

Kevin Flockton

334 Botany Blvd.

Santa Rosa Beach, Fl. 32459

3 Year Member of Santa Rosa Beach Golf and Beach Club

AS in Computer Technology Engineering

Sylvania Technical School

Boston MA.

Worked for Cisco Systems starting in 1995 until my retirement in 2015. In my 20 years at Cisco, I held many varied technical and business development positions in Field Sales. Some of the positions I have held were VoIP Consulting Systems Engineer, Consulting Systems Engineering Manager, Senior Solutions Manager, World Wide Tech Ops Voice Manager, SP Voice Business Development Manager. More recently, I was Global Service Provider Sales Video Engineering Director. Prior to joining Cisco, I held a wide range of engineering positions during my 15 years with Digital Equipment Corporation in customer network consulting, customer network troubleshooting, support and Ethernet maintainability.

Honorably Discharged U.S. Navy Veteran

Previously I was a member of:

Beau Chene Country Club Mandeville LA.

Covington Country Club Covington LA.

Fellow Members,

I would like your consideration for the board of directors to continue the positive momentum that the current board has provided.

My business knowledge, leadership, marketing and operational expertise can help the club during the golf course remodel and well after it's finished. I worked in the computer networking business for two Fortune 500 companies over 35 years as an engineer/ manager/technical sales engineering director. In tech, we used to say that if you aren't moving forward you are falling behind. I would like to continue moving the club forward by collaborating with others and making it even better for years to come.

In my last 5 years before I retired, I had global technical responsibility for a 1-billion-dollar line of business for my company. I traveled around the world on business and worked with and managed many different personalities and cultures in over 20 different countries.

Besides my work experience, I was on the board of directors for the Krewe of Orpheus for 10 years. We had a membership similar in size and diversity to Santa Rosa Beach Golf & Beach Club. I served as president for 4 years and oversaw the parade and our ball which had an attendance of over 1500 people. I learned a lot about food/beverage service as well as entertainment. This experience will serve me well on the board because our members are here to have fun, play golf, meet new friends, and socialize.

For the last four years I have served as the President of Botany Bayou HOA. The HOA is self-managed, which requires me to have a hands-on approach to running the association and dealing with the various issues that arise.

If elected,

My interest would be to serve on the greens or membership committees.

I hope you find me well qualified to serve on your board and humbly ask for your vote.

Best Regards,

Kevin Flockton



Professional Summary

Ashley is a marketing executive that helps companies elevate their brand and communicate their competitive advantage. His combination of strategic thinking, technical knowledge, and design savvy help build effective and efficient marketing and business development programs. Ashley is a compassionate leader who believes when you invest in the success of your team members, you are investing in the success of your company.

SRS Real Estate Partners | 2007 - Present

As Vice President, Marketing & Principal and a member of the Corporate Leadership Team, Ashley leads marketing for SRS Real Estate Partners, the largest North American real estate firm exclusively dedicated to retail services. SRS operates 27 offices across North America and Asia with yearly revenue exceeding \$70M. In his role, Ashley leads companywide marketing strategy, four corporate marketing directors and managers across the U.S., 35 marketing support personnel around the world, and manages a \$2.4M budget. In addition to department leadership, Ashley leads execution for branding, advertising, copywriting, search engine optimization, content management system design, collateral development, web strategy, top-priority business development pursuits, and recruiting of marketing support team members. Ashley also has considerable leadership experience in private event production, public relations, internal communications, e-mail marketing, CRM strategy, and software rollout and adoption strategy.

Residence

We are full-time residents of Santa Rosa Beach, having moved from Johns Creek, GA in May of 2019 to enjoy all that 30A offers.

Membership

We joined SRGBC in June of 2019, shortly after moving from Johns Creek, GA.

Education

Armstrong State University
Savannah, GA

- » Bachelor of Liberal Studies (cum laude)
- » Two-time All-America Scholar (golf)

Previous Club & Board Experience

Prior to moving to Santa Rosa Beach, my wife and I were members of The Country Club of the South in Johns Creek, GA for six years. Prior to attending college, I was a member of Brookstone Country Club in Acworth, GA. Having played tournament golf for 25 years, I've been fortunate to experience some of the finest golf clubs in the world.

My board experience includes preparing presentations for every board meeting of my current firm. In addition, this past year, I've had the opportunity to serve on our club's greens and grounds committee, house and social committee, by-law amendment committee, as well as the Schoony's design committee. In addition, I was a founding HOA board member for our first home in Atlanta for five years and in 2020 I provided the strategic organization for my firm's Diversity, Equity, and Inclusion Council of which I serve on the leadership team.

How can my skill set benefit the club?

I believe I possess a myriad of professional skills that can benefit the club as we continue to evolve. More importantly, I care about the club and see its limitless potential. I voice my opinions while listening and learning from others and volunteer to take action. Why? Because this club is a key part of the community my family has chosen to call home.

Enhancing our golf programs and tournaments

Having played in hundreds of tournaments at the junior, collegiate, amateur, and club level, I have a deep understanding of what makes the tournament experience successful and the behind the scenes effort that goes into each detail. I have a passion for expanding our junior program, building upon our club tournament experience to bring it to the next level, and exploring opportunities to attract notable junior, amateur, and professional events that increase our brand's attraction. As a marketer, I believe I can also contribute to making our club the most sought after location for private golf tournaments in our area. We should be able to then leverage that demand to increase the revenue they generate and tighten control of what dates they occupy on our busy club calendar.

Looking beyond the golf course renovation to maintaining our new gem

I'm a self-diagnosed perfectionist with a wide-ranging design background and those characteristics drive my interest in greenskeeping, landscape architecture, and general curb appeal. I couldn't be more excited about the prospects of our course renovation and applaud the efforts that Ken Colbert has put forth in leading our greens and grounds committee during the past year. As a member of the greens and grounds committee, I've also had the opportunity to get to know Kelly Barker and believe strongly in his knowledge and abilities. Our continued support and feedback to Kelly and his staff as we move past the construction and grow-in phases of the renovation will be critical to realizing the full potential of Bill Bergin's design and Medalist Golf's construction work.

Aside from the golf course, there are inexpensive opportunities to improve the curb appeal of the grounds at the Vue that we would benefit from prior to a full landscape redesign that will happen at some point, but isn't in near-term plans.

Increasing brand attraction with marketing and communications

I have the absolute utmost respect for Sarah, Kaitlin, and the first-class marketing, advertising, and communication work they do. They are tremendous assets for our club. I have been a professional marketer for 16 years and lead a team of nearly 40 marketers across the country. Combined with my private club and tournament golf experience, I believe I can offer an insightful perspective when it comes to marketing and communications. We have a once in a generation opportunity with the golf course renovation to dramatically elevate our membership and brand attraction. Yes, we have a waiting list of approximately 60 equity members, but when you begin to significantly increase initiation fees, as planned after the course renovation, the expectations of your audience changes. Those who can pay a premium expect a premium experience. That experience starts with our brand.

Elevating the attention to design details and cohesiveness throughout our club's facilities

I strongly believe, whether specifically noticed or not, the design and appeal of our facilities play a big role in the experience of our members. I grew up in the interior design industry as my parents owned a highly successful interior design and furniture business in the Atlanta area. I learned a great deal about interior design and the furniture industry over the 10 years I was involved with the business. I grew to love all things design and have interior design experience that ranges from high-end homes to corporate headquarters. I've been so lucky to work with Kelly May and Karen Schoonover on the design plans for Schoony's that will come to fruition thanks to Operation Lipstick. I'm excited for us to further the modern coastal golf club theme that will be unveiled at Schoony's to the rest of our facilities as budget and timing allow.

Driving increased revenue through weddings and private events

My wife is a highly successful entrepreneur in the wedding and private event industry and I've personally helped her execute more than 400 events at high-end locations throughout the Southeast. Professionally, I've planned and executed more than 50 corporate events around the U.S. from start to finish for more than 5,000 invitees for over a decade. I know what makes a meaningful experience for guests, how to get the best bang for your buck as an event host, and know how to create buzz to attract great attendance. With the Vue's already unmatched location, excellent food and beverage capabilities, and welcoming staff, I believe we can enhance our attraction as a private event venue to drive more revenue per event with inexpensive updates that can bridge the gap between now and a larger Vue renovation down the road.

Strategic planning for the Santa Rosa Golf & Beach Club of the future

Our family couldn't be happier about the decision we made to move to Dune Allen and join SRGBC. We have the sense of community that was at the top of our list in considering what beach town we were going to move to. I believe strongly in the direction the club is headed and am grateful to those who share their time to help make that vision become a reality. As we look toward that future, I see boundless potential for our club and welcome the opportunity to contribute to the strategic direction that will help us get there.

Lawrence Osborne (Larry)

568 Ridge Road

Santa Rosa Beach

Intersection of tee box #9 and tee box #11

larryosborne1953@gmail.com ·

5 Year member of Santa Rosa Beach and Golf Club. Married for 44 years to Martha Osborne and parents to daughter, Katy, and son, Adam, and two amazing granddaughters Adeline and Marley. I am 67 years young.

Experience

1971-1974 produce order puller at Kroger warehouse, night manager at easy go market

1974-1983 laborer, machine operator, production scheduler, production control manager, purchasing manager, materials manager at Parthenon Metal Works, Lavergne Tennessee

1983-1990 inside sales, outside sales, sales manager at Parthenon Metal Works division of Leggett and Platt, Carthage Missouri

1990-1993 vice president sales and marketing Leggett and Platt Inc

1993 retired at age 40. As a father to a freshman daughter in high school and a son in 6th grade I chose to be at home and be a full-time husband and father as opposed to full time travel. Coached youth league basketball, baseball and soccer. Became a habitat for humanity volunteer.

1996-2012 larry osborne painting service (part time gig)

1996-2005 farmer (raised cattle and hay) (also part time gig)

2008-2015 owner and operator of salem park mini storage

Education

1967-1970 Saint Thomas Seminary, Louisville Kentucky

1970-1971 Saint Xavier High School, Louisville Kentucky

1971-1974 Middle Tennessee State University, Murfreesboro Tennessee

Affiliations

2004-2013 member of Riverbend Country Club, Shelbyville Tennessee

2008-2010 board member of Riverbend Home Owner's Association

1994-2001 Rutherford County Habitat for Humanity builder and served on board for 1 year. Family

Selection Committee, volunteer coordinator

2019 pool committee at Santa Rosa Beach and Golf Club

2020 Board of Directors Santa Rosa Golf and Beach Club, Grounds and Greens Committee

Lawrence Osborne

Position page

Martha and I “discovered” Santa Rosa Beach in 2013. We were living full time in a motor home enjoying America and looking for a place we might make our new and probably last home. We found many wonderful places all over the country but none as friendly and as inviting as Santa Rosa Beach. We rented a home in Seagrove for 3 months in late 2014 just to make sure we weren’t kidding ourselves. We fell in love with the area and the people here and jumped in with both feet.

I had never heard of Santa Rosa Golf and Beach Club and did not know any one here, but on a whim, I dropped by the club and was welcomed by Sarah and did the quick tour of the club. I am so glad I did. This club is welcoming. From the very first day I had no problem meeting new friends and finding lots of very fun people to play golf with. I love the culture of the club which is not pretentious, not stuffy, but very casual, warm and welcoming.

I am grateful to the members for allowing me to serve on the board for the last year. I have truly enjoyed working with such a great bunch of folks. I remain very supportive and appreciative of the current board, the entire management team, and full staff of this club. I am excited about our club’s very bright future. I share all members excitement about our current course renovation and Schoony’s upgrade. 2020 has definitely brought challenges we have never seen before and 2021 will bring many more challenges but I am very confident that our best is yet to come.

I bring a broad range of life experiences to our board. As a middle child in a family of 10, I learned very early how to get along. I bring an open mind. I am a good listener. I am not afraid of making hard decisions. I bring a good sense of humor and a very sincere desire to see the club continue to prosper. I realize there are as many viewpoints as there are members and I will do my best to listen to those viewpoints, be willing to bring issues up with the board, and work with the other 8 board members and management to make sure our club maintains it’s culture of family enjoyment in a casual, warm and respectful environment. The club is

literally my back yard. I hope to be here for a long time and am willing to put the time and effort into being a member that truly cares that this club becomes the very best of our Emerald Coast.

Karen Schoonover

I have been a resident of Santa Rosa Beach living on the fifth hole of the SRGBC golf course since 1995 and a member of the Club since 1992. I graduated from Lambuth College in Jackson, Tennessee with a B.S. in Marketing and a minor in English Communication.

My professional career began in 1974 in Administration and Merchandise Accounting at Procter and Gamble. After a move to Atlanta, I worked as Regional Administrative Manager for The Hay Group, an international management consulting firm and then in regional management and inventory control for Sun Electric Corp., an automotive diagnostic equipment manufacturer. I moved to Florida in 1993 and worked in real estate for three years. In 1999, I did a special project for my brother-in-law in Louisiana serving as his company's construction liaison for completion of the manufacturing plant.

I have been active as a member, teaching swim aerobics for several years, working closely with the designer during rebranding of the Beach Cub to Vue, Treasurer of the LGA for many years and other activities. I have also served on the Membership Committee, the Nominating Committee and multiple terms as chair of the Social Committee. Most recently I have co-chaired Operation Lipstick's Steering Committee and currently serve as its Chair.

Beyond administrative management and project management skills, my contributing strength as a Board member would be my continued willingness to give back to our Club, which is the source for me of so many good friends, good times and a quality of local life that I believe cannot be found elsewhere.

The Club is in a very positive position now and is poised for an even more amazing future. I am thrilled to report that 23% of our membership is under 50 years old and the average member age is 60! To attract and retain the younger members as well as retain our more established ones, we need to continue to provide activities and quality amenities which will appeal to members of all ages. As we pay down our golf course renovation debt, we need to maintain realistic 5-year and 10-year long-range plans that include major upgrades for both Vue and the Clubhouse so these facilities keep pace with the incredible growth potential of our Club. I believe we can take our golf course private provided these long-range plans have built-in measures to cover economic down turns, catastrophic hurricane damages as well as measures to minimize assessments to membership. A private golf course will obviously be a big draw for future equity members.

We currently have over 70 plus people each on our equity and social waiting lists which speaks well for our Club's future; however, we cannot just count on these future members to make our long-range plans come true. It is also important to encourage our current members to be a part of the future by becoming involved in committees and the Board, and by participating in our social and golf activities. I believe this type of involvement is key to sustaining our Club's vitality and stability.

I thank you for your vote so I can continue to do my part for our Club's future.