

June 21st, 2010

Clint Martin
President of the Board
Lake Forest Property Owners Association, Inc

RE: Professional Management

Dear Clint.

Thank you for your time on the phone this past weekend and for giving Vision the “Go Ahead” to outline our services to the Lake Forest Property Association Board of Directors.

The documents attached should give you a good understanding of our business programs and how we address each community we manage.

Our proposed fee structure is as follows:

\$5000.00	Retainer for expenses
\$7,500.00	Report of findings and recommendations, payable on receipt.

(Should the Association choose to move forward with a full-management contract the \$7,500 would be applied toward the 1st month of service)

We can discuss the full-service management option at greater length once we have the initial review underway. There are several different ways this can be structured but more importantly we need to show you how we can more than pay for ourselves.

Once the board has voted to assign us the task of assessment we can confer on timelines of when we can be on-site and to get the process started.

Best regards,

Simon Coulls
Managing Partner

Bill Bower
Managing Partner



VISION Meets the challenges of today:
Sees the solutions of tomorrow.

Relationships  *Service*  *Success*

Overview Document prepared for
Lake Forest Property Owners Association

June 17, 2010

Relationships  *Service*  *Success*

WHY CONSIDER PROFESSIONAL MANAGEMENT

Property Owner Associations as well as the golf industry are facing unprecedented challenges today. Associations are burdened with the collapse of the housing market, high member delinquency rates, increasing governance restrictions, and in the case of Lake Forest, ownership of a struggling marina and golf facility further magnifies the challenges.

At Vision Golf & Association Management, our emphasis is to provide hands-on professional guidance, training, and direction to Association Board of Directors, owners and staff to maximize the results of every Association and Club we manage. Only those Associations that excel in all aspects of management will be on the path to financial stability while enhancing property values of all association members. Vision is well positioned to meet the demands and maximize the potential of Lake Forest, and we appreciate the opportunity to summarize our services for you.

WHY VISION GOLF & ASSOCIATION MANAGEMENT

Vision Golf & Association Management is a full-service Professional Management Company based in Fort Myers, FL that specializes in the management of highly amenitized Master, H.O.A. and Condominium Associations in addition to Private, Semi-Private, Resort and Daily Fee Club Facilities.

We are a value driven firm you can count on us for:

- Relationships based on Trust, Honesty, Respect, Openness, and Clarity. Integrity is the basis for trust and success.
- Clear, timely, and accurate communication.
- Service that is customized to your needs.
- Innovative solutions to meet the challenges of today. We are methodical, comprehensive, and foresighted in meeting your goals and objectives.
- Our work product – management reports, fiscal management, planning, service training – is second to none. As each association's needs are unique, our work begins with a comprehensive needs assessment to determine challenges and define assets and weaknesses. We will work with owners and directors to identify improvements that can strengthen operations and create cost-savings and efficiencies.

Throughout its' 20+ year history, Vision Golf & Association Management has established a reputation of exceeding client expectations. Our extensive experience includes construction oversight and startup of more than 15 golf facilities and on-going management of a diverse portfolio of associations and exceptional clubs. Characteristics unique to Vision include our Community Association Management division and our pioneering history with bundled golf communities. At several Vision managed accounts we conduct operations for both the Property Owners Association and Club providing association members a single point of contact, creating synergies and value that cannot be accomplished with any other management company.

A professional management relationship with Vision is customized to the needs of each of our clients and includes everything from Turnkey management services, to consulting, to strategic planning and crisis management.

Vision's Executive Team's experience includes operational and financial management of some of the world's finest clubs and resorts in addition to over 200 community associations. Current management experience related to Lake Forest includes: Heritage Bay Golf and Country Club, Heritage Palms Golf and Country Club, Cypress Woods Country Club and River Strand Golf and Country Club. (All highly amenitized communities with an association controlled golf component) Engaging the services of Vision Golf & Association Management will provide Lake Forest the benefit of our 100+ years of combined industry experience that encompasses all of the specific disciplines involved in the management of Lake Forest.

OVERVIEW - LAKE FOREST YACHT AND COUNTRY CLUB

On May 18th and 19th Vision Golf and Association Management managing partners Simon Coulls and Bill Bower conducted a site visit with Lake Forest resident George Lieb. We spent several hours in conversation regarding the overall operation of the community and its amenities and took an extensive tour of the community and all of the amenity facilities.

Following this short visit, our initial thoughts are many and come from combining our extensive experience combined with information gathered while on site and from both the official and unofficial web sites:

Lake Forest is 38 years old and a majority of the amenities appear to be in need of significant capital improvement and repairs; what are the short term and long term goals for capital improvements and reserve funding? The most important key to success for the Lake Forest Property Owners Association, like any business, is a sound business plan that addresses the needs of today as well as those 3, 5, 10+ years down the road.

The first order of business we see is to work with the board and the owners to develop a clear vision of what residents want Lake Forest to be. Without question preserving property values and quality of life are #1 on everyone's list but without a clear vision it is not possible to define the future direction of the community. The second order of business is sustainability and preservation of value. The association owns and operates multiple amenity business centers each with their own needs and requirements for successful operation. Each business center must be evaluated in detail. Failing to successfully manage these association owned business units ultimately leads to declining property values and an increased financial burden on association members. We suggest the immediate implementation of a 10 year full-cycle budget, both operational and reserve, be put in place. Finally in the initial phase we suggest a through review of association governing documents and policies and procedures. What is the process for collections, architectural review, violations, etc. and how effectively are those processes being managed?

In short Lake Forest needs to begin the process of revitalization. Due to the size of Lake Forest and the number of existing amenities, including a marina and golf course, this process will be complex and will take several years to complete. Engaging the services of Vision will provide the Board of Directors the benefit of our experience and guidance during this challenging process.

IMMEDIATE ACTION STEPS

- Board and resident meetings to define community vision and desires
- Effective communication to the residents
- Review staffing levels and their effectiveness
- Review all business center operations
- Investigate restructuring HOA Fee schedules to allow for amenity usage and participation more accommodating to the residents. (Eliminate member fees for use of the tennis courts or pools) Guest fees would remain in place but need to be reviewed. Improvements to swimming and tennis. Court surfacing, pool fencing and restroom facilities to have a facelift.
- Comprehensive financial review and development of 10-year plan
- Cultivate the city's involvement in Lake Forest – roadway improvements
- Marina – evaluate viable income opportunities in addition to alternative options including sale or lease of the property
- Identify areas for increased revenue with a focus on golf operations: Evaluation of the club's opportunities for success as a private club operation, consideration of alternative operational models, analyze marketing efforts. Consideration of utilizing the 9-hole course as a standard amenity for the community and as a marketing tool for the association at large; 1st Tee Program, Jr. Golf, golf leagues etc.
- Comprehensive RESERVE STUDY on all amenities.
- Investigate alternative capital contribution fees from new homes and resale's.
- Investigate developer interest in bundled golf option for remaining lots
- Implementation of new resident interactive website
- Investigate access card system for pools
- Enforcement and management of Violations and ARC
- General clean up of landscape at the entrances to the community. Beautification project. Need a community committee and volunteer group

VISION OWNERSHIP AND STRUCTURE

Vision Golf Management is owned by two Managing Partners; Bill Bower and Simon Coulls. The Executive Team is comprised of the two Managing Partners as well as, Bill Donathan (Chief Financial Officer), Rob Wright (Director of Food and Beverage Operations), Joe Fenner (Corporate Agronomist), and Rebecca Sarver (Director of Association Management). Please see the annex for executive bios.

OUR DIFFERENCE

Our difference is our people, our experience, and our extensive operating tools and systems. Our operating team is our Executive Team.

The Vision Advantage is that the Board of Directors will have a direct relationship with our Executive Team. We believe our philosophy, expertise and company standards would be an excellent match for Lake Forest.

VISION GOLF & ASSOCIATION MANAGEMENT A COMPREHENSIVE SOLUTION

ASSOCIATION MANAGEMENT

Our Association Management team has more than 100 years combined industry experience serving communities of all sizes with dedicated resources in budgeting, governance, operations, and training for homeowner associations. Our accounting team is skilled in developing realistic operating and reserve schedules to allow for proper maintenance and reserve collection. We are committed to education and training for Board members in order to be effective in their role as community leaders as well as homeowners on the various aspects of living in a community association. Effective leadership by a management firm allows elected association leaders to devote more time to policy and strategy. Effective, stable management is paramount to your community's long-term success.

Association Management Services Include:

Professional Accounting Services.

1. Monthly financial reports
2. Maintenance of unlimited bank accounts
3. Budget preparation
4. Preferred banking relationships
5. Collection of all common fees and charges

Monthly and Annual Manager's Report.

On-site and off-site management of HOA and Condo associations.

Supervision and coordination of vendor services.

Coordination of Board and Membership Meetings

1. CAM attendance at meetings
2. Preparation and distribution of notices
3. Meeting minutes
4. Other services as requested by the board

Insurance Specialists on staff.

Maintenance of Association records.

Supervision of on-site personnel.

Mediation of violations of association rules and regulations.

Oversight of major restoration and maintenance projects.

Preparation and coordination of all state reports and filings.

Development of marketing and business plans for the property.

GOLF OPERATIONS

Comprehensive and competence describes our approach to management. We provide cost-effective management and assistance to all facets of the golf operation. Without efficient and foresighted management, clubs can fail to satisfy membership expectations, meet the fiscal demands for long-term sustainability, or protect the assets of the ownership. To be successful, your club requires the highest quality service for your membership and guests. We can help you define your facility's current needs and assist you in planning the future success of the Club.

Our Golf Operations Services Include:

- Selection, Training and Development of Golf Operations Staff
- Visionary Service Training
- Club and Membership Marketing Programs
- Website Development – Electronic Marketing
- Yield Management
- Cost Containment
- Inventory and Accounting Controls
- Development of Club Rules and Regulations
- Cart Fleet Management
- Retail Merchandising
- Point-Of-Sale and Tee-Time System Management
- Outside Event Marketing and Management
- Golfer Development Programs
- Clubhouse Maintenance

FOOD AND BEVERAGE

Vision's Professional Team has the expertise to manage food and beverage programming ranging from formal tableside service and hosting special events to snack bars providing barbecues and grilled foods at the turn. Our Corporate Director of Food & Beverage Operations provides leadership and direction to Food and Beverage Managers at each facility, as well as having the responsibility for the solicitation, selection and procurement of economically viable long-term vendor relationships, which produces substantial savings to our managed facilities, while increasing quality and member/guest satisfaction.

Our Food and Beverage Managers are skilled in cost and portion controls, inventory management, maintenance of par systems and personnel training. They are trained professionals who are equally comfortable with dining room management as they are with expediting orders in the kitchen. They focus on compliance with local health department codes and liquor controls as well as maintaining up to date licensing. Food and beverage is operated as an individual profit center within the Club.

Food and Beverage Services Include:

- National Procurement Plans
- Menu and Recipe Development
- Professional Culinary Training
- Food and Beverage Handlers Compliance Training
- Inventory Management
- Counter and Dining Room Service
- On-Course Beverage Cart Service
- Catering and Event Sales
- Banquet Services
- Bridal and Wedding Services
- Safety and Sanitation

AGRONOMY

To create the most value for our clients, Vision Golf Management delivers unparalleled levels of golf course conditioning and customer service providing members and guests with a world-class experience each and every time they visit the facility. Maintenance plans specifically tailored to each golf course are developed utilizing Vision Golf Management's proprietary agronomic programs. Our exceptional Professional Team has expertise in applying current scientific principles to today's agronomic issues and can translate that knowledge into successful agronomic programs. Our years of experience, in conjunction with a deep respect for the natural environment yield efficient operations, superior turf conditions and extraordinary golf experiences.

Vision's Agronomic Services Include:

- Agronomic Planning
- Environmental Planning / Compliance
- Turfgrass Science
- Turfgrass Maintenance
- Pest Management
- Water and Irrigation Technologies / Water Management Compliance
- Equipment Maintenance, Repair and Preventative Maintenance Programs
- Course Renovation Projects
- Facilities Maintenance
- National Procurement Programs

RECREATIONAL FACILITIES

Today's highly amenitized communities feature a variety of amenities including tennis, pools/swimming, fitness, parks, marinas and more. Well run recreational facilities serve as an enhancement to both lifestyle and property values. At Vision we have extensive experience in managing all these common amenities for the enjoyment of members and guests.

TENNIS

- Court Construction
- Court renovations
- Court maintenance programs
- Court booking systems
- Professional instruction, clinics and camps
- Merchandising
- Running of leagues, tournaments and fun events
- Development of rules and regulations

SWIMMING

- Administration of maintenance programs
- County Health inspections
- Life Guards
- Rules and Regulations
- Safety Compliance
- Swimming Lessons
- Activities

MARINA

- Compliance to occupational, environmental, state and federal regulations
- Strategic Planning / Renovation
- Risk Management
- Dock, Slip and Dry Management
- Fuel and Utilities Management
- Rental Fleet and Charter Management

ACCOUNTING

Effective financial management brings our clients peace of mind. Vision utilizes a well established system for managing the accounting/control matters of our facilities, including the use of consistent policies and procedures for the collection, receipt and deposit of all revenues; cost estimating and reporting; maintenance and payment of invoices; and preparation of budgets and reports. We go to great lengths to ensure accurate and timely financial reporting, maintaining strict adherence to GAAP and all applicable government regulations.

Vision's Team of accountants and accounting support personnel produce monthly income statements, balance sheets, and projected cash flows in addition to capital expenditure planning, out-year pro-formas, and annual budgets. Our firm's internal controls – cash handling, invoice reconciliation, inventory management, and payroll verification - are rock solid.

Our approach to risk management and insurance gives you peace of mind, knowing that your asset is well-protected. Licensing and other government requirements are tracked and managed daily to ensure the business remains compliant with all regulations.

Our centralized accounting services include:

- Access to our proprietary banking relationships and leveraged interest rates
- Cash Management / Control / Reconciliation / Forecasting
- National Account Procurement Agreements
- Monthly/Annual Financial and Variance Reports
- Annual Budgeting & Pro Forma Forecasting
- Accounts Payable / Receivable
- Inventory Management
- Sales & Other Use Tax
- Maintenance of all Required Permits and Licenses
- General Ledger Maintenance
- Risk Management and Insurance

HUMAN RESOURCES:

In order to succeed, the Association must have a talented Team of customer-focused associates with a strong drive to succeed, grow, and prosper. We build our Teams by actively recruiting the best people in the Club and Association industries, and training them to deliver an outstanding customer experience. Working in conjunction with a Professional Employment Organization (employee leasing company) we provide support, resources, and guidance to allow employees to perform their best.

Human Resource Services Include:

- Recruiting & Hiring
- Enforcement & Training - EEO/Affirmative Action Policies
- Employment Policies and Procedures
- Job Descriptions
- Job and Management Training
- Benefits Management
- Performance Review
- Compensation Review
- Collective Bargaining Relations
- Termination and COBRA Compliance
- Payroll Management
- Drug-Free Workplace Compliance
- Harassment-Free Workplace Compliance
- Safety and OSHA Compliance
- Workers Compensation Insurance

CONSULTING / STRATEGIC PLANNING

Using the knowledge and experience of the Vision Golf & Association Management team, our consulting services can provide board of directors and owners with sound, efficient, professional advice on nearly any matter concerning the Association or operation of the Association's amenities. These services include:

Asset Evaluation

Our team will review the overall operation and competitive market conditions and prepare pro-formas on how we would operate and manage the facility. We also analyze and determine current asset value and potential asset value with enhanced operations.

Short Term Crisis Management and Stabilization

Our team is experienced with a proven track record to implement immediate controls on cash, labor, and inventory management. We initiate a strategic program to protect the operation from ongoing business depletion that includes short-term marketing strategies. We emphasize controlling the operation through expense management and tight operating controls. Asset protection and stabilization are our primary focus under these guidelines.

Complete Financial Evaluation

Our team offers assistance and guidance with accounting structure, systems (including point of sale and tee time), control & forecasting procedures, cost expense management, budgeting, reports, tax service, finance and re-finance.

Marketing & Public Relations

The following marketing and public relations tools are available: Membership enhancing, positioning, program planning, promotions, public relations, market analysis, media schedules, group packaging and group travel, contracts, and detailed timelines.

Human Resources

We can provide you with a full review and recommendations on hiring guidelines, training and review, insurance plans, staff motivation and development, benefit plans and structure, and employee guidelines.

Golf Course Operations

Our team provides a thorough evaluation of current operations as well as follow-up with an analysis and recommendations. The analysis and recommendations will include the following areas: Overall Agronomy, Finance, Marketing & Public Relations, Food & Beverage Service, Merchandise, and Instruction.

CONSULTING / STRATEGIC PLANNING CONT.

Course Renovation

A complete site analysis and evaluation is available. Through this analysis, a detailed renovation plan is created which includes a timeline and completion pro-formas. Budget Categories include: Mobilization, erosion control, clear and grub, dirt work, shaping, lake/pond construction, storm water management, drainage, irrigation, green construction, bunkers, tees, bridges and cart paths, planting, grow-in, and buildings.

Food & Beverage Service

We offer a complete departmental evaluations including staffing & training, menus, purchasing, inventory control and costing, accounting, and marketing programs.

Merchandise

Our team has extensive experience in the areas of costing, inventory controls, receiving checklist, shop flow, purchasing structure, programs, and vendor lists.

THE VISION FORMULA – EIGHT STEPS TO SUCCESS:

When the Vision Team is engaged there are specific steps that we perform to fully access the Association's current status as well as to chart a positive path for the facility's future. These steps are summarized below.

Goals and Objectives (week 1-2): Our focus with each client is to develop a true understanding of what the specific goals and objective are for the facility. Our Executive Team is initially engaged to spend time with key representatives from the facility including Board of Directors, Owners, and employees to ask specific questions and listen carefully. This information is analyzed and combined with our extensive knowledge base in all aspects of association/club operations. Not only is it important for the property to establish a solid direction for the future, it is imperative to match those plans to the economic profile of the community and the overall potential of the facility.

Internal Evaluation (week 1-2): Once we identify and understand the scope of the project, we begin with a detailed assessment and evaluation for each area of the operation. This will include reviews of the operating procedures, standards and service levels, personnel, assets, agronomic programs/course conditions and marketing plans. Our evaluation utilizes the years of experience from our Executive Team to assemble information and measure the business guidelines against Vision Management's proven formula for success.

Summarize Findings (week 3): A detailed summary of current operating standards is compiled along with our recommendations for changes/improvements to maximize the efficiency for each department.

Vision Plan (week 4-5): Following the analysis phase of the transition, a detailed plan is created with the direct involvement of the Association's board of directors and owners. The customized plan is based on specific standards and operating procedures developed in conjunction with the ownership group to achieve the Association's objectives. This roadmap is clear, concise, and measurable.

Implement and Execute (week 6+): Following development of a customized plan specific to the needs of the facility, it is then implemented via the Executive Team. Our group works closely with each facility to ensure that each area of the transition plan is executed accurately and consistently. These include facility audits, training, professional development, budget forecasting and consistent communication with Association members and directors.

Evaluate and Measure (week 6+): With each facility, our Team is evaluating and measuring our desired results based on a specific task and timeline criteria. The Vision Advantage allows for this consistent oversight by our Team of industry experts.

Modify and Monitor (week 8+): Based on specific criteria of evaluation, each business unit is reviewed based on all necessary aspects of the plan. Goals are measured daily, monthly, quarterly and annually. We monitor our progress and adjust current operating plans to changing market conditions. During this phase, any modifications or changes that are required will be implemented and adjusted within the day-to-day operations as well as the master plan of the facility. Major modifications to the master plan are always presented to the ownership group for discussion prior to implementation.

Vision PEAK Performance (week 2+)

All employees are fully trained under our proprietary PEAK Performance Training Program. Specifically designed for our operating structure, this program focuses on the traits and service requirements necessary for the success of our associates. The foundation for PEAK Performance is built from four strategic traits:

(P)rofessional **(E)**thical **(A)**ppreciative **(K)**nowledgeable

Summary:

Our mission is to exceed expectations of our association members and amenity guests by executing excellence everyday while maintaining a focus on the specific business goals of the association. The Vision formula institutes PEAK Performance training and team building, coupled with hiring the most knowledgeable and experienced professional staff, all of which are essential to a successful operation.

EXPERIENCE AND BACKGROUND

Current Managed Associations with Golf

Heritage Palms Golf and C.C., Fort Myers, FL – Private
Heritage Bay Golf and C.C., Naples, FL – Private
Cedar Hammock Golf and Country Club, Naples, FL – Private
Cypress Woods Golf and C.C., Naples, FL – Private
Cross Creek C.C., Fort Myers, FL – Private
River Strand Golf and C.C., Bradenton, FL – Private
Waterlefe River Club, Bradenton, FL - Private
The Villages of Country Creek Golf Club, Estero, FL - Private

Other Related Management Experience

Limestone Springs, Birmingham, AL – Semi-Private
Robert Trent Jones Golf Trail – Auburn, Birmingham – Public
Bonita Bay Club, Bonita Springs, FL - Private
Twin Eagles Golf and Country Club, Naples, FL - Private
Turnberry Hotel, Scotland - Resort
Stoneybrook Golf Club, Estero, FL – Public
Legends Golf and C.C., Fort Myers, FL – Private
Highland Woods Golf and C.C., Bonita Springs, FL - Private
Heritage Isles Golf and C.C., Tampa, FL – Private
Naples Heritage C.C., Naples, FL – Private
Kelly Greens Golf and C.C., Fort Myers, FL – Private
Heritage Oaks Golf and C.C., Sarasota, FL - Private

Association References

Bob Ferry · President-Heritage Palms G&CC Master Assn. · 815-258-5303
Karen Clark · President-Waterlefe Golf & River Club Master Assn. · 941-745-5109
Dave Donaldson · Treasurer-Heritage Palms G&CC Master Assn. · 239-274-9474
Jerald Desmond · Pres. – Master Board, Villages of Country Creek · 239.947.9123
Steve Invidiatio · Pres. -Board of Directors, Townhomes I Bella Terra. S.Invidiatio@mitsui.com
Dave Smith · Association Member, River Strand G&CC · 941 746 6733
Gary Biernesser · Treasurer-Board of Directors, Bella Terra · 239-390-8848
Rich Garcia, Secretary · Heritage Pointe Master Association · 239-292-5027
Steve Braveman · President-Board of Directors, Pinecrest IV · 239-280-7467

Professional References

Bob Barrett · President-Honours Golf · 205-298-0001
Dennis Gilkey · CEO, Gilkey Organization · 239-498-7840
John Stroemer · Managing Partner, Stroemer & Co. CPA · 239-433-1002
Kim Worrel · President/COO, Pinnacle Golf Properties · 704-714-7654
John Clark · President, SW FL Bank of Omaha · 239-961-2478
John Gleeson · CEO, Gleeson Real Estate Group · 239-597-5310
Ben Maltese · CEO, Maltese Development · 239-597-0010
Suzi Greene · Beazer Homes Corp, Land Coordinator · 813-635-2811
C. Neil Gregory · Real Estate Lawyer; Roetzel & Andres · 239-649.2707

EXECUTIVE STAFF BIOS

Bill Bower
Managing Partner
PGA

Bill is the co-founder and President of Vision Golf Management. He is a Class A member of the PGA of America with over 14 years of experience in private, semi-private and public golf operation management. He has extensive experience leading and managing multiple golf course operations as well as new course construction. Bill began his wide experience in amenity management at the Robert Trent Jones Golf Trail, and most recently he served as Senior Manager for 10 years with the Bonita Bay Group, a Bonita Springs based developer. Bill was an integral part of the team that established the Bonita Bay Group's amenities management division, which manages golf clubs, marinas, retail restaurants and community association operations for master-planned communities throughout Southwest Florida. In this role, Bill was responsible for the direction of the golf operation of 5 private clubs as well as serving as the Director of Golf for Bonita Bay Club, a 1,500 member club with 90-holes of championship golf. Bill is a graduate of Indiana University, he and his wife Heather have three children, Claire, Luke, and Caleb.

Simon Coulls
Managing Partner
PGA/European PGA

In 1980 Simon started his professional golf career in Scotland serving for seven years at the world-renowned Turnberry Hotel and Golf Courses. He was involved in the 1983 British Amateur, 1986 Open Championship and two Senior British Opens. He is a member of both the British PGA and the USPGA.

In 1987 Simon joined the staff at Shoal Creek, in Birmingham, AL, on a temporary one-year visa. Simon had hoped during this time that he would obtain a Green Card. By the end of that year however, he returned to Europe to further his management skills, where he spent three years in The Netherlands at Golf Club Zwolle followed by three years at Golfanlage Schloss Ludersburg in Northern Germany.

In 1994 Simon returned to the United States and began working with Robert Trent Jones Golf Trail. During his tenure at the 'Trail' he was Assistant Director of Golf at Grand National in Auburn/Opelika, Director of Golf at Silver Lakes in 1995, and subsequently became Director of Golf at Oxmoor Valley in 1996.

In 1997 Simon moved to Naples, Florida to work for The Bonita Bay Group as Director of Golf at The Bonita Bay Club, which had 1400 Memberships and 90 holes of golf becoming one of the largest private clubs in the world. In 2000, Simon was promoted to the position of General Manager at Twin Eagles, a new acquisition by The Bonita Bay Group that became home of the Champions Tour Ace Group Classic in 2001.

Simon returned to Alabama in April 2001 to join the Honours Golf Corporation as Vice President and General Manager of Limestone Springs an 800 acre master planned community. He had responsibilities for managing the country club, homeowners association, oversight of ARC and the construction of custom homes.

Simon is married to Kate and has three children, Gemma, Max and Eimear. Simon's whole family became United States citizens in June 2004.

Bill Donathan
Chief Financial Officer

Bill has over 20 years experience in club and corporate finance. He is responsible for all financial aspects of the Vision Golf Management portfolio. Bill has over 12 years of hospitality/golf industry and HOA experience including operations and finances for multiple course properties and multiple course management operations. His background includes serving as the controller for the Bonita Bay Group, which manages club and community association operations for master planned communities throughout Southwest Florida . He has extensive experience in IT and network operations. Bill played baseball as a pitcher for Louisiana State University and received his B.S. in Accounting.

Joe Fenner
Corporate Agronomist
GCSSAA, FGCSA, FTGA

Joe has been actively involved in golf course maintenance and construction since 1986 and has extensive experience as a golf course superintendent in both private and public golf operations. Since joining the corporate staff at Vision, Joe has overseen the development of 7 golf course communities throughout Florida and most recently has directed ultra-dwarf greens renovation at several managed facilities. In his role as corporate agronomist, Joe regularly develops business plans, yearly budget forecasts and oversees golf and common ground maintenance throughout Vision's portfolio of managed facilities. Joe is a graduate of the University of Florida and Lake City Community College.

Rob Wright
Director of Food and Beverage Operations
CAM, CCM

Rob was born into the service industry. His grandfather was an A&W Root Beer franchise owner and his father was a Hotel and Restaurant graduate from Michigan State University, who started his own fine dining management company which operated restaurants and clubs in San Francisco, Chicago, Indianapolis and New York City. Rob has an undergraduate degree from Butler University and an MBA from Indiana University. After working in France, for Chateau Margaux, Rob joined his father's firm at the up scale restaurant Latour in Indianapolis, the same restaurant to which his father brought Chef Wolfgang Puck. Twelve years later, Rob left his father's firm to manage and gain experience at various yacht clubs, city clubs and country clubs. This experience provided Rob the opportunity to manage some of the finest clubs in Florida as well as facilitate the successful openings of multiple country clubs. Rob earned the prestigious Certified Club Manager designation in 1987 and in 2006 advanced to the next level of club management, achieving Honor Society status. Rob is a certified CAM and also a CCM through CMAA.

Rebecca L. Sarver
Corporate Staff
Director of Association Management / Insurance Specialist
CAM, CCM

Rebecca has been licensed as a Community Association Manager in Florida since 1986 and was one of the first 400 persons to receive the national designation of Certified Manager of Community Associations. Rebecca has opened and been General Manager of Tara Golf & Country Club (1989) Bradenton Fl.; Olde Hickory Golf & Country Club (1992) Ft. Myers Fl.; Highland Woods Golf & Country Club (1996) Bonita Springs FL.; Cypress Woods Golf & Country Club (1998) Naples Fl. In these clubs she was responsible for management of the country club operations as well as the Association management of the communities. In 2001, Vision Golf Management began managing numerous Homeowner and Condominium Association and that number has grown over the years to over 70 Associations on the west coast of Florida under her direction.