



S & L Hospitality

## HOS·PI·TAL·I·TY:

The act of generously providing care and kindness to whomever is in need.



## A BRIEF HISTORY

### S&L HOSPITALITY

S&L Hospitality co-founders and long-time partners, Craig Stark and Eric Lund, have nearly 60 years of combined experience in hotel and resort development and management. Both were founding members of The Great Lakes Companies, today a publicly traded indoor waterpark development and management company called Great Wolf Resorts. During their tenure with The Great Lakes Companies, the company developed 12 franchise hotels in eight states and in 1997 acquired and started developing indoor waterpark resorts. In December, 2004, The Great Lakes Companies owned and operated six indoor waterpark resorts and completed a successful IPO as Great Wolf Resorts (NASDAQ: WOLF) — the largest owner, operator and developer in North America of drive-to family resorts featuring indoor waterparks, full-service spas, conference and meeting space, and family-orientated activities. Craig and Eric left Great Wolf Resorts in March, 2005 to start a new venture – S&L Hospitality.

S&L Hospitality is a privately held hotel development and management company with offices in Madison, WI and Naples, FL. The company is comprised of hotel and waterpark resort industry experts with prior experience developing and managing more than one billion dollars in indoor waterpark resorts and hotels, nearly 100,000 square-feet of conference and meeting space, and six high-end spas. Their award-winning, hands-on philosophy and management style supports their mission to deliver a first-class guest experience, driven by superior strategic operations, sales and marketing.



## LEADERSHIP TEAM



**CRAIG STARK**  
*Chief Executive Officer*

Mr. Stark brings more than 30 years of hospitality experience to S&L Hospitality. He oversees all aspects of the company's hotel property operations, including expansion and development. Prior to forming S&L Hospitality, Mr. Stark was the President and a founding member of The Great Lakes Companies, Inc./Great Wolf Resorts. Mr. Stark has earned distinction for managing top performing and award-winning facilities throughout the Midwest. Prior to forming Great Wolf Resorts, Mr. Stark formed a partnership to acquire and later redevelop the Holiday Inn Northeast in Madison, WI. This property, upgraded first to the Holiday Inn Select East Towne and now a Crowne Plaza, has been one of the best performing and most highly acclaimed hotels in the Holiday Inn system. Hotels and Resorts under Mr. Stark's management have won internationally acclaimed awards, including Hotel of the Year two years in a row.



**ERIC LUND**  
*Chief Operating Officer*

Mr. Lund brings nearly 30 years of sales and marketing experience to S&L Hospitality, including 21 years of experience in the hospitality industry. He is responsible for all aspects of the company's growth through development, operations and sales and marketing. Prior to forming S&L Hospitality, Mr. Lund was the Executive Vice President of Sales and Marketing and a founding member of The Great Lakes Companies, Inc./Great Wolf Resorts. Prior to forming Great Wolf Resorts, Mr. Lund was Regional Marketing Director for HFS, Inc., the world's largest hotel franchiser, where he directed the marketing efforts in 22 states for 118 hotel properties. Lund served four years on the National Marketing Committee for the Howard Johnson subsidiary of HFS where he was responsible for helping increase revenues per available room (REVPAR) throughout his region.



## LEADERSHIP TEAM



### ANDREW STEPHENSON

*Vice President of Development*

Mr. Stephenson has more than 15 years of experience in hospitality operations and development. Prior to joining S&L Hospitality, Mr. Stephenson held the position of Director of Brand Development for The Great Lakes Companies, Inc./Great Wolf Resorts, where he assisted in the development and operations of the resorts. Mr. Stephenson has also held the positions of General Manager and Regional Operations Manager.



### RUSSELL ARCHULETA

*Vice President of Resort Operations*

Mr. Archuleta brings over 30 years of hospitality experience to S&L Hospitality and is responsible for the overall success of the company's resort operations. He oversees the short- and long-term planning and strategic direction of new resort properties, as well as implementing programs and managing daily operations. Prior to joining S&L Hospitality, Archuleta was the General Manager of Great Wolf Lodge in Kansas City, KS.



### MARK QUINN

*Vice President of Operations*

Mr. Quinn has more than 20 years of experience in the hospitality industry. Prior to joining S&L Hospitality, Mr. Quinn held the positions of VP of Operations and Controller with The Great Lakes Companies, Inc./Great Wolf Resorts. He has also held the positions of Manager of Internal Audit, Special Projects/Transition Accountant and General Manager with American General Hospitality, Inc.



### ERIN RUPPENTHAL

*Vice President of PR and Marketing*

Ms. Ruppenthal has nearly 15 years experience in the hospitality industry and is responsible for the public relations and marketing efforts. Prior to joining S&L Hospitality, she held the position of Director of Public Relations for The Great lakes Companies, Inc./Great Wolf Resorts, where she was responsible for the successful implementation of public relations campaigns for eight resort properties, as well as 12 franchise hotels.



## LEADERSHIP TEAM



**AARON LAVOY**

*Director of Creative*

Mr. LaVoy has more than 15 years experience in the hospitality industry and more than 11 years of creative design experience. Prior to joining S&L Hospitality, he was the Director of Creative Services for The Great Lakes Companies, Inc./Great Wolf Resorts where he was responsible for overseeing all creative for 12 indoor waterpark resorts and 12 franchise hotels.



**AMY BODDEN**

*Director of Purchasing*

Ms. Bodden has nearly 40 years of experience in the hospitality industry. Prior to joining S&L Hospitality, she held the position of Corporate Director of Development Purchasing for Great Wolf Resorts, and Corporate Food & Beverage Director and Corporate Director of Purchasing for The Great Lakes Companies, Inc.



**BRENDA ENGELMAN**

*Director of Sales*

Ms. Engelman has nearly 20 years of experience in the hospitality industry and currently leads the strategic sales efforts for S&L Hospitality. She plays an integrated role in working with the hotel sales personnel to develop new opportunities and attract new business. Her experience includes property level positions in hotel sales and marketing with The Great Lakes Companies, Inc./Great Wolf Resorts.



**RICHARD TIEDT**

*Director of Hotel Operations*

Mr. Tiedt's hospitality career spans nearly 40 years. His responsibilities at S&L Hospitality include the successful operations and profitability for multiple hotels under the Intercontinental Hotels Group and Choice Hotels International franchises. Most recently, Mr. Tiedt was general manager for the Holiday Inn Hotel & Suites in Elgin, IL. Prior to joining S&L Hospitality, he was employed by The Great Lakes Companies, Inc./Great Wolf Resorts as General Manager for multiple new hotel openings.



## LEADERSHIP TEAM



### JENNIFER JOHNSON

*Director of Human Resources*

Ms. Johnson provides Human Resources and Benefits support for all S&L Hospitality employees. She has more than 10 years of experience in the hospitality industry with The Great Lakes Companies, Inc. and Great Wolf Resorts, in various operations and management positions.



### DAN EGAN

*Director of Accounting*

Mr. Egan has five years of accounting experience and nearly 10 years of hospitality experience. In his role he is responsible for general ledger reconciliation, financial statement preparation and cash management. Mr. Egan has a Masters degree in professional accountancy from the University of Wisconsin Whitewater and holds a BS in business administration from the University of Wisconsin Platteville.



### JENNIFER BERANEK

*Communications Manager*

Ms. Beranek has nearly 10 years of experience in the hospitality industry and is responsible for the public relations efforts. Prior to joining S&L Hospitality, she held the position of Public Relations Manager for Great Wolf Resorts. Ms. Beranek is a member and social chair of the Public Relations Society of America and a board member of the Association for Women in Communications - Madison Chapter.



S & L Hospitality





## EXPERIENCE

### OWNERSHIP & MANAGEMENT

Hilton Garden Inn – *Choctaw, MS*  
Holiday Inn Express & Suites – *Hillside, IL*  
Holiday Inn Hotel & Suites – *Port Washington, WI*

### CONSULTING

S&L does consulting work for miscellaneous indoor waterpark resorts throughout the U.S.

### 3RD PARTY MANAGEMENT

Candlewood Suites – *Fort Myers, FL*  
Clarion Suites – *Madison, WI*  
Hilton Garden Inn – *Oconomowoc, WI*  
Holiday Inn Express – *Delafield, WI*  
KeyLime Cove – *Gurnee, IL*  
Quality Inn & Suites – *Sioux Falls, SD*  
Super 8 – *Verona, WI*  
Staybridge Suites – *Oconomowoc, WI*  
The Neptune – *Fort Myers Beach, FL*  
The Waters of Minocqua – *Minocqua, WI*

### PREVIOUS OWNERSHIP

Blue Harbor Resort – *Sheboygan, WI*  
Candlewood Suites – *Peoria, IL*  
Country Inn & Suites – *Appleton, WI; Beckley, WV; Madison, WI; Manassas, VA*  
Crowne Plaza – *Orlando, FL*  
Eagle's Landing Hotel – *Chehalis, WA*  
Fairfield Inn – *Manassas, VA*  
Great Wolf Lodge – *Wisconsin Dells, WI; Sandusky, OH; Traverse City, MI; Kansas City, KS; Williamsburg, VA; Pocono Mountains, PA*  
Hampton Inn – *Braintree, WV*  
Hampton Inn & Suites – *Warwick, RI*  
Holiday Inn Express – *Germantown, WI*  
Holiday Inn Hotel & Suites – *Elgin, IL; LaCrosse, WI; Milwaukee, WI*  
Holiday Inn Select – *Madison, WI*  
Microtel Inn – *Beckley, WV*  
Settle Inn – *Eagle River, WI*



S & L Hospitality

## TESTIMONIALS

"S&L Hospitality is an exceptional team of hotel and indoor waterpark industry-leaders with a history of proven success. They have an incredible attention to detail and are a true pleasure to work with. They demonstrate brand-passion, enthusiasm, and strong ethics, and I have been impressed by the quality and professionalism of their team members.

I know they will lead KeyLime Cove to great success."

**DAVE ANDERSON**

*Visionary and Founder  
Famous Dave's & KeyLime Cove*

"I've always felt comfortable with my investments because of the character, and my confidence in the principals of S&L Hospitality. I look forward to additional investment opportunities and continued successes with future hotel ventures."

**BARRY ALVEREZ**

*Director of Athletics  
University of Wisconsin*

"Craig Stark and Eric Lund were among the initial developers and operators of the Holiday Inn Express, which opened on my property in Delafield, WI in 1997. We also agreed on an option for me to buy after 3 years of operation, which I exercised in 2000. S&L Hospitality continues to manage the hotel for me, and in doing so have always displayed a high degree of professionalism, an uncommon level of goal-oriented energy and have always been willing to assist and provide guidance when needed or requested."

**JACK WEISSGERBER**

*Owner  
Weissgerber Restaurant Group*

"S&L Hospitality is the core group of developers/owners/operators of Great Lakes Hospitality who successfully developed and opened the Great Wolf Lodge resort/waterpark brand throughout the US. S&L Hospitality is simply the best in the business and unrivaled by any other development group or management company. Their continued success with each project they developed has been imitated by so many, yet rarely duplicated. Consider the analogy of someone reading about the game of golf and deciding that they will duplicate the achievements of Tiger Woods. It's never been done and never will. S&L Hospitality brings such a powerful level of experience and ability to the development that its success is practically guaranteed."

**MORGAN NEDERHISER**

*President  
MDA - Hospitality*



*Our mission is to provide safe and rewarding lodging for our guests and to involve the owners and investors in the product and process, making the hospitality rewarding, profitable and a quality experience.*

## CONTACT INFORMATION

Craig Stark, CEO – 608-845-9989 or [estark@slhosp.com](mailto:estark@slhosp.com) • Eric Lund, COO – 608-845-9998 or [elund@slhosp.com](mailto:elund@slhosp.com)  
230 Horizon Drive, Suite 102B • Verona, WI 53593 • 608-845-9999 (p) • 608-845-9929 (f) • [www.slhosp.com](http://www.slhosp.com)