

# CANDIDATE PROFILE

## BOARD OF DIRECTORS

BLACK BUTTE RANCH ASSOCIATION

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PERMANENT

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### WHAT EXPERIENCE AND BACKGROUND WOULD YOU BRING TO THE BOARD?

I've been a ranch owner for over ten years and Chairman of the Country House Condominium Board for three years. My background is in project management and event marketing, primarily in the field of sports and fitness (I served on the local organizing committee of the Eugene 2008 Olympic Trials).

In my role as director of Global Event Marketing for Nike, I have worked with several large resorts and hotels and have a basic understanding of how successful resort communities operate. And "successful" does not necessarily mean "commercial" and should not for Black Butte Ranch.

### WHAT WOULD YOU LIKE TO SEE THE ASSOCIATION BOARD DO IN THE FUTURE?

I think the key charge of the board is to serve the owners, the Ranch mission and to preserve the unique Black Butte Ranch lifestyle for owners and their guests. While I understand and appreciate the unique financial challenges facing BBR and Central Oregon, the board should pursue strategies and actions that will not compromise this special place. My views on all issues facing the board would be filtered through that lens. I commend the current board and general manager for the recent steps they have taken to stabilize our financial picture. I believe there are other creative methods for improving the owner experience and the bottom line. However, I take a conservative approach to the term "limited commercial activity" in our mission statement, and am opposed to new commerce that erodes owner family tranquility. To me, "there is a place" is not just a marketing slogan. It capture the magic and charm of Black Butte Ranch, which, above all, must be nurtured, preserved and protected.

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*I am submitting this declaration of nomination as a candidate for the June 19, 2010 election of the Black Butte Ranch Association Directors.*



4/15/2010

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SIGNATURE

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DATE

Printing is limited to one page, front and back for each candidate.

Please return applications and a photograph (digital or film) to the BBR Administration Office by **April 19, 2010**

ATTN: Board of Directors, PO Box 8000, Black Butte Ranch, OR 97759.

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