



Helping companies manage change.

GRAY STONE ADVISORS APPOINTS TWO MEMBERS TO EXECUTIVE ADVISORY COUNCIL

**Industry Veterans, Sheryl Barden (API) & Beau Altman (HBA) Accept Appointments
to Gray Stone's Advisory Board & Council**

Knoxville, TN – April 14, 2009. Gray Stone Advisors (GSA), an independent, leading advisory service that provides integrated, 'hands-on' management solutions to emerging and mid-level enterprises in the aviation, retail, wholesale and logistics industries, announced the appointment of Sheryl Barden, president of Aviation Personnel International and Beau Altman, Ph.D., president of HBACorp to its Executive Advisory Board & Council.

"I am very proud to announce the appointment of these two distinguished individuals," states Jim Lara, founder and principal of Gray Stone Advisors. The industry knowledge, advisement and contributions that Sheryl and Beau bring to the table, as members of our Advisory Board & Council, will significantly increase the resources, 'firepower', and leadership optimization we bring to our clients. These appointments underscore our commitment to develop unique, comprehensive business strategies and world-class tools that will empower and enable our clients to reach their full leadership, productivity, and financial potential."

As proven, industry experts and thought leaders, Ms. Barden and Dr. Altman will focus on issues strategic to the organization's development and bring divergent experiences and perspective to the Advisory Council.

Sheryl Barden, president of Aviation Personnel International (API)

Ms. Sheryl Barden has extensive background in strategic team building, encompassing search, screening, employee and team development and coaching.

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“I am honored by the appointment to Gray Stone’s Advisory Board and Council,” stated Sheryl Barden. “The company is well-positioned, and currently holds a prominent role in corporate renewal, professional consulting and turnaround management. I have worked with Jim Lara for many years. He has a unique ability to discern what needs to be done to deliver bottom line results, and to motivate the team members to unite and deliver results. I sincerely look forward to contributing my industry insight and strategic guidance to further Gray Stone Advisors’ mission to consistently deliver world-class solutions and services.”

Aviation Personnel International, founded in 1971, is the acknowledged leader in staffing and organizational development counseling in the business aviation industry. API specializes in all personnel functions, including identification and selection, evaluation, human factors, analysis, reference checking, FAA verifications, wage and salary evaluations, succession planning and outplacement coaching and counseling. As consultants to the business aviation industry, API's principal activity is recruiting, screening and evaluating individuals for new or expanding flight departments. API has experience filling needs at all levels of the aviation department, from directors to the flight deck and ground support. Their in-depth screening and evaluation allows API to present candidates who not only have the requisite skill set, but more importantly will contribute to the development of a synergistic team. Ms. Barden holds a B.S. in Management with an emphasis in Personnel Management from the Pennsylvania State University and an MBA from the Masagung School of Business at the University of San Francisco. She is a certified Kolbe™ Consultant.

Ms. Barden is a member of the NBAA Corporate Aviation Management Committee, USF Business School Advisory Board, Flight Safety Foundation Meritorious Service Award Committee, Women in Corporate Aviation, Episcopal Charities - San Francisco, and Alpha Phi International Fraternity.

Beau Altman, Ph.D., president of H. Beau Altman Corporation (HBAcorp)

Dr. Beau Altman brings a multi-disciplined background including psychology, training program designer and producer, with expertise and specialization in business, academics, homeland security and forensic sectors. Currently serving as president of H.

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Beau Altman Corporation (HBAcorp) in Olympia, Washington, Dr. Altman's background experience includes applied bio-psycho-social aspects of behavior which will be channeled into Gray Stone Advisor's global objectives. He was awarded SAFE Association's Presidential Award, nominated for the NBAA Meritorious Service Award, and made significant contributions in building several professional associations including SAFE and NBAA's Flight Attendant Committee. His company, HBAcorp, provides human factors training and safety instruction programs for aviation and maritime corporations around the globe.

"It is both a pleasure and an honor to accept this appointment and join the distinguished group at Gray Stone Advisors," stated Beau Altman. "I look forward to lending my expertise in helping advance our shared goal of empowering industry leaders with best practices in professional performance, safety, leadership and training."

Beau Altman, Ph.D. is a highly regarded speaker, the author of numerous self-study and instruction programs including PaxSafe™ (aircraft passenger safety instruction cards), MP3™ (Managing Personal and Professional Performance), and EASI® (Executive Airtraveler Safety Instruction). Also, he created FACTS® (business aviation crewmember emergency procedures training). He has been invited to contribute his expertise at higher learning institutions across the country, including California State University, Chapman College, Cerritos College and Norwalk State Hospital. In addition, he is highly regarded for his professional presentations in Conflict Resolution, Stress Management, Right Brain Decision-making, Survival Behaviour and Reappraisal of Training, and for Homeland Security – Piracy, Terrorism at Sea and Emergency Response-*Ability*. Dr. Altman is a graduate of Claremont Graduate University where he earned his Ph.D. in Psychology. He is the founder/president of H. Beau Altman Corporation (HBAcorp), Diplomate, American Board of Psychological Specialties, Fellow, American College of Forensic Examiners International, Certificated Level-4, American Board for Certification in Homeland Security, member of the National Business Aviation Association (NBAA) and Advisor to NBAA Flight Attendant Committee, member and former president, Survival and Flight Equipment Association (SAFE), and is a mental health provider for Washington State Medical Reserve Corps.

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Gray Stone Advisors provides 'hands on' management consulting services and solutions to emerging and mid-level for-profit and not-for-profit, privately-owned and publicly-held businesses, large corporations and closely-held, small enterprises, entrepreneurial ventures and well-established brands. The firm specializes in turnaround and renewal strategies, performance improvement, change management, executive leadership and training and general management consulting services to companies whose business practices involve business aviation, specialty retail and distribution and logistics.

Gray Stone Advisors has received wide acclaim and recognition and continues to focus on customer service and innovative approaches to corporate renewal, including its distinctive, 'reality-based' approach to change and transformation. Gray Stone Advisors is a member of the Turnaround Management Association, National Business Aviation Association, and Access Alliance.

The headquarters office is located at 7501 Cherokee Springs Way, Knoxville, Tennessee. For additional information about Gray Stone Advisors, visit www.graystoneadvisors.com or call the company's headquarters at 865.357.5077.

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