**
- **Ontological Analysis II: The Ultimate Landing: Returning to our Nature.**  
(Also, Art, Music, Design, Etc. Note: Ontological RE-construction MUST include a RE-construction of Awareness.)
- **Ontological Reconstruction: The Penultimate Contribution: The RE-constructed Being. Preparing for Effective Action: Dignity, Transcendence, and Wholeness.**
- **Ontological Reconstruction III: “The Dance of Life “(The “Upright” 3-Observer Model: “Be-Do-Have”!)**
- **Supplemental Topics: Ontological Coaching.**

**THE AUTOPLEX “PLEX-COACHING PROGRAM”** was designed and assembled specifically for AutoPLEX Executives, Staff, Clients, and their Affiliates, from Master Program materials provided by the 'Human Resource International' training division of Arnell Enterprises, Inc., based in Los Altos, California.

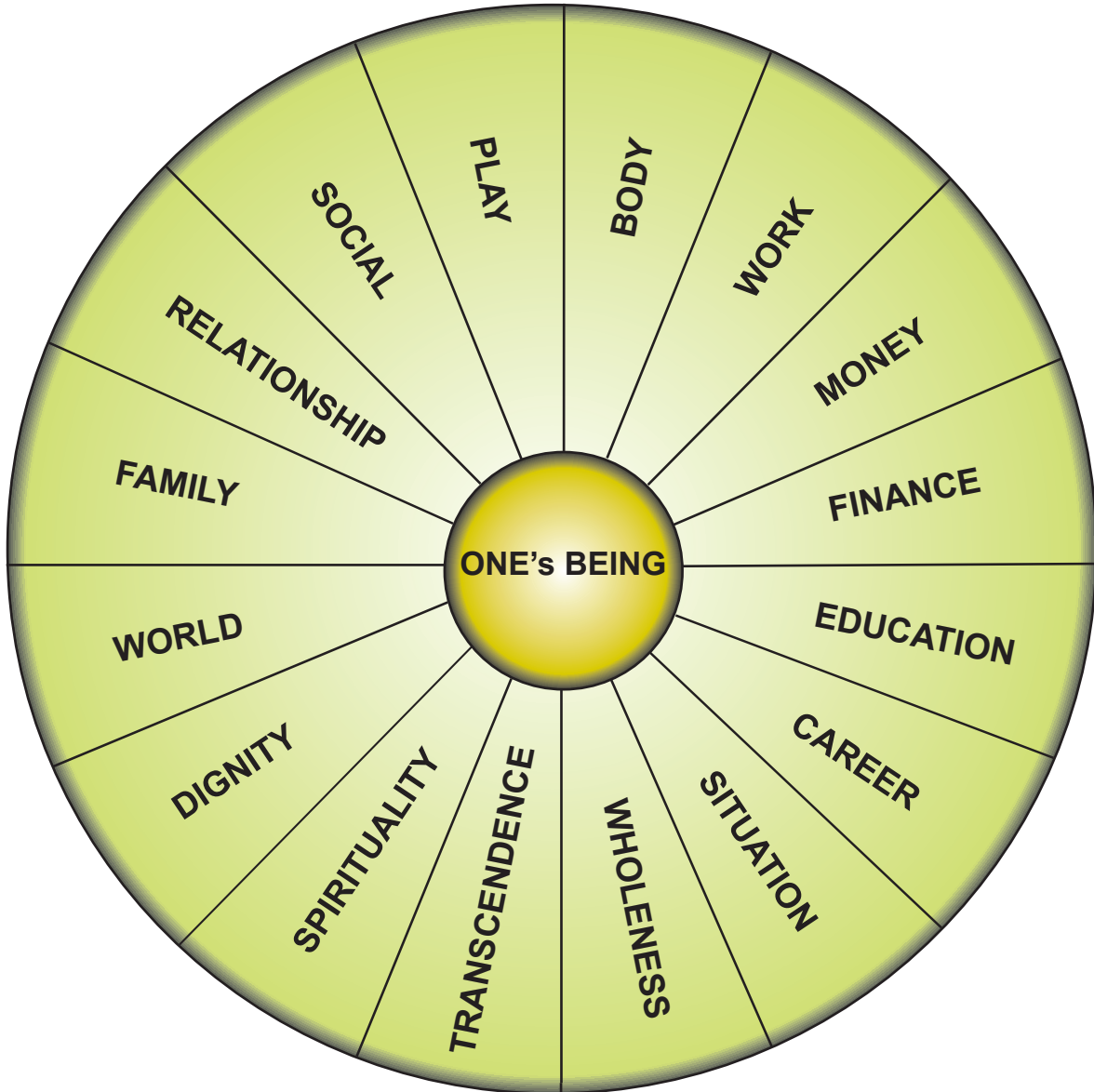
As presently organized, these materials have been derived from a group of Courses, Seminars, Lectures, and Coaching Sessions that were originally developed for executives and employees of the Top Fortune 500 Companies in the United States, while being presented both in and to companies and individuals worldwide, including the president of Costa Rica, and Legislative members from the governments of Canada, India, and Australia, to mention a few. Others of the tens of thousands of people who have studied these subjects include corporate and civic leaders, business executives, teachers, professors, and students - from Ph.D. doctoral candidates right down to 12-year old school children.

The core principles underlying these topics and materials reach and touch any human being, of virtually any comprehending age, and have been proven to do so.

At the present time, only a handful of teachers and coaches throughout the world are qualified to present and teach these subjects, and we are grateful to HRI for making this current and quite comprehensive “buffet” of topics available to our AutoPLEX family. We invite you to consider its availability to be a very special and valuable courtesy. As shown, any one, or any selected group of topics can be drawn from the listing above, and introduced to a group of interested parties at any time that is conveniently scheduled.

AutoPLEX has made available one of the four original developers of these programs to visit our branches on a quarterly basis, and to offer free learning and coaching in these life-essential areas of one’s life, which, over and over again, have proven to be eye-opening and empowering - if not life-changing - for many thousands of people.

Southeast  
**AutoPLEX**



**Modalities for Active Expression of the Full Self**

**COMPLETE DOMAIN MODEL FOR STANDARD PLEX-COACHING**





## SIMPLIFIED SUMMARY OF HUMAN DOMAINS - A

- **FAMILY** Acceptance. Belonging. Love. Empathy. Support. Observing, Advising, Tough Love. Planning, Having, and Raising Children. Planning & Caring for Elders.
- **RELATIONSHIPS** Building Constructive Relationships, Purposeful, Personal Relationships with Others. Establishing Trust and Reliability with Colleagues in Domains and Practices.
- **SOCIAL** Communication Skills and Tools. Friendships<sup>1</sup>. Camaraderie & Companionship. Compassion. Social Membership. Social I.Q.
- **PLAY** Sports (All), Hobbies (All), Personal Time, Enjoyable Contemplation, Freedom, Vacations.
- **BODY** Responsibility, Respect, Care, Health (Medical). Breathing, Massage (Internal & External), Planned Conditioning, Exercise, Yoga/ Meditation<sup>2</sup>, Food Intake/Diet, Appearance.
- **WORK** Learning & Developing Recognized Job Skills. Researching and Acquiring Training in Frontier Skills and Fields. Employee-level Commitments<sup>3</sup>.
- **MONEY** Salary, Earnings, Income. Commissions, Rewards, Gambling. Exchange Value.
- **FINANCE** Financial Design and Budgeting. Expanding Capacities to Earn. Planning & Growth. Selecting and Managing Prudent Investments.

<sup>1</sup> See White Paper on Friendship

<sup>2</sup> Including Tai Chi, Martial Arts, Etc.

<sup>3</sup> See Paper: The Ontology of Commitment.





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## RECENT CUSTOMER TESTIMONIALS

**“ I always have good experiences with Southeast Auto. I’ve been with them now for a couple of years, and I highly respect them. ”**

*- Mrs. Jamie R., Repeat Customer, Gulfport, MS.*

**“ They are totally professional. They make themselves available. They’ve got their head in the game. They reach good decisions every day, and make themselves fully available. If you ask something from a Manager, they have the full authority to answer your questions and to work with you. ”**

*- John E., Long Beach Auto, Long Beach, MS.*

**“ I have purchased two vehicles from Southeast, and can say everyone who works there is really wonderful. ”**

*- Kaitlin C., Gulfport, MS.*

**“ I work with James and Darrell every day, and I recommend them all. Never had any issue with them. All great to work with, and fully attentive to our needs. They are just wonderful. ”**

*- Kevin C., Manager, Gulf Coast Outdoor World.*

**“ Even if there’s the slightest question, they call me, give me a ‘heads-up, and work with me.’ ”**

*- An Appreciative Gulfport Customer, MS.*

**“ Southeast Auto is an enviably honest company. ”**

*- K.C., Manager, Saucier, MS.*

**“ Amanda and team are absolutely amazing! I could not have asked for better people to work with. Their communication is outstanding, they understand their customers, and they’re willing to work with - and go the extra mile for you. I don’t think there is anything they could do to improve. ”**

*- Kimberly L., Gulfport, MS..*

**“ They communicate clearly, are quick to help with customer issues, and know how to problem-solve. Their performance has been very good, and Darrell is exceptionally professional. I would very much recommend them and their services to any other customers. ”**

*- Ted Johnson, Local Banker, Pearl, MS.*

**“ Everything has gone perfectly fine. We’ve had no issues or problems with Southeast Auto at all. Everything I can say about these folks is simply positive. ”**

*- Spence C., Dealers Auto*

**“ I have bought many new and used cars. These folks have found a unique way to make almost-new cars meet my budget. It’s really about time the customer wins! ”**

*- Bill Velville, CEO, Baton Rouge*

(CONT'D)

**“ I’ve had many loans through companies that are not willing to work with you at all. They don’t care. But Southeast has been amazing. They understand that ‘life happens” If I call them to explain a situation, they do everything they can, within reason, to help me.”**

**Q: “Is there anything they can be doing to improve?”**

**A: “Honestly, it may sound crazy, but NO! They are amazing! I can’t think of anything they don’t already do well.”**

*- Cheyenne R., Gulfport, MS.*

**“ My heart is full. I’ve worked with many financial institutions before, and I’ve never had the experience I’ve had here. I would highly recommend Southeast to other people, and I HAVE! ”**

*- K. Lee., Gulfport, MS.*

**“ You have to do things right, and Southeast does. I’ve never had any issue with them - not once. ”**

*- John E., Long Beach Auto*

**“ Every interaction I’ve had with Southeast has been excellent. They make everything simple. They explain everything clearly and to a ‘T.’ All their paperwork is in order, I can count on everything being done right the first time. I would give them the highest rating for professionalism. ”**

*- Keith H., Gulfport, MS.*

**“ I would give them a 10 for their service and professionalism. And I would recommend anyone working with Darrell – who personally rates a 10! ”**

*- Jonathan H., Palm Coast, Florida.*

**“ I’ve worked with Reebee and she is absolutely amazing! I had gotten very sick not long ago, and then lost my son. Yet through it all, they helped out and worked with me - fully understanding and very cooperative. ”**

*- Kim L., Gulfport, MS.*

**“ Every time I call they pick up right away and are always helpful. They happily make time for you, and make you feel perfectly comfortable in calling and talking to them. ”**

**“ The manager there is really great, and I have never had any problem with any one of them. ”**

**“ Frankly, I would say overall, everyone who works there is wonderful. ”**

**“ I was kind of scared when I started because I have poor credit and I didn’t know if I could buy a car. Yet, they have been really good to me, and I know they’ll always look out for me. ”**

*- Kaitlin C., Gulfport, MS.*

**“ My car, the price, and the payment were all perfect! “I give South-East Auto a “Ten” for professionalism, and I’m a tough critic! I would give that to no one!” My wife needs an SUV, and I told her Southeast Auto is the only place where we are buying our cars! I’m now sending her right over to you! ”**

*- Michael W., Ocean Springs*

# BOARD OF DIRECTORS



## MR. STAN SUMRALL - FOUNDER & COO.

**EDUCATION:** Stan is a loyal Gulfport, MS native, who was well-schooled in this region before enlisting in the United States Army and receiving what he calls "one helluva life's education" in becoming trained as a dedicated Army Ranger.  
**EARLY CAREER:** In 1986, he joined Credit Acceptance Corporation, and began an 18-year career in the Automotive Industry, rising to become a Regional General Sales Manager and holding both training and diverse operational responsibilities across important segments of the United States, extending from Alaska to Key West, Florida.

**MID-CAREER:** In 2004, by mutual arrangements, he took time off to design and launch a small automobile and then credit company based in Gulfport, with the intention and purpose of setting a new 'High Mark' for how to reach out to average citizens who were having difficulty in finding and financing automobiles, and delivering a First Class level of care and service to them - initially in his hometown region, with the intention of growing to serve as much of the Southeast regional United States as could become practical and feasible.

**CURRENT CAREER:** Several years later by SAFS (Southeast Auto Financial Services), through which he has fine-tuned both his Mission and his model. In 2018 he and his three partner-Boardmembers arranged to launch AutoPLEX - a diversified, multi-City - and soon becoming Multi-State - Service Organization, that is now well on its way to realizing his dream.

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## MR. ROBERT FALSONE - FINANCE AND ADMINISTRATION.

**EDUCATION:** Bob graduated from Texas A&M University in 1980, with a B.S. Degree in Economics.

**EARLY CAREER:** He began his career for 3 years with the United States Treasury Dept. as a National Bank Examiner, followed by a 6-year career with the Bank of America, before joining J.E. Robert Company for 9 years as a Senior Officer.

**MID-CAREER:** There he sharpened his leadership, investment and asset management skills, while managing ten (10) real estate professionals. He underwrote and/or supervised the evaluation process for the acquisition of thousands of both core and distressed real estate assets, valued at over Two Billion Dollars (\$2,000,000,000), crossing all real estate asset/product types (office, multi-family, retail, industrial properties, and mixed-use land development). There, he was solely responsible for J.E. Robert's Wall Street investor relationships with Lehman Brothers and CS First Boston, while also covering select exterior markets in both Canada and Europe.

**CURRENT CAREER:** Bob is a co-founding Principal and Manager of Washington Alliance Capital, LLC, where he continues his long and distinguished real estate investment, asset management and banking career. He has overseen some (800,000) square feet of multi-tenant shopping centers, supervising assets of approximately Three Hundred Million Dollars (\$300,000,000). In 2017, he joined the Board of AutoPLEX, overseeing Development and Finance, where he now dedicates an increasing component of his time.



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## MR. BILL WILLIAMS - LEGAL AND ACCOUNTING.

**EDUCATION:** Bill graduated with Honors from The University of Mississippi in 1994 as an Accounting Major. He then continued, earning his Master of Taxation in 1997, followed by his LLB in 1998, while winning a number of Outstanding Student Awards. In 1999 he received his Master of Laws Degree from the University of Miami, finishing Magna Cum Laude.

**PRIOR CAREER:** Bill began his career with a division of Husch Blackwell in Memphis, Tennessee, moving on to Alston & Bird (Atlanta), before returning to Gulfport and Biloxi to practice small business law more independently, while contributing community time through countless Bar presentations (Real Estate, Titling, Ethics, Income Taxation, Development and Construction Law, Estate Planning and Wealth Management, Wills and Trusts, Sales Taxation, LLC's & LLP's, and Charitable Giving). He has held Officerships in - and has led the Tax Section of - The Mississippi Bar from 2011-2015, and has been an active member of Rotary, The

Salvation Army Advisory Board, and the local St. Mark's and St. Peter's Episcopal Churches.

**CURRENT CAREER:** Bill holds the highest possible Peer Review Rating in both legal ability and ethical standards, and as a diversified Business Attorney, helped in 2015 to launch Nu-Way Auto Sales, which since has given birth to Southeast Auto Finance, before morphing itself into The Southeast AutoPLEX Group. Bill serves on our Board, where he oversees all legal and specific segments of our Accounting functions.

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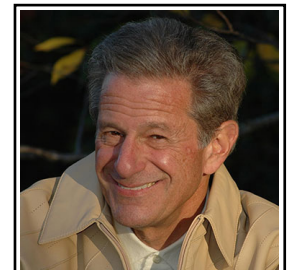
## MR. ROGER BURNELL - REAL ESTATE AND BUSINESS DEVELOPMENT

**EDUCATION:** Roger graduated from Cornell University in 1966 in Engineering, Science, and Business, and then received his Masters from Stanford (Brain Research) before studying at MIT, and teaching at UCLA and other colleges and Universities. His diverse fields include Aerospace Engineering, Neurocybernetics, BioMedicine, Ontological Design (Linguistics), Real Estate Development, Business Consulting, Corporate Aviation, raising and training Olympic Horses, and Academic Philanthropy. He has sponsored a number of start-up companies. He has held a number of local government and charitable positions, and received a number of recognitions and Awards.

**EARLY CAREER:** Roger began his career as an Aerospace Systems Engineer at TRW (now Northrup-Grumman), before relocating to Paris, France to work with an International Team at Matra, before returning to the U.S. and launching Arnell Enterprises, Inc. - a diversified Commercial Real Estate company based in Los Altos, California.

**MID-CAREER:** After 13 years with TRW, he joined Dr. Fernando Flores, and became a lead instructor in the emergent field of Ontological Design, while still guiding Arnell - now celebrating its 50th ("Golden") Anniversary on October 5th, 2019.

**CURRENT CAREER:** In 2016, Roger joined our other Board Members in launching Southeast Auto Finance, and then taking a key role as the principal Angel Investor for its sales affiliate, AutoPLEX, under its corresponding holding company, the current Southeast AutoPLEX Group.





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