

CURRICULUM VITA OF STEPHEN BYER

Current Endeavor

Following a long career in consumer marketing and fine art, Stephen Byer's activities have centered exclusively on the study and treatment of ALS since the diagnosis of his son Ben Byer in 2002. During this time, he has worked tirelessly on behalf of Ben and other ALS patients worldwide. Steve enables ALS patients and their families to take advantage of current therapies, spends countless hours providing support and encouragement and synthesizes current research as it emerges throughout the world. Through his efforts, BuNaoGao, an herbal compound developed in China for several neurological conditions, has now been made available to many hundreds of ALS patients in the western world. Created by Dr. Yong Chao Xia, BuNaoGao (or BNG as it is more commonly known) is at the present time, one of the most effective and affordable treatments in the fight against ALS.

Other advances in a more effective treatment of ALS that have been brought to greater patient awareness by Stephen Byer include the use of the synthetic growth hormone IGF-1 (both Iplex by Inmed Inc. of Richmond, VA and Increlex by Tercica Inc. of Brisbane, CA). In addition, Steve was one of the earliest in the field of ALS care who recognized the probable efficacy of low-dosage lithium carbonate as a neuro-protective agent. Seizing upon early study results from Italy, he enabled more than 50 ALS patients to begin this therapy with generally very effective results. Lithium carbonate has since been accepted for clinical test study by more than 20 major institutions in the US alone. Stephen Byer is also an advocate for the use of choline, a vitamin B derivative that has shown to be effective in further increasing lithium blood level saturation without increasing lithium dosage.

Stephen Byer has also been in the forefront of the use of effervescent acetylcystein as a mucus dissolving agent; the diaphragm pacing system (a far less invasive respiratory aid than artificial ventilation), developed by Dr. Raymond Onders of Case Western Reserve University Hospital, Cleveland; and several forms of adult stem cell enhancement for the purpose of neuronal cell reinnervation and glial cell production.

Educational and Early Experience

Born and raised in Chicago, Illinois, Stephen Byer attended the University of Illinois in Champaign, Illinois and Northwestern University in Chicago. He began his marketing career with Fuller & Smith & Ross Advertising, Chicago, as a graphic designer. Byer joined LOOK Magazine in Des Moines, Iowa in 1963, where he started the Contract Services Division of that corporation. In 1967, he left to join Whitney-Forbes, Inc., a Chicago direct response organization as its Executive Vice President, and later served as Vice President and Corporate Director of Marketing for all divisions of Playboy Enterprises, Inc.

Stephen Byer and Associates, founded in 1979, initially served as marketing consultants to major corporations in the United States and Europe, including Yves St. Laurent, Oscar De La Renta, Pierre Cardin, Citibank, Manufacturers Hanover, Bankers Trust, American Airlines, TransWorld Airlines, Imperial Oil (Canada), Mobil Oil Corp., Bloomingdale's, Neiman-Marcus, American Express, Carte Blanche and others.

From 1988 to 1991, Stephen Byer served as President of Dyansen Corporation of New York and Executive Vice President of Circle Fine Art Corporation. His responsibilities included general business management at the executive level with emphasis on marketing, sales, training and corporate development.

In 1992, Stephen Byer returned to his role as President of Stephen Byer and Associates where corporate activities expanded to include the sale and distribution of fine art of Victor Vasarely, Jean-Pierre Yvaral, Erte (Romain de Tirtoff), Ovanes Berberian, Andy Warhol, Jim Dine, Sir Jacob Epstein, Jacques Lipchitz and many others.

Stephen Byer remains President and Director of Stephen Byer and Associates, Inc., marketing consultants and investor in corporations engaged in the publishing, production, marketing, and distribution of limited edition fine art and unique works of art. He has written and published a series of monographs for both the novice and experienced art collector, has lectured extensively and conducted seminars to many fine art organizations

Personal Background

Stephen Byer currently resides in Madison, Wisconsin with his wife, Barbara. They have four grown children and nine grandchildren. A fifth son, Benjamin Byer, died on July 3, 2008 from Amyotrophic Lateral Sclerosis. Before his death, Benjamin Byer produced and directed the award winning documentary film, "Indestructible," that focuses on his search for a cure.

Mr. and Mrs. Byer were co-founders of Byer Museum of the Arts, a public museum of fine arts in Evanston, IL, that was founded in 1981. Byer Museum of the Arts contained much of their extensive art collection until its unfortunate destruction by fire in early 1985. Their personal collections included contemporary and classical fine art; antiquarian books, letters and manuscripts; antiques and decorative arts; and natural history objects.