

D. Lee Washington

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Starting his business career at age 14 selling fuel additives to farmers in West Texas from a bicycle and boots, young yes, but passionate about the customer and successful enough to earn a way to purchase his first vehicle. Then in the summer of his Jr. and Senior year of High School, starting another business with his dad, Lee as the sales consultant and his Dad an electrician as the installer of a new technology by the name of Maxi Volt which saved the customers money on replacement of lightbulbs, motors and new technology that was evolving into community businesses. With an Athletic Scholarship, college paid for; Lee resigned after one year to purchase a business which was in trouble. That business was turned around and successfully sold and before Lee was 23 he was assigned a reorganization project with a Global Franchise company in an effort to save a Franchise location in Alabama. After successfully

completing that project returned to Texas to open another service business that had stagnated. Within 2 years of the purchase and nearly tripling volume and profitability, Lee sold this business to move to Waco Texas to assume a position with the Global Franchise Company's Marketing Department serving over 100 franchises with growth strategies to improve their performances.

In 1992, Lee and his new wife formed a Candy Company buy the name of Country Fair Confections and grew with Blockbuster Video and K-Mart in over 44 states until 2008 as Lee was asked to join a local Reverse Mortgage Company who needed to improve performance and loan conversions. Lee staffed and wrote scripts, reorganized fluidity processes and assembled the design team that wrote the platform which would become Reverse Mortgage Software that USA Reverse Mortgage acquired and became the Nations largest Reverse Mortgage Company today. Shortly after that Lee joined Texas Energy Aggregation a Waco Company who had over 250 contracted customers for Electricity. TEA needed a Marketing plan that would take them to the next level. Lee wrote a marketing process, hired and trained three consultants and took TEA to over 800 customers in 11 months.

In 2011 upon a request of a friend, Lee joined a new start up in Odessa Texas. Lee facilitated the administration, sales and marketing and his partner the field operations. Within 6 months Oil Raiders Logistics grew from 4 Pneumatics Trucks to 83, hauling over 30 mm pounds of sand per month to frac sites all over the Permian Basin. Lee and his partner parlayed that company into five new companies and today 212 ESP Services still runs successfully in the Oil Field of Texas but Lee and his wife sold out and returned to Waco to support family both in his children's endeavors and his wife, now of over 27 years Mother's illness.

Upon arriving back to Waco, TEA had sold to the Nations largest privately held Electricity and Natural Gas Licensed Broker, EMEX. Lee received an offer to join EMEX as an independent consultative broker. Upon starting AFI LLC DBA AFI Energy Consulting, Lee reached back and picked up Maxi Volt to add to the support of the directive of supporting customers in need of Power Performance as well as MP2 supporting customers who have standby generators at their facilities and because most companies labor with cashflow issues; Meritus Financial Services who offers cashflow solutions for customers nationwide. Lee and his team at EMEX has developed a process of legal procurement affectionately named Group Power Procurement Reverse Auction and has been successful at assisting over 300 Texas schools, chain business franchises and countless others. The Group Power Procurement Auction has saved millions and posted some of the longest contracts in ERCOT putting customers into safe, secure fiduciary contracts for years to come.

Lee continues to strive to be on the forefront of the consultative business support. Over the past three years Lee has developed two software products that supports transparency in energy and paperwork flow in operations. Each will be industry breakthroughs that will allow companies to see process and pricing portals like never before. These two patents are in the works of being produced in the coming year. If you have interest in support this, please reach out.

Lee is a devout family man, lives in Waco Texas with his wife of 27 years. Has three children, two sons and a daughter. A great son in law and wonderful daughter in law. Lee serves on the board of Wings for Christ and is a member of TORCH and being reviewed by their board to become one of 18 consultants to over 200 Hospitals throughout Texas. Lee welcomes your interest in all he supports.