

## WELK RESORTS

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**Jon Fredricks, RRP**

*President & CEO*

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**Jon Fredricks** is president & CEO of **Welk Resorts**, one of the most respected independent brands in the vacation ownership industry, and is the grandson of the late Lawrence Welk, the famous bandleader and television icon, who founded the company. An astute business strategist and financial planner, Fredricks oversees seven flagship Welk properties and with his more than 25 years of experience in hospitality, real estate and finance, has helped the company realize unprecedented growth with its multi-site, non-specific points-based club. He is an American Hotel & Lodging Association Certified Hotel Administrator, as well as being a member and past-Chairman of the ARDA Board of Directors.

The Welk Resorts family of over 1,858 associates provides vacation memories to cherish for a lifetime to its 50,000 owners—a mission reflective of deeply held company values of family, tradition, integrity and quality. Welk Resorts has experiential timeshare resorts in top vacation destinations including its flagship property (Welk Resort San Diego, with three vacation ownership communities on the property—Welk Resort Villas, Villas On The Greens and Mountain Villas); along with Welk Resort Branson—The Lodges At Timber Ridge—in Missouri; Welk’s Desert Oasis in Palm Springs and Welk Cabo—Sirena Del Mar—in Cabo San Lucas, Mexico, and three new acquisitions: Northstar Lodge, Tahoe (Truckee), CA; Kauai, HI (future project), and Breckenridge, CO. Its resorts have a mix of activities for all ages—golf courses, live theaters, themed recreation centers, waterslides, splash pads, trails, ski mountains, retail centers and restaurants. Welk also owns Branson Tourism Center, one of the

largest and most respected FIT & Group Sales companies in the Midwest.

Welk Resorts has an associate-centric culture. It has created an environment that fosters wellbeing, and is focused on the needs and development of its family of associates. This is accomplished by providing a variety of programs focused on growth and innovation; trust, transparency and teamwork; and the Welk family. The result is the creation of strong values, service commitments and empowered associates who deliver on vacation memories to cherish for a lifetime. The outcome for Welk Resort’s owners and guests is high service levels and exceptional resort quality—RCI Gold Crown, Interval International Premier status, and among the highest Trip Advisor and Expedia ratings in the industry. Welk Resorts launched an employee stock ownership plan in 2012, which enables its associates to share in its success.

The veteran executive management team at Welk Resorts includes: Glen Clinton (Senior Vice President of Resort Operations); Jeffrey Edwards (Senior Vice President of Development); Tracy Ward (Vice President of Corporate Culture); Ira Kristol (Senior Vice President of Operations, Sales), Sam Ray (Senior Vice President of Marketing), Jennifer Robinson (Director of Capital Markets & Treasurer), Ronald Naves (SVP and General Counsel), Carisa Azzi (Senior Vice President and CFO), Michael Gehrig (President of Sales & Marketing), David Rice (Vice President of Strategic Initiatives), Doug Cyphers (Vice President of IT) and Kris Jamtaas (Senior Vice President of Strategic Alliances).

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