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EMPLOYMENT HISTORY

Diversified Real Estate Concepts, Inc., President/Sole Owner

Blue Water Development Co., Inc., President/Sole Owner

Chicago, Illinois/ Las Vegas, Nevada

Created and established real estate ventures known as Diversified Real Estate Concepts, Inc., and Blue Water Development Co., Inc., which are associated with all aspects of condominium and commercial real estate development. Responsible for land acquisition, design conception, construction planning, marketing strategy, and representing company projects as principal real estate broker.

SUMMARY OF COMPANY PROJECTS AND EMPLOYMENT EXPERIENCE

PLATINUM Condominium Development, Owner (Sold Completed Project January 2007)

Developed \$120 million, 255 unit condominium hotel project which opened sales in February 2004 and sold out in March 2004. PLATINUM is situated on 1.7 acres located one block from Bellagio in Las Vegas, Nevada. The project consists of 9 two-bedroom units and 246 one-bedroom units. Special features include: indoor/outdoor pools and whirlpools, spa, fitness center, conference center, and restaurants/bars.

Timber Ridge Lodge Condominium Development and Moose Mountain Falls Water Park

Developed \$43.5 million, 225 unit condominium hotel project which opened sales in July 2000 and sold out in May 2001. Timber Ridge Lodge is situated on 10 acres located at Grand Geneva Resort (previously the Playboy Club) in Lake Geneva, Wisconsin. The project consists of 59 two-bedroom units and 166 one-bedroom units. Special features include: Moose Mountain Falls indoor/outdoor water park, whirlpools, sauna, fitness center, and conference center.

Mill Creek Condominium Development

Developed \$5.8 million, 34 unit condominium hotel project which opened sales in April 2000 and sold out in November 2000. Mill Creek is located in downtown Lake Geneva, Wisconsin. The project consists of 34 one-bedroom units. Special features include: indoor pool, whirlpool, sauna, fitness center, and conference center.

HOULIHAN'S Restaurant & Bar, Owner

Developed the following four HOULIHAN'S Restaurant & Bar operations with an average unit cost of \$2.3 million and average seating capacity of 325.

- Wisconsin Dells, Wisconsin - Opened May 1995
- Lake Geneva, Wisconsin - Opened March 1996
- Madison, Wisconsin - Opened May 1996
- Chicago, Illinois - Opened August 1998

The Cove of Lake Geneva

Developed \$31.2 million, 222 unit condominium hotel project which opened sales in January 1995 and sold out in July 1995. The Cove of Lake Geneva is situated on 9.4 acres located in downtown Lake

Geneva, Wisconsin. The project consists of 69 two-bedroom units and 153 one-bedroom units. Special features include: tennis court, basketball court, and a complete clubhouse with indoor/outdoor pools and whirlpools, sauna, fitness center, conference center, gift shop, and a HOULIHAN'S Restaurant & Bar.

Harbor Cove on Lake Geneva (Previously the Hilton)

Developed \$10.2 million, 108 unit condominium hotel project which opened sales in July 1995 and sold out in March 1996. Harbor Cove on Lake Geneva is situated on 85 feet of shoreline on Lake Geneva in Lake Geneva, Wisconsin. The project consists of 108 one-bedroom units. Special features include: indoor/outdoor pools and whirlpools, sauna, fitness center, and conference center.

The Ice Cream & Yogurt Club, Owner

Created and established in September 1994, The Ice Cream & Yogurt Club in downtown Chicago achieved over \$300,000 in annual sales.

Copa Cabana Resort Hotel & Suites and Lost Lagoon Water Park, Owner

Developed \$8.4 million, 164 unit hotel which opened in May 1993. Copa Cabana Resort Hotel & Suites is located next to Tommy Bartlett's Thrill Show in Wisconsin Dells. The 12 acre project consists of the Lost Lagoon water park, and a complete clubhouse featuring indoor/outdoor pools and whirlpools, sauna, fitness center, conference center, gift shop, and a HOULIHAN'S Restaurant & Bar.

Mariner's Cove at Lighthouse Bay

Developed \$11.3 million, 75 unit waterfront condominium project which opened sales in July 1990 and sold out in August 1993. Mariner's Cove is situated on 750 feet of shoreline on Lake Mendota in Madison, Wisconsin. The project consists of 3 four-bedroom units, 19 three-bedroom units, 41 two-bedroom units and 12 one-bedroom units. Special features include: marina/boat slips, tennis court, basketball court and a complete clubhouse with indoor/outdoor pools and whirlpools, fitness center and conference center.

• **Candidate for Urban Land Institute's (Washington, D.C.) 1991-92 National Award for Excellence,**

Category: Planned Residential/Resort Community

Sunset Cove

Developed \$3.7 million, 38 unit waterfront condominium project which opened sales in May 1990 and sold out in July 1991. Sunset Cove is situated on 500 feet of shoreline on the Upper Dells of the Wisconsin River in Wisconsin Dells. The project consists of 30 two-bedroom units and 8 one-bedroom units. Special features include: marina/boat slips and a complete clubhouse with indoor/outdoor pools and whirlpools, sauna and fitness center.

Lighthouse Cove

Developed \$9.2 million, 101 unit waterfront condominium project which opened sales in May 1988 and sold out in August 1990. Lighthouse Cove is situated on 750 feet of shoreline on Lake Delton in Wisconsin Dells. The project consists of 70 two-bedroom units and 31 one-bedroom units. Special features include: marina/boat slips, tennis court, basketball court, putting greens and a complete clubhouse with indoor/outdoor pools and whirlpools, sauna and fitness center and conference center.

• **Candidate for Builder Magazine's Project of the Year National Award, 1990**

Blue Water Condominiums

Developed \$1.9 million, 28 unit waterfront condominium project which opened sales in May 1985 and sold out in July 1987. This project is situated on 475 feet of shoreline on Lake Delton in Wisconsin Dells and consists of 14 two-bedroom units and 14 one-bedroom units. Special features include: marina/boat slips.

Aqua Sports, Inc., Owner (1982-1988)

Created and established Aqua Sports Marina located in Wisconsin Dells, Wisconsin. Aqua Sports consisted of boat rentals, water ski school affiliated with the Tommy Bartlett Water Show, and parasail rides. Responsibilities included supervision of operation, allocation of annual advertising and management of staff. Aqua Sports experienced significant growth over a seven year period. The initial

staff of six, fleet of 13 rental boats and annual sales of \$38,000 increased to a staff of 23, fleet of 72 boats and sales of \$285,000 annually.

Madison Business College, Instructor (1984-1988)

Madison, Wisconsin

Employment Description:

Instructor of Business Law, Business Management and Wisconsin Real Estate Broker Certification course. Responsible for all related administrative duties.

PERSONAL PROFILE

EDUCATION M.S., December 1982, University of Wisconsin, Madison, Wisconsin. Major in Marketing, Minor in Real Estate Appraisal & Investment Analysis. GPA: 3.3/4.0
B.S., May 1979, University of Wisconsin, Madison, Wisconsin. Major in Psychology, Minor in Economics. GPA: 3.1/4.0
Personally financed graduate and undergraduate studies.

INTERESTS Basketball, tennis, scuba diving, water/snow skiing, and travel

REFERENCES Jim Rose, CPA/Partner
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