



THE COVE
OF LAKE GENEVA

To our Unit Owners, Management Team, and Staff Members.

We are excited to introduce to you, our new General Manager for The Cove of Lake Geneva, Sam Kelly. Sam has been a General Manager and Management specialist in full, select, resort and lifestyle independent and franchised properties. Sam possesses extensive Food and Beverage experience: Bar, Banquet, Catering, Kitchen, Restaurants, hotel, and free standing. His experience spans from General Manager, Task Force General Manager, Area General Manager, Hotel Renovation and New Builds. He excels in communication with ownership, management, asset management, property team members, brand management and guests. Sam has successfully improved property brand ratings in both Quality Assurance and Guest Satisfaction to above average scores targeting the Top 25% of the brand. Sam is well versed in revenue management, budget/forecast process to provide team direction to maximize top line while closely monitoring associate deployment ensuring bottom line profit in all departments. Sam's prior experience also includes competency in coordinating schedules for hotel new openings and renovations to minimize displacement and return rooms to sell condition in a timely manner. He is an award winner of General Manager of the Year, Select Service, Most Improved Guest Service Excellence, Net Operating Cash Flow Revenue Excellence, Human Resource Excellence Award and Revenue over prior year Award. Sam has held various board positions in local communities, for hotels as well as personally.

Sam will be starting his position on Saturday February 1st and we invite you to stop in and introduce yourself to Sam when you are in town. Sam will be working with Jim Patera to learn the operations of the Cove as well as getting to know the management team and our amazing staff members.

We are looking forward to benefiting from Sam's many years of hotel management experience and his vision as we continue our efforts to keep the Cove as a top-tier resort location in Lake Geneva.

Sincerely,

Your dedicated Board of Directors

Jane Finkenbine - Mark Mallerdino - Mark Stelter - Sandy Wadington - Donna Wallner