

www.welkresorts.com



Jon Fredricks, RRP

President & CEO

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Jon Fredricks is President and CEO of **Welk Resorts**. He oversees the Welk Resorts' properties, including the original San Diego location, as well as Palm Springs, CA; Branson, MO; Cabo San Lucas, MX; two in Lake Tahoe, CA, with future development in Breckenridge, CO, and Kauai, HI, as well as Welk Resorts' Experiences Collection in the following locations: Princeville, Kauai, HI; Olympic Valley, CA; Tahoe Vista, CA; Carlsbad, CA; Redmond, OR; Scottsdale, AZ; Santa Fe, NM; Cave Creek, AZ; Sedona, AZ; Beaver Creek, CO and Kapa'a, Kauai, HI.

ESOP and family-owned, Welk Resorts has developed a reputation for excellence in the hospitality industry over the past 55 years. What makes our company stand out is our ability to deliver unparalleled experiences on every level:

- First, we offer the highest quality resorts in the best locations in the West. But our attention to detail doesn't end with our best-in-class resort accommodations.
- We also focus on creating and delivering totally unique experiences and adventures. In addition, we consistently improve our high ratings in guest satisfaction across our portfolio of properties.
- Bottom line, it's our people who make the difference: a collection of creative, nimble, and passionate team members, each encouraged to explore new opportunities to evolve our brand. All of us at Welk Resorts are proud of our trusted legacy and wholly engaged in reimagining vacation opportunities for the future.

The company is on pace to achieve over \$225 million in annual revenues. Welk Resorts has over 55,000 owners who vacation in over 1,200 shared ownership villas, sold and managed by more than 1900 dedicated team members. Welk also owns and operates Branson Tourism Center, the premier FIT Company in Branson.

Jon was a past chairman and current board member of the American Resort Development Association (ARDA), sits on the board of the Lawrence Welk Family Foundation, and is a Board member for The Welk Group, Inc., as well as Welk Hospitality Group, Inc.

Fredricks earned a Bachelor's Degree in Urban Planning from the University of California, San Diego, graduated from Union Bank's Commercial Lender Training Program, and is an American Hotel & Lodging Association Certified Hotel Administrator.

