

## L. Bruce Jones: Qualifications & Experience

In 1993, after having spent six years consulting to the tourist submarine industry, L. Bruce Jones co-founded U.S. Submarines, Inc. (<http://ussubs.com>) and today U.S. Submarines is the undisputed world leader in its field with further prospects of exceptional growth. Bruce, 51, is the president of the company and he is also the president of Poseidon Undersea Resorts, LLC., a company developing the world's first undersea seafloor resort (<http://poseidonresorts.com>).

Bruce's life-long fascination with all things sub-sea related began at an early age. Bruce's father was a rocket scientist at Lockheed and his mother a civil engineer. He was raised by his mother and step-father, a Master Mariner who ran DeLong Corporation, one of the world's largest marine construction companies. Bruce's grandfather, Leon B. DeLong developed the world's first self-elevating jack-up rigs and he also created the world's first containerized shipping company.

Bruce grew up living on heavy marine construction platforms in the South China Sea and the Persian Gulf. He learned to dive at the age of nine under the jacket of an oil tanker terminal seven miles off of Kuwait. His first jobs were in the marine construction business and usually involved diving or operating a boat. He had the opportunity to travel extensively from a very young age and has visited over 100 countries and spent many years living overseas.

Bruce attended high school at Culver Military Academy and it was there that he began sketching submarines and underwater habitats and writing letters to Jacques Cousteau.

Bruce was formerly the President of L. Bruce Jones & Associates, Ltd., the leading technical and business development consulting firm on



**Bruce pilots the Deepstar submarine off the coast of the Bahamas.**

the tourist submersible industry. The firm published both *Passenger Submarines: A Comprehensive Analysis of the Submarine Tour Industry*, as well as the periodic newsletter *Viewports*. The company also developed business plans on a consulting basis for a wide array of marine and undersea leisure related businesses.

Current notable projects under development at U.S. Submarines and being managed by Bruce and his partner, Jean Claude Carme, include the world's first submarine cruise ship, an 85 meter, 2300 ton submarine intended to carry 72 passengers on two and three day undersea cruises in five star luxury.

Bruce is an expert in all aspects of manned submersibles and tourist submarines. Over the past 18 years he has consulted for most of the companies active, or interested in, this field and he has evaluated all the major civil submersible and submarine designs and has been responsible for tourist submarine related business development, capital acquisition, and operational start-ups. He has conceived and co-designed several personal luxury submarines as well. He has carried out extensive site surveys in the Caribbean, Pacific, Atlantic and the Med.

For eight years Bruce was the Chairman of the Manned Submersibles Committee of the Marine Technology Society, and he is a review panel member of the Society of Naval Architects & Marine Engineers — U.S. Coast Guard Submersible Safety Panel. He is an appointed member to The American Bureau of Shipping's Special Committee on Underwater Systems & Vehicles.

Bruce holds a degree in Geological Science from Trinity University and he did further graduate work in that field at the University of Washington. He attended the Executive MBA program at St. Mary's University. He was at one time one of the world's leading research gemologists and he held substantial credentials in that field (G.G., F.G.A., DGMG). He was formerly the President of Pacific Gemological Services, the Vice President of Research and Education at AGMS and the CEO of Air Shuttle, Inc. Until recently he was a founding member of the Board of Directors of the Aviation Technology Group, producers of the Javelin high performance jet aircraft. ([www.avtechgroup.com](http://www.avtechgroup.com)).

Bruce is a fixed wing, seaplane, helicopter and ultralight pilot. He is also an experienced diver and submersible pilot and a former U.S. Collegiate National Skydiving champion. He has many years of

experience sailing internationally on both power and sailing vessels and is currently writing a book entitled "Passagemaking: Practical Long Distance Cruising in Motoryachts". The former Executive Director of a planned public aquarium, Bruce is an expert in marine reef aquarium technology and has broad ranging technical and business development knowledge on the subject of aquatic exhibition facilities. He is married and has four children.

Bruce has recently returned from 15 months of living in Dubai in the United Arab Emirates where he was working on a major project and promoting the business of civil submarines and underwater resorts/habitats. He is currently focused on managing the development of Poseidon Undersea Resorts at its first location in Fiji and in implementing an acrylic manufacturing facility that will produce the viewports for Poseidon in Portland, Oregon.

At U.S. Submarines Bruce and his partners have recently introduced the Triton 1000, an advanced submarine available in two and three passenger configurations designed to be deployed from large yachts. The Triton was selected as one of the luxury fantasy gifts in the famed Neiman Marcus Christmas catalogue and plans to build several of the new designs are proceeding subsequent to the delivery of #1 in December, 2007.



**Bruce's wife, Liz. They met after she finished sailing around the world**



**Sailing aboard our 38' Beneteau**



**Liz, a former 2-time National Rowing Champion**



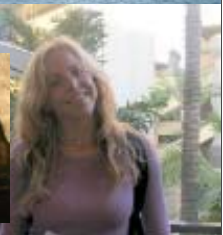
**Brandon, 25; Devon, 23; Hunter 15; Sterling 14.**



**The Wandering Star. Bruce's first voyage was Japan - Okinawa - Manila - Vietnam - Singapore - Indonesia - Australia - New Caledonia - Fiji - Samoa - Hawaii - Seattle in 1972-1974**



**Cave dive, Palau**



# L. Bruce Jones

**U.S. Submarines, Inc.**

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## Employment History:

**2001- Present**

**Poseidon Undersea Resorts, LLC., Rathdrum, Idaho; Portland Oregon and Fiji  
President**

Founded the company to design, construct and operate the world's first sea-floor resort. The first resort is scheduled to open at a 222-acre private island in Fiji, complete with 5000 acre lagoon, at the end of 2009. The six-star luxury resort consists of 24 underwater suites, each of 550 square feet with 70% of the surface area composed of transparent acrylic. Included is a 100 seat underwater restaurant and bar, a large luxury suite and a library and conference room/wedding chapel combination as well as two spa treatment rooms. Above water amenities include 24 bungalows on private beaches with private plunge pools; 26 overwater bungalows above a coral reef, six restaurants and seven bars, a health spa, dive and gift shops, reception area and support facilities which include a 1000 meter runway, seven kilometers of roads, a power generation center, a million liter cistern and an RO water plant.

Poseidon enjoys a unique business model where high-end customers will visit the resort for a week, spending two nights in the exclusive beach front residences and then their private butlers will pack and move then to the undersea suites for two nights followed by two nights in the overwater bungalows where their private stretch of reef is just a few stairs away. Rates are \$15,000 per person, per week, all inclusive, and annual revenue is projected at \$110 million per year with a 30% profit ratio.

**1993-Present**

**U.S. Submarines, Inc., originally established in La Conner, Washington and Fort Lauderdale, Florida with current offices/representatives in Paris, Dubai, Vero Beach, Seattle and N. Idaho.  
President**

Founded the company in 1993 to design, engineer and construct submarines and submersibles and to refit and broker existing submarines and to carry out various consulting tasks. Developed the world's first personal luxury submarine, the Nomad 1000 and secured over 800 million reader and viewer impressions worldwide. Subsequently we have designed and engineered over 10 submarines and submersibles in various categories and have constructed, refit and sold many more. Other activities include the design of underwater hotels, as well as floating semi-submersible and sea floor residential and commercial habitats. The firm is the unchallenged world leader in its field. Full details are available at the company's website, <http://ussubs.com>

## **Employment History (continued):**

**1990-1993**

**L. Bruce Jones and Associates, Anacortes, Washington  
President**

This firm was formed in 1990 specifically to perform consulting tasks in the undersea leisure industry. These tasks include viability analyses, site surveys and business planning documents for tourist submarine operations, aquatic exhibition facilities and other marine recreation related endeavors. The company was sold to U.S. Submarines, Inc. in 1993.

**1986-1990**

**Jones, Matsuo and Associates, Anacortes, Washington  
President**

As a venture development consultant provided viability analysis, defined overall business strategies, wrote business plans and assisted in capital acquisition for small to medium sized new ventures. Past projects include a new airline (served as interim CEO), an air transportation R&D company, an on-line computer network for the real estate industry, as well as various precious metal and gem mining operations. Extensive time involved in an in-depth analysis of the submarine tour industry and related consulting work.

**1985-1989**

**Agate Trading International, Inc., Manila, Philippines  
Managing Director**

Researched and utilized new remote sensing technology to locate buried Japanese bullion deposits in the Philippines. Acquired venture capital to locate and extract target material. Managed offshore and terrestrial excavation projects. Negotiated contracts with government and private entities. On site management for 4 months in 1985 where we recovered 30 metric tons of gold bullion (offshore), 6 months in 1987 and 7 months in 1988 (jungles of Luzon).

**1984-1985**

**American Gem Market System, Moraga, California  
Vice President, Director of Research & Education**

Managed gemological laboratory division. Increased customer base and profitability. Researched total computer automation of colored stone grading methodologies. Upgraded laboratory facilities and techniques. Expanded services. Designed seminars and informative documentation for this main frame based on line networking system that functions as a secondary central market for the gem industry.

**1980-1984**

**Pacific Gemological Services, Inc., Seattle, Washington  
President**

Founded the Northwest's leading gemological laboratory. Developed objective colored stone grading techniques and related computer algorithms for certification and appraisal purposes. Managed start up company to profitability in three months. Clients included the Smithsonian Institute, various branches of the U.S. government and major museums and gem dealers worldwide.

## Education:

- 2000                    **Westlawn School of Yacht Design**
- 1993                    **University of Phoenix**  
**Course work from the Executive MBA Program**
- 1985                    **St. Mary's University, Moraga, California**  
**Executive MBA Program**
- 1982-1984            **University of Washington, Seattle, Washington**  
**Graduate Research, Geological Science**

Extensive research work in mineralogy and analytic inorganic chemistry as part of an interdisciplinary graduate program focused on finding analytical solutions to particular problems in the field of mineralogy/gemology. Topics included *The Paragenesis of Corundum*; *Trace Element Analysis of Transition Metal Cations in Corundum*; and *Chemical and Morphological Analysis of Protogenetic and Syngenetic Inclusions in Montana Sapphire*. The program included considerable use of the electron microprobe, scanning electron microscope and other advanced non-destructive analytical techniques.

- 1979                    **Gemological Institute of America, Santa Monica, California**  
**Graduate Gemologist in Residence**
- 1974-1978            **Trinity University, San Antonio, Texas**  
**Bachelor of Arts in Geology**
- 1970-1974            **Culver Military Academy, Culver, Indiana**  
Spent four years in Army Jr. ROTC and graduated as a cadet Lieutenant from the world's leading secondary school military academy. Culver is regularly ranked as one of the three top prep schools in the U.S. and provides an unsurpassed secondary school education.

## Certification:

- 1983                    **Gemmologist (DGemG) with honors**  
**Deutsche Gemmologische Gesellschaft E.V.**  
**Idar Oberstein, West Germany**
- 1980                    **Fellow of the Gemmological Association of Great Britain (FGA)**  
**Gemmological Association of Great Britain**  
**London, England**
- 1979                    **Graduate Gemologist in Residence (GG)**  
**Gemological Institute of America**  
**Santa Monica, California**

## **Professional Affiliations:**

1980	Director, President, Pacific Gemological Services, Inc.
1982	Director, President, Pacific Marine Systems, Inc.
1986	Director, CEO, Air Shuttle, Inc.
1988	Director, Microsub International
1990	Americas Committee, Tourist Oceanology International
1990	Member, Society of Naval Architects and Marine Engineers and U.S. Coast Guard, Submersible Safety Panel
1992	Executive Director, San Juan Aquarium
1993	Member, American Bureau of Shipping, Special Committee on Underwater Systems and Vehicles
1993	Chairman, Marine Technology Society, Manned Submersibles Committee
1995	Director, SeaView Submersibles LLC
1999	Director, President, Silent World Submarines, LLC
1999	Director, Aviation Technology Group
2001	Director, President, Poseidon Undersea Resorts, LLC
2003	Director, President, Deep Blue Development L.L.C.

## **Personal Interests and Skills:**

<b>Family:</b>	Married to the remarkable Elizabeth Ann Jones, Landscape Designer. Four children, L. Brandon, 25; Devon Danielle, 23; Hunter Harcourt, 15 and Sterling Stratford, 14.
<b>Flying:</b>	Fixed wing, seaplane, ultralight, helicopter. Licensed pilot for 33 years.
<b>Scuba Diving:</b>	Extensive technical, salvage and sport diving experience over 40 years.
<b>Skydiving:</b>	1977 U.S. Collegiate National Champion. World record holder. 1000+ jumps.
<b>Writing:</b>	Published in various technical, scientific and fiction journals. Current marine technical book in preparation.
<b>Sailing:</b>	Power, sail and submarines to 150 tons. Extensive international and trans-Pacific experience.
<b>Travel:</b>	Over 15 cumulative years living overseas on 5 continents & 5 seas. Visited over 100 countries. Most recently spent 15 months in Dubai, U.A.E.
<b>Other:</b>	Reading, flying, computers, auto & motorcycle racing (IMSA/FIA license), marine aquaria design, mineralogy, underwater habitats & structures, yacht design & operations (currently designing 85' passagemaker), gem cutting, art glasswork, firearms, skiing.