

## **Executive Committee Biographies TradeWinds Island Resorts**

### **Timothy R. Bogott**

In January of 1999, President and CEO Tim Bogott formed an investment group to acquire Fortune Hotels, Inc., parent company of the TradeWinds Island Resorts. Since acquiring TradeWinds, Bogott has directed a capital improvement program totaling over \$50 million at TradeWinds Island Resorts, including the addition of the Grand Palm Colonnade – an 8,000 square foot pre-conference garden atrium and over 10,000 square feet of new meeting space in the fully air conditioned and carpeted Pavilion. In addition, a total top to bottom renovation of all 585 rooms at the Island Grand property was completed in 2003 and work has already begun on a further refurbishment of Island Grand rooms in 2010 and 2011. In 2004, the company launched a condominium conversion project of 288 units in its Jacaranda building, which achieved sell out by August 2005. In addition, numerous other improvements to that resort have been made. A total renovation of the TradeWinds Sandpiper property was also recently completed. A veteran of both the real estate and hospitality industries, Bogott previously worked as president and chief operating officer for the South Seas Resorts Company until its sale to MeriStar Hospitality in October 1998. South Seas Resorts consisted of eight beachfront resorts, a spa, conference center and golf course, with more than 2,200 employees, 1,500 rooms and \$125 million in annual revenues. From 1984 to 1993, Bogott served as president and chief executive officer, and as director of Mariner Capital Management Inc. and Mariner Capital Investment Corporation. During this period, he was responsible for raising both public and private equity for the acquisition of resort and commercial real estate properties in southwest and central Florida, as well as the day-to-day supervision and operation of those properties. Bogott currently serves as a director for Academy Prep Center for Education in St. Petersburg, on the Board of Governors for the St. Petersburg Chamber of Commerce, and is a St. Petersburg Suncoaster. He also serves on the board of the Dali Museum, the Pier Advisory Task Force, as Chairman of the Eckerd College Presidents Associates and is chairman of the budget committee for the Pinellas County Tourist Development Council, which oversees the marketing and public relations efforts of the St. Petersburg/Clearwater Convention & Visitors Bureau. A native of Sterling, Illinois and a graduate of the University of Colorado, Bogott currently lives in St. Petersburg with his wife, Anje, and their two children.

### **Keith Overton, CHA**

Keith Overton is senior vice president and chief operating officer overseeing both TradeWinds Island Resorts – the TradeWinds Island Grand and TradeWinds Sandpiper Suites. Overton oversees the company's operations, sales and marketing efforts, accounting functions, and capital improvements projects at the resorts, as well as ensuring the resorts uphold the standard of service consistent with the TradeWinds name. Overton has led the TradeWinds family since 1995 and served as general manager for the Sandpiper, Island Grand and formerly managed the Sirata Beach Resort. A 20 year veteran of Florida's hospitality industry, Overton previously held positions as general manager for Karena Hotels in Orlando where he served under Joe Kane, who is past President and CEO of Lodging for the Cendant Corporation and chairman for the American Hotel and Lodging Association. Overton has also worked for such reputable hotel companies as The Ritz-Carlton and Walt Disney World in numerous director and operating positions. Overton served as the president of the Pinellas County Hotel & Motel Association from 2000 to 2003 and served on the Florida Hotel & Motel Association's board of directors from 1999 - 2005. He is the 2010 chairman for the board of the Florida Restaurant and Lodging Association. Overton also served as the 2004 and 2008 chairman for the Hospitality Alliance Scholarship Foundation of Tampa Bay and has been a director on the foundation's board since 1998. Overton is an officer of SKAL Club Tampa Bay, an international club of tourism leaders, and has been a member since 2000. Overton is also actively involved with many charities in the Tampa Bay area. He and his wife founded Athletes for Hearts, Inc., which raises money for families with children with life threatening heart conditions - [www.athletesforhearts.com](http://www.athletesforhearts.com). A native of Orlando, Florida, Overton is a graduate of Concord University, West Virginia and the University of Central Florida, Orlando. Overton also has a Master's Degree in International Tourism from Schiller International University. He lives in St. Pete Beach with his wife, Julie, and four children.

### **Sam Baage**

Sam Baage joined the TradeWinds Island Resorts as the chief financial officer in April 2005. He is responsible for all accounting, treasury, finance and information systems activities for both TradeWinds Resorts. Before joining the TradeWinds, Baage worked in Chicago as regional controller - the Americas for Raffles International Hotels & Resorts. Prior to this he held the position of director of finance and planning for Elegant Hotels & Resorts – a group of seven resorts located in the Caribbean. A 30-year veteran of the hospitality industry, Baage has also held senior financial positions with Rosewood Hotels & Resorts, Rockresorts and JP Hotels. A native of Canada, Baage is a graduate of Wilfrid Laurier University. He has also completed courses in hotel and restaurant management at the Ryerson Institute and Cornell University. Baage is a member of Hospitality Financial & Technology Professionals and SKAL Club Tampa Bay. He resides in St. Pete Beach.

### **Terry Popelka**

Terry Popelka, vice president of sales, is the most recent addition to the TradeWinds executive team, coming on board in 2009. In this position, Popelka leads the group sales team along with the conference services and catering programs for both TradeWinds Island Resorts. A 20-year hospitality industry veteran, Popelka spent five years with the TradeWinds from 1995-2000. He left as national sales manager to continue his career with Starwood as director of northeast sales for the Walt Disney World Swan and Dolphin resort in Orlando, Fla. During his nine years with this property, he was named the 2008 Sales Manager of the Year for large hotels. Popelka attended Valencia Community College and the University of Central Florida, and is a member of the New York Society of Association Executives (NYASE) and Financial and Insurance Conference Planners (FICP).

### **Lynda Waters**

Lynda Waters, who has been with the TradeWinds Island Resorts for more than 30 years, is the vice president of marketing responsible for all marketing initiatives both inside and outside the company. She oversees the in-house ad agency Forward Advertising that handles all aspects of advertising and collateral production for the TradeWinds properties, including concept, graphic design, copywriting, print production, video production and media purchases. In addition, Waters is responsible for the marketing plan and strategies for leisure market segments and the execution of strategies for the group and commercial market segment. As departmental director,

Waters develops the marketing budget and oversees the marketing services, public relations and promotions staff. She also coordinates all community sponsorships including the Tampa Bay Rays, St. Petersburg Bowl and Finance Park for the Pinellas Education Foundation. During her tenure, Waters opened a satellite office on behalf of the TradeWinds in London, England and participated in speaking engagements with the ESOP Association– a national association of employee-owned companies that promotes employee ownership. Previously, Waters also worked for one of Florida's most prominent business publications, *Florida Trend*. A native of Tampa, Waters graduated from the University of Georgia with a BA in Journalism. She is a member of HSMAI, Sales and Marketing Executives International, Tampa Bay Ad Federation, was a charter member of Tampa Bay Network of Executive Women and participates in two book groups. Waters has two grown daughters and lives in Tampa with her husband, Chip.

### **Don Wooldridge**

Don Wooldridge joined TradeWinds Resorts as the vice president of human resources and director of training in 2000. Wooldridge's responsibilities include overall direction and supervision of all human resource functions and implementing a comprehensive training and development initiatives. Wooldridge came from MeriStar Hotels and Resorts where he worked as the corporate director of training. For three years prior to that, he was the director of South Seas Resorts Company University. Wooldridge also previously served as director of human resources for two Westin Hotels and Resorts – the La Paloma in Tucson and the Westin, Hilton Head. Wooldridge is a native of Charleston, West Virginia and a graduate of Virginia Polytechnic Institute and State University. He lives in St. Petersburg with his wife, Linda, and his two children.

MEDIA INFO:  
Kelly Grass Prieto, APR  
Hayworth Creative Public Relations  
813-318-9611  
kelly@hayworthcreative.com  
[www.justletgo.com/media](http://www.justletgo.com/media)