

## Raymond J. Goad

### Wildflower Resort Company

Raymond Goad is the President and Chief Executive Officer of Wildflower Resort Company; a Delaware Corporation engaged in the development of a 220 Million-Dollar Group Meeting and Golf Destination Resort in the Dallas-Fort Worth Metroplex. See: <http://www.wildflowerresort.com>

### Estes Park Investment Company

Prior to organizing and heading Wildflower Resort Company, Raymond Goad served for a year and a half as the President & CEO of Estes Park Development Company, the Texas Limited Liability Company, which won a Request for Proposal from the Trinity River Authority for the development of the 1000 acre Estes Park Peninsula on Joe Pool Lake in the Dallas / Ft. Worth Metroplex. During this period Mr. Goad formed a team of former Westin Associates that developed the program for the highest and best use of the peninsula property, negotiated a 99-year lease, and the concept of a Public/Private Partnership with the City of Grand Prairie.

### Legal Experience

For fourteen years Westin Hotel Company employed Raymond Goad as in-house Legal Counsel. His tenure at Westin coincided with the company's rise as a multi-billion dollar global leader in the hotel and resort industry and culminated with his serving as *Vice President, General Counsel and Assistant Secretary*.

### Responsibilities

As an officer of Westin, Goad was directly involved in all aspects of the Company's business, specializing in mergers and acquisitions, numerous major joint venture transactions, SEC filings for Westin's parent company (United Airlines), and sole responsibility for protecting the Company's intellectual property. This included the creation, international trademark filings, and licensing arrangements in more than thirty countries for the Company's new service mark *Westin*.

Other responsibilities included labor relations (68,000 employees), litigation (average of 200 cases pending), preventive law programs, security and crisis management, insurance (organization and management of offshore captive insurance company); and initial source of legal advise for all domestic and international divisions of the Company.

### Transaction Experience

Mr. Goad has a unique understanding of the Hospitality Industry and complex business transactions as a result of having been directly involved or solely responsible for numerous such transactions for Westin, including:

- ▶ The formation of a \$350 million Merrill Lynch public limited partnership offered on the New York Stock Exchange, including organization and management of in-house office of investor relations, and quarterly SEC filings.
- ▶ The \$72.5 million acquisition of the InterContinental at Hilton Head, S.C., and a partnership interest in the InterContinental J. Willard Marriott Hotel, Lenox Square, Atlanta, from a Shearson Lehman Brothers development subsidiary;

- ▶ The \$1.53 billion sale and financing of Westin Hotel Company to Aoki Corporation of Japan;
- ▶ The Aoki purchase included the \$150 million sale of the Mauna Kea Beach Hotel to Seibu Railway Company; and,
- ▶ The sale of an interest in The Plaza Hotel to Robert M. Bass, and the subsequent \$300 million sale of The Plaza Hotel to Donald Trump.

### **Other Legal Experience**

1975-1976: Prior to joining Westin, Mr. Goad served as Trust Counsel to Peoples National Bank (now U.S. Bank), Seattle, Washington. In such capacity, he established the new in-house legal counsel function, served on the Trust Investment Committee, assisted in the reorganization of the Corporate department, and consulted with the bank's clients regarding commercial real estate matters.

1971 to 1975: Mr. Goad served as Vice President of a Mid-Atlantic Food Company. In this capacity he was involved in the development of approximately 40 free-standing food service establishments in Virginia, North Carolina, South Carolina, Tennessee, and assumed significant management, marketing, design, and construction responsibilities.

### **Creative Business Experience**

1991-1996: Raymond J. Goad acquired FORMA, Inc. from Westin Hotel Company in 1992 and caused the firm to be merged with Bent Severin & Associates, an international design group specializing in the hospitality industry. Mr. Goad was the Principal and Managing Director of Bent Severin & Associates (Seattle), Inc. ("BSA"), which provided project design and other development services to the international hospitality industry. BSA had offices located in San Francisco, Taiwan, Hong Kong, Singapore, Kuala Lumpur, and Bangkok; with affiliated offices in Copenhagen, London, Paris and Sri Lanka. For more than twenty years the firm had been listed by industry sources as one of the nations top three hospitality design and development firms. In June of 1996 Mr. Goad resigned from BSA to pursue other interests.

1996-2001: Mr. Goad served as a consultant to the hospitality industry doing business as Windhover Group, and among other projects developed a Master Development Program for a Boutique Island Retreat on Allan Island in the San Juan Islands of Washington; and, a Fifty-Five Million Dollar 250 room five-star resort with eighteen holes of golf for Black Point Properties, LLC, situated in Pleasant Harbor, Hood Canal, Washington.

### **Legal Education**

Mr. Goad received his undergraduate degree while attending Brigham Young University, and Wake Forest University, BS '66; and his law degree from The University of North Carolina School of Law, JD '70 (UNC is consistently listed among the top ten law schools in the United States). He is an inactive member of the North Carolina State Bar, the Washington State Bar and a past member of the American Bar Association where he was a member of the ABA Corporate Counsel Committee. He also served as Chairman of the AH&MA Corporate Counsel Committee. Since assuming his current business responsibilities Mr. Goad has not been engaged in the active practice of law.

