

July 31, 2023

IVGID Board of Trustees

c/o Susan Herron

893 Southwood Boulevard

Incline Village, NV 89451

Dear Board of Trustees,

My name is Bill Feast and I am writing to express my interest in serving as an At-Large Member on the Capital/Investment Committee.

I am a 15 year owner/resident of Incline Village and feel that my professional experience in a variety of senior leadership roles across an array of consumer centric industries would allow me to be a valuable resource to the Board.

As a CEO and in other senior level roles, I have led a diverse array of capital projects and acquisitions large and small across a variety of venues and geographies. My experience includes the creation and design of projects, producing and assessing budgets, defining scope of work, selection of contractors/vendors and, ultimately, ensuring timely and on-budget delivery and execution based on project timelines and requirements. These projects typically required a strenuous review to ensure attainment of specific financial ROI's, whether a new retail store environment, company wide ERP system or major equipment acquisition.

Incline Village is fortunate to have an outstanding existing infrastructure and asset base. As a fellow owner, I feel it is essential to preserve, protect and enhance our assets of all types, as well as to ensure the District plans thoughtfully and carefully for the future needs of the community.

I have provided my biography and CV for your consideration and look forward to discussing my candidacy with you and answering any questions you may have about my background.

Thank you for the opportunity,

Bill Feast

William (Bill) M. Feast
President
Solet Advisors LLC

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Bill Feast is a globally experienced, results driven executive with 35+ years of leadership in consumer centric and customer facing retail, destination and themed entertainment industry sectors. His career trajectory with recognized industry leaders such as the Six Flags Corporation, DFS Group (Duty Free Shoppers), LVMH and The Walt Disney Company culminated with the role of CEO and Director of RSH Singapore Ltd, an affiliate of Al Futtaim Group of Dubai. With full profit and loss accountability for the 100+ store group (200+ total points of sale) Bill grew and nurtured RSH's 60+ brand portfolio to Singapore's leading specialty retailer and distributor of fashion, lifestyle and sports brands, resulting in record EBITDA results over multiple years during his stewardship from 2007 to 2015.

Known for his strengths in driving revenue and profit optimization, strategic business planning, creative approach to problem solving and ability to drive brand growth, Bill has a reputation for being a strong, innovative leader as well as a passionate and collaborative team builder and developer of talent, leveraging his coaching and mentoring skills. He has also conceived, designed and overseen development of a wide array of retail and brand venues and markets as well as leading assessment, acquisition and implementation of ERP systems.

Bill established Solet Advisors LLC in 2002 to provide business advisory services and strategic business development expertise to the retail, consumer brand, destination and licensing industries. He currently serves as an Advisory Board member for two entrepreneurial start-ups, Mamie's Pies LLC and Arcadia Assisted Living LLC, the former a packaged frozen food entity and the latter an innovative, disruptive health care facility for the aging population, particularly those requiring memory care.

A graduate of the Georgia Institute of Technology with a BS in Industrial Management, Bill is a Nevada resident where he is an active tennis player and enjoys professional and personal travel with his wife and daughter.

WILLIAM (BILL) M. FEAST

Mobile: USA (1) 415 250 1979

Email: billfeast15@gmail.com

EXECUTIVE SUMMARY

A globally experienced, entrepreneurially minded executive with 35+ year record of successfully leading profit and loss functions in the retail and entertainment industries. Proven driver of sales and productivity, operational excellence and profitable business expansion in Asia/Pacific and North American markets. Strong brand acquisition and concept development skills. Additional key leadership skills include:

- Creative Strategist
- Solid Financial Acumen
- Strong Relationship Building
- Adaptive and Inventive Problem Solving
- System and ERP Savvy
- Team Building and Mentoring

PROFESSIONAL EXPERIENCE

SOLET ADVISORS, LLC **PRESIDENT/PRINCIPAL**

Present

Provide extensive array of expertise including revenue and profit improvement strategies, business acquisition due diligence, distribution channel evaluation, market viability assessment and integrated destination development. Retained on project basis, advisory or in an interim executive leadership role.

Engagements and accomplishments include:

THE DISNEY STORE, INC.

Led largest sales and profit production region for ten months as an interim senior management expert, comprised of 85 stores in western North America. Accountable for all regional management and operations.

ARCADIA LIVING LLC

Advisory Board member and investor in a start up, disruptive assisted living concept which serves the needs of senior residents in a highly personalized, sensitive manner, up to and including specialized memory care. Have scaled from first unit to six units, while guiding increased productivity, efficiencies and financial performance.

THE BOYDS COLLECTION LTD

Developed and led expansion of retail channel of distribution for this Kohlberg Kravis Roberts portfolio company. Drove creation and execution of 120,000 square foot destination attractions for this gift and decorative collectible developer, each with a capital investment of up to \$15 million, along with total profit and loss responsibility for DTC channel of distribution.

MAMIES PIES LLC

Advisory Board member for an innovative start up frozen dessert enterprise. Assisted in strategic development of go to market initiatives, sales channel development and assessment of licensing opportunities, as well as overall leadership guidance and direction to founder.

CREATIVE DESTRUCTION LAB (CDL)

Served as Mentor Associate in the CDL Commerce stream based at Georgia Tech in Atlanta. CDL is a global non-profit organization that delivers an objectives-based program for massively scalable, seed stage science and technology-based companies. Mentored a diverse array of early-stage retail-oriented groups with a focus on goal and priority setting, organizational structure and strategic assessment of product offerings to potential partners, as well as identification of key market initiatives.