



To my Phase 2 neighbors:

My name is Mark Amidon and I live in Clubside. I am running for a position on the Phase 2 Board. I hope to become a Master Board member for the purpose of giving my neighbors a voice and protecting that which they have worked so hard for...their place in this community.

I believe that being a good neighbor means being respectful, watching their backs and minding my own business. On the occasion that my neighbors need my help...I'm there.

As you can see by the attached letter to all residents, help is needed. And while I'm very much employed at this time; I wouldn't be much of a neighbor if I failed to offer my unique skills in order to defend our neighborhood.

For over 30 years I have worked in the hospitality industry creating and launching IPO's, consulting with REIT's and turning around failing businesses through forensic accounting, revenue enhancement, cost controls, the creation of new revenue streams and renovating property, systems and cultures. Having been born on a farm; I know what BS smells like.

Here is a very brief overview of my business background:

Born on a working farm. At the age of twelve joined my uncle in the construction business. On the weekends I worked with my neighbor roofing apartment buildings. In the winter I taught snow skiing. In the summer I played semi-professional box lacrosse.

I spent 7 years in college study sociology, psychology and business. I graduated with a BS in hospitality and a minor as a professional chef. I worked the entire time I attended school.

Upon graduation I was the manager of the 16th busiest restaurant in America at which time I was transferred to the first 5-star 5-diamond hotel in America. I worked with Michelin Chefs, Award winning Chefs and world-famous hoteliers. I opened newly constructed hotels and spent 10 years turning around failing hotels for a hotel group before one of the owners asked me to salvage his chain of restaurants...which I did.

Later I took a position on a "Red Flag Team" for a major hotel company. I turned around a historic hotel in Florida and was asked to take over the business by ownership. I declined as a friend had asked that I take control of his 400+ room Marriott and position the property for profitable resale.

For the past 13 years I have managed and consulted to a family owned hotel cluster where I turned around one property, acted as project manager of numerous multi-million-dollar renovations and transitioned hotels to and from significant hotel brands.

At this moment ownership has eliminated the entire corporate structure and handed it to me to revise for greater efficiency. I do this as I manage an 8-million-dollar renovation and the adoption of a new elite hotel brand which will open in December.

You can expect to be receiving a proxy in the mail from the HOA regarding elections for Phase 2. Typically, your proxy will arrive 30 days before the election. IF YOU DON'T RECEIVE A PROXY PLEASE CALL THE HOA AND ASK FOR ONE. Please fill out the proxy carefully and completely, appointing Mark Amidon as your proxy and please contact me so I can pick it up to submit it so it can be counted. It is the reputation of this HOA that the slightest misstep or uncertainty is an excuse to reject your vote. Additionally, I ask that you check your homeowners account (carefully). Outstanding violations or debt will bar your vote from being counted.

"Power corrupts and absolute power corrupts absolutely " – John F. Kennedy