

Executive Committee Biographies

TradeWinds Island Resorts

Timothy R. Bogott, CEO

In January of 1999, Tim Bogott formed an investment group to acquire Fortune Hotels, Inc., parent company of the TradeWinds Island Resorts. Since acquiring TradeWinds, CEO Bogott has directed a capital improvement program totaling over \$75 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 2012. In 2004, the company launched a condominium conversion project of 288 units in its Jacaranda building, which achieved sell out by August 2005. The Sandpiper completed its transformation into the first Guy Harvey Outpost in the United States in September 2012. At an estimated cost of \$6 million, the rebranding of the 211-room beachfront property was targeted with an estimated completion date in mid-2014, with the addition of Rumfish Grill, a major new restaurant featuring a 33,500 gallon fish tank. In addition, the conversion of the Breckenridge building to a vacation ownership club was begun in 2012 and the company recently acquired the adjoining Coral Reef property with the potential to develop additional vacation ownership units there.

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. Prior to this, Bogott was CFO of the Mariner Group, a multi-faceted holding company with interests in real estate and timeshare development, retail furniture sales, and various other businesses. He began his multi-faceted career in banking.

Bogott has served as a Director for the Dali Museum, Academy Prep Center for Education in St. Petersburg, the Board of Governors for the St. Petersburg Chamber of Commerce, and is a St. Petersburg Suncoaster. He has also served on the Pier Advisory Task Force, as Chairman of the Eckerd College Presidents Associates and is currently on 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 has three grown children.

Keith Overton, CHA, President and COO

Keith Overton is President and COO overseeing TradeWinds Island Resorts – the TradeWinds Island Grand and Guy Harvey Outpost St. Pete Beach and RumFish Grill. Overton oversees all 1,100 employees, the company’s operations, sales and marketing efforts, accounting functions, human resource 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 is a 29-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, a past CEO of Lodging for the Cendant Corporation and past 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 was named Tourism Person of the Year in 2011 by the Tampa Bay Beaches Chamber of Commerce. He 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 was the 2010 chairman for the board of the Florida Restaurant and Lodging Association. Overton currently serves on the Board of Directors for the American Hotel & Lodging Association and is a member of its prestigious Resort Committee. He 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, as well. Overton is an avid outdoorsman and conservationist and serves as a member of Tampa Bay Watch’s Board of Directors, the Board of Visitors for the Florida Institute of Oceanography and previously served on the Florida Wildlife Federation’s Board of Directors.

Overton is actively involved with many charities in the Tampa Bay area, including the Ronald McDonald Houses of Tampa Bay. He founded Athletes for Hearts, Inc. in 2007, which raises money for families with children with life threatening heart conditions. His daughter MacKenzie, now 22 years old, was the recipient of a heart transplant at just 17 days old. A native of Kissimmee/Orlando, Florida, Overton is a graduate of Concord University, West Virginia, and the University of Central Florida, Orlando. He has a Bachelor’s Degree in Travel Industry Management and received his MBA in International Hotel and Tourism Management from Schiller International University and has been designated as a Certificated Hotel Administer (CHA) since 2001.

Jeffrey Fredrickson, Vice President of Food & Beverage

Jeff Fredrickson, TradeWinds Food & Beverage Director, has been with the properties for 18 years. Fredrickson oversees all aspects of food and beverage service at the Island Grand and Guy Harvey Outpost, which includes 14 dining and entertainment venues. With more than 34 years of experience in the hospitality industry, Fredrickson is a graduate of the esteemed Culinary Institute of America. Before joining the TradeWinds, he worked as the Executive Chef for several prestigious venues, including Trump Taj Mahal Casino & Resort, the Hotel Condado Beach in San Juan, Puerto Rico and the Grand Bay Hotel in Miami. In conjunction with his culinary team, Fredrickson helped launch the first-ever TradeWinds Island Resorts cookbook, "Flavors of the Beach." A Boston native, Fredrickson currently resides in St. Petersburg with his wife, Ella, and their three children.

Travis Johnson, Vice President of Marketing

Travis Johnson, Vice President of Marketing, is responsible for all marketing initiatives both inside and outside the company. He also oversees the in-house ad agency 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, Johnson 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, Johnson develops the marketing budget and oversees the marketing services, public relations and promotions staff. He also coordinates all community sponsorships, including the Tampa Bay Rays and Tampa Bay Lightning, as well as oversees the marketing plan for all RumFish Grill locations.

Johnson, who has been with TradeWinds for 16 years, began his career as an intern and moved into several roles in the company, including director of recreation/activities, guest service manager and director of resort operations/services. He most recently served as the General Manager for the TradeWinds Guy Harvey Outpost, where he directed day-to-day operations of the 159-room resort.

Johnson currently serves on the Pinellas Florida Restaurant & Lodging Association Board of Directors. He previously served on the Tampa Bay Beaches Chamber of Commerce Board from 2009-2016 and was Chairman in 2015. A native of Canada, Johnson attended Bemidji State University and graduated with degrees in Mass Communication and Sport Management studies. Johnson resides in St. Petersburg with his wife and two daughters.

James Metro, Vice President of Rooms Division

James Metro is the Director of the Rooms Division for the TradeWinds Island Grand Resort. In this position, Metro oversees the properties daily operations of all front-of-the-house guest services, housekeeping, laundry, engineering, security and all recreational services. In addition to these duties, he currently holds the distinction of project manager for all TradeWinds Island Resorts renovations. Metro has worked for the TradeWinds family for 20 years and has held numerous positions at the TradeWinds, including Sandpiper general manager, Island Grand assistant general manager, director of safety and security and executive housekeeper. A native of St. Petersburg, Florida, Metro is a graduate of Florida State University, with degrees in hospitality administration and golf management. He lives in St. Petersburg with his wife, Cheree, and two children.

Shelly Palmquist, Vice President of Revenue Management

Shelly Palmquist's career has been dedicated to the hospitality industry, having served more than 33 years at the TradeWinds Island Resorts, in addition to several other vacation owner companies. Currently she is the Revenue Director, responsible for overseeing the room revenue department, group and leisure reservations and the tour and travel market. Palmquist began as a reservation agent and worked in several positions including reservation manager, group reservation manager and reservations and revenue director. She is responsible for daily revenue forecasting and rate adjustments as well as the annual room revenue budget. Palmquist has participated in numerous revenue management workshops and is Navis certified. A native of Trenton, New Jersey, she has lived in the St. Petersburg area most of her life. She resides with her husband in Seminole and has two grown children.

Terry Popelka, Vice President of Sales

Terry Popelka joined the TradeWinds as Vice President of Sales 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 to 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. 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. He lives in St. Petersburg with his wife and daughter.

Elda Vaso, Vice President of Finance and Accounting

Elda Vaso, Director of Accounting, has been with the TradeWinds Resort team for almost 18 years. Vaso joined the accounting team in 1998 and has held different positions within the department, including accounting assistant, staff accountant, assistant controller and financial controller. Her responsibilities as Director of Accounting include financial reporting, banking, budgeting and leading the accounting team. A native of Albania, she moved to Florida in 1996. Vaso attended University of Tirana, and graduated in 1995 with a degree in Economics, specializing in Financial Accounting. She lives in St. Petersburg with her husband and two children.

Don Wooldridge, Vice President of Culture Development and Education

Don Wooldridge, Vice President of Culture Development and Education, joined TradeWinds Resorts as the vice president of human resources and director of training in 2000. Wooldridge's responsibilities include the implementation of comprehensive culture development and education 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 has a wife and two children and lives in St. Petersburg.

Glenn Willocks, Vice President of Human Resources

Glenn Willocks, Director of Human Resources, started at TradeWinds Island Resorts as a bellman in 2007. His responsibilities include all facets of human capital management, including talent acquisition, workforce planning, benefits, loss control and compensation. As a native Floridian, Willocks worked in operations at Walt Disney World while attending college at the University of Central Florida, then worked every position at Bennigan's prior to joining TradeWinds. He earned his Certified Professional in Human Resources in 2013 and Senior Professional in Human Resources designation in 2016. In 2016, Willocks was appointed by the Society for Human Resource Management's Governmental Affairs team to serve as an advocacy leader for workplace public policy. He lives in Largo.

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