

Charles W. Wilson

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Highlights Charles has over three decades of management and executive management experiences in real estate development and operations including; visioning, land planning, engineering, project management, marketing and sales. His emphasis has been in large scale community and resort category real estate including with the world's prestigious leader, The Irvine Company. Wilson has 4 years international experience in Europe. He has held executive management and leadership positions in prominent supporting consulting companies that underpin the real estate industry and development process that include; Market analysis, feasibility, product development, business and land planning, engineering, construction and marketing support through sales. He has been a senior level developer himself and a consultant to prestigious developers of very large to small and complex projects both in good and difficult times. Experience in Real Estate counts, especially now in these upset market conditions.

Summary of Experiences

- Developer of master planned communities, all seasons resorts, hotels, golf course communities, marinas, commercial, industrial and seniors' communities
- Director of Development with The Irvine Company, a 93,000-acre holding in Orange County, CA. -the largest and most prestigious real estate/community development firm, operating on a scale and quality level unmatched any place in the world
- Executive positions managing and operating; engineering, planning and real estate marketing consulting firms and consulting on his own in "Real Estate Matters"
- Real Estate Manager for a NW timber Co. transitioning large holdings to MPC's
- Award winning plans for environmental sensitivity
- Politically sensitive to community issues, stakeholders and the impact of growth, gaining complex new and failed entitlements. Politically astute. Strong communicator
- Experienced in urban, suburban and rural settings, both primary and discretionary markets
- Resort General Manager through significant expansion. Also developed, taught and directed a college curriculum in hospitality/resort management
- In-country advisor to Spain's largest resort (28 lifts, 8000 beds, L.P. with Aspen Ski Corp.)
- First, a dedicated businessman, with a unique combination of professional and life experiences

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Unique Experiences

Major European resort and Tamarack, the first approved new U.S. all-season ski resort in 21 years; High rise Four Seasons and Hilton Hotels; Confidential project for Microsoft’s co-founder Paul Allen; Military base privatization of 3200 homes at Fort Meade, MD; Preeminent master planned communities with The Irvine Company; Misc.- A spaceport proposal for Lockheed/Martin; The adaptive reuse of unused nuclear reactors and grain silos. Historic Registry projects.

Specialties

Finding market driven solutions, creative approaches and simplifying the complex. Enjoying and motivating people to bring out their best talent and product. Leadership. Honesty and quality. “The right product at the right time for the right price”. Building communities, resorts and homes where people celebrate their lives, earn their livings, worship, retire and re-create.

Work History & Titles most recent 1st

Charles Wilson Consulting “Real Estate Matters”
Flagstone Development and Sullivan Homes
Dover Bay, a waterfront community development
Tamarack Resort
W&H Pacific, Engineers and Planners
Trillium Corporation and the Samis Company
Port Blakely Communities/Timber Company
Market Profiles
The Irvine Company
California Yosemite Tours
Baqueria Beret, S.A.
Columbia College
Pinecrest Lake Resort
United States Air Force
New York World’s Fair, Parker Pen Pavilion

Three decades of experience as:

Principal
Vice President
Owners Representative
Executive Vice President
Vice President
Consultant
Real Estate Manager, MPC Project Manager
Executive Vice President
Director of Development
Partner/Owner
Senior Advisor
Director of Hospitality/Resort Management
General Manager
Sergeant, Corpsman/Aerospace Physiology
Host

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Detailed Life Experiences and Projects History

Charles Wilson Consulting, Real Estate Matters, Sandpoint, Idaho, (Currently)

Charles has been working with land owners, developers and project managers, lending institutions, investors and professional services providers to protect and enhance value in developed and undeveloped real estate, including repositioning product for sale in vastly changed markets. Projects include- Acting VP of Development, Bitterroot Resort, a very large proposed Master Planned All-seasons Resort Community. Spaceport America NM. A major ski resort expansion and birth of another. A Concept plan to install a Gondola at one of the West's most visited tourist attractions. CharlesWilsonConsulting.Com/

Flagstone Development and Sullivan Homes, Sandpoint, Idaho (2007-10)

Vice President. Sullivan Homes was the 2nd largest home builder in the Inland NW in the "Market Rate" housing sector. Our direction in opening Sullivan Homes "Sandpoint Idaho", was building for the "Discretionary Resort Market" in the mountain lake environment of Lake Pend O'reille, enjoying extensive national recognition and press as a top destination. Our Flagstone Development arm located, acquired and entitled "resort- community level" properties for consumption by our building arm, Sullivan Homes and others. The 1st major endeavor secured was building Lodge-style homes and luxury custom homes at "The Idaho Club", a new Jack Nicholas "Signature" golf/lake resort then marketed by IMI. Flagstone fed and held over 400 homesites in inventory at any one time; was a partner in "Willow Bay"- a 100 unit waterfront, gated, amenitized community marketed by DMB Reality, Scottsdale AZ. Planned and intitled a 900 unit mixed use village/new urbanism concept in Liberty Lake "Villages at Stonehill" that won the NAHB 2009 National- 1st Place Gold, "Best Master Planned Community on the Boards" and is now in active sales. stonehillliving.com <http://www.TheIdahoClub.com>

Dover Bay, Sandpoint, Idaho (2004-06) Owner's Representative

Solidified the master plan for preliminary and final approvals including market-based products and set the mix of this 535-unit waterfront resort community. Wrote the acquisition and development loan package which subsequently funded. Assisted in the formation of supporting strategies, documentation, applications, and hearings for various jurisdictions for required approvals (i.e., city, Corps of Engineers, DEQ, etc). Project approved. Created \$400 million plus value. Wrote a comprehensive Developer's Orientation Package to attract and sell developers and users and promote project value and credibility. Wrote design guidelines and then chaired the Design Review Board. Negotiated sales and performance contracts with various external builder/developers. (How I met the Sullivan's). Authored a significant marketing plan and wrote and/or led the development of collateral pieces and advertisements. Coordinated engineering and planning issues during construction. Formed Brokerage/Sales Center. Priced products. Hosted major sales launch event resulting in the sale of 60+ home sites and condos, worth \$35 million, with record high values on a Saturday morning in barn. <http://www.DoverBayIdaho.com>

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Tamarack Resort, Donnelly, Idaho, (2003-2004) Executive Vice President

Tamarack had been proposed as a destination resort for over 20 years under three owners. This 1.6-billion-dollar project was highly politically charged with “years of baggage”. During my term we secured final Federal/State/local entitlements, coordinated the final plans and designs for ski runs, lifts, snow making, wet and dry infrastructure, roads, bridges, lodges, a large mixed use village, marina, man made ponds and reservoirs, chalets, a Robert Trent Jones II 18-hole golf course and more. As the CEO’s close advisor, made successful capital raising presentations and developed overall development strategies. Initiated a major national marketing program which led to national record-breaking real estate sales. Subsequently, Tamarack enjoyed eight major sell-out sales events and continued to be a leader in U.S. resort sales in a pioneer market.

<http://www.TamarackIdaho.com/>

W&H Pacific Engineering and Planning, Seattle, Washington (1997-2003) Vice President

Operational, client and project responsibility for Land Development Services in three NW states, seven offices, 300-person engineering firm. WHP was the preeminent Engineering and Planning Co. in the NW. Civil engineering/planning consulting practice consisting of Land Development Services, Transportation (including airports), Surveying, and Telecommunications business lines. At any one time, WHP serviced and experienced over 300 development projects. (As example, this is how I was recruited by Tamarack). Focus developments and clients included large master planned community and resort developers, commercial and office developers, city, state, and federal agencies/jurisdictions. Examples include; Microsoft World Hdqts, Nike’s Campus in Portland, Snoqualmie Ridge MPC. Won a \$1.3 Billion-dollar contract by providing a creative master plan in an extremely competitive national RFP, the second U.S. privatizing of a military base, a 3200-unit residential community at Fort Meade, MD. With Executive Committee, positioned the company for sale. Sold.

<http://www.WHPacific.com/>

Consultant, Bainbridge Island, Washington (1996), by example- The Resort at Semiahmoo. Directed a market-based program and land planning effort to create a waterfront retail and residential village for this waterfront resort community. Wrote a comprehensive planning outline and external communications to guide Trillium’s business planning and visioning for their larger real estate portfolio including extensive BNSF Railroad holdings and timberlands for transition. Advised on recently enacted Washington State Growth Management Act matters.

CharlesWilsonConsulting.Com/ Semiahmoo.com/

Port Blakely Communities, Seattle, Washington (1989-1995) Real Estate Manager for a privately owned timber company with holdings of 100,000+ acres dating back to the 1860’s with forests studied for transition to higher use. Examples are now the MPC’s of Grand Ridge and Issaquah Highlands. Gained county planning department and commissioner support for comprehensive plan inclusion of a 2300-acre forest parcel including a 400-acre business and industrial park, “Kitsap Lake”. Reworked a 1200-acre adversely positioned residential development proposal on contentious Bainbridge Island. Plan included 843 homes with 17 price

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points. Extensive successful interaction and PR with regional press, community groups, environmental organizations, and chamber of commerce. Seattle Times, “Wilson doesn’t want to change an environmentalist’s mind, he wants to change their address.” The Bremerton Sun, “An example of master planning that sets a new standard for detail, for attention to the land and for attention to impact on the surrounding community.” The Seattle Post Intelligencer, “the most environmentally sensitive development in the Northwest.” <http://www.PortBlakely.com/>

Market Profiles, Costa Mesa, California (1987-1988) Executive Vice President

Directed the market research, feasibility and marketing support consultation practice of this then 30-year-old leading real estate marketing company. Advised the top 50 community and home builder clients like The William Lyon Company, Del Webb, J.M. Peters, Lewis Homes, Pulte, K&B, Centex, The Irvine Company and 100’s more, developing and selling a host of products in diverse markets including resorts, seniors/retirement, golf course communities, master planned communities throughout Orange County California and the West. Developed internal company business and marketing plans and managed staff of this West Coast industry leader.

<http://www.MarketProfilesInc.com>

The Irvine Company, “The Irvine Ranch”, Newport Beach, California (1983-1987) Director of Development. Directed the design, construction and opening of the 17-story Irvine Hilton and Towers, a 551-room major commercial and conference hotel at Jamboree Center. Coordinated team of 37 consulting companies, administering a construction budget of over \$72 million; opened on time, \$3 million under budget. (Now the Hotel Irvine at Jamboree Center). Managed the conceptual design; land planning, architectural and interiors consultants, and all design development through contractor selection and construction award of The Four Seasons, Newport Beach Hotel at Fashion Island, now The Island Hotel. <http://www.TheIslandHotel.com/>

Owner’s representative of all company hotels and ground leases, negotiated hotel management contracts, approved business and marketing plans, executive management hires, performance reviews, etc. Developed preliminary site planning and economic feasibility for “Castaways,” a 163-slip marina and 55-acre seniors’ campus on Newport Harbor. Held corporate responsibility for all retirement and healthcare related facility development on the Irvine Ranch. Managed numerous ground leases including clubs and mineral deposits. Team led a master planned, mixed-use development within the “Golden Triangle”. Spectrum was the largest high-tech, retail and industrial park proposed in the US (5000 acres). Development Manager on the Historic East Irvine mixed-use project, a joint venture renovation of eight commercial structures including an Inn, creatively re-purposed in concrete octagonal grain silos. (Historic Register) Participated in the planning of the now world-class 1200 acre “Pelican Hill Resort, Newport Coast” consisting of 1800 luxury coastal homes, a Tom Fazio 36-hole championship oceanfront golf course, four resort hotels, including retail and commercial elements. Development team member for a 600-acre master planned residential community. Served on the Corporate Technical Transportation Committee that addressed large scale Orange County/CA State transportation issues including building a toll road now in service. <http://www.IrvineCompany.com/>

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California Yosemite Tours, Inc. – Merced, California (1980-1982) Partner/Owner

On return from 4 years living and working in a foreign culture, I saw an un-met opportunity and formed a tour company that provided surface transportation and an interpretive tour in eight languages and Braille, linking Amtrak to Yosemite National Park. Gained PUC approvals against a significant appeal by Music Corporation of America. Tours were sold wholesale and retail internationally to foreign speaking markets. A few years later, we sold the company to MCA.

Baqueria Beret S.A. - Valle de Aran, the Pyrenees Mountains, Spain. (1977-1981) Senior Advisor.

Studied, organized and planned new and existing facilities and operations for Spain's largest ski resort development; Management of 600 employees, lift operations, four-star 300-room hotel, mountain cafeterias, apartment leaseback program, \$1.4 million artificial snow-making feasibility, airport feasibility and planning, FM radio station, phase replacement for ski lifts, and 'Beret', an enormous expansion- 28 ski lifts, 3 village, 8,000 unit residential community plan, developed in coordination with Aspen Ski Corporation. If you ski, experience Baqueira in your lifetime. The Valle de Aran is one of the most beautiful places on the planet. This resort is ranked as one of the best in Europe. <http://www.Baqueira.es/>

Columbia College, Columbia, California. (1975-1977) Director of Hospitality Management

Developed and directed an educational business management curriculum for hotel/resort operators/industry. Restored, opened and integrated the 1863 "Columbia City Hotel," as a working laboratory for students (Historic Register). Tenured, credentialed instructor of business management classes. Orchestrated extensive publicity in the San Francisco Chronicle, Sunset Magazine, etc. <http://www.CityHotel.com/> <http://columbia.yosemite.cc.ca.us/>

Pinecrest Lake Resort, Pinecrest, California. (1972-1975) General Manager

Responsible for the re-development and operations of this all-season resort consisting of eight component businesses with 90+ employees in the Sierra Nevada's, adjacent to a ski area. Assisted in the coordination, planning and construction of the resort's renovation and expansion on USFS permit land including a commercial village, restaurants, cabins, townhomes, marina, sports facilities, sewer system and more. Implemented diverse seasonal marketing plans at this "Teddy Roosevelt Era" resort property that had been condemned and closed. Assistant Fire Chief, Pinecrest VFD. County C of C Tourism Board member. <http://www.PinecrestLakeResort.com/>

Patrick's Point State Park, Trinidad, California. (1971-1972) Park Ranger during college.

U.S. Air Force, 93rd Bomb Wing (H), 852 Med. Gp., Strategic Air Command (1966-1969) Sergeant, Aviation Physiologist – Medical Corpsman, Flight Leader, Barracks Chief of "The Autoclave", the cleanest barracks in 15th Air Force. Unit Supply Sergeant, lectured to TAC and SAC aircrew members on the medical aspects of, and equipment used in flight and space. High Altitude, Altitude and Hyperbaric Chambers. Accumulated time in B-52, KC-135, T-33, F106B, F102 and various other aircraft. As a Corpsman, administered Hyperbaric medicine to

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Army and Marine Corps ground troops that had stepped on land mines, treating gas gangrene. During my voluntary four-year Air Force term, I attended Junior College, was a night production line foreman in a union cannery, an assistant ski shop manager, a weekend lifeguard, worked admin at our AFB Aero Club (pilot). National Ski Patrol at Yosemite National Park.

Professional and other Affiliations

Member Urban Land Institute, ULI
Member National Association of Home Builders, NAHB (2009 winner, Nat'l. first place gold-
for "Best Master Planned Community on the Boards")
National Director, of both Whatcom & Kitsap Counties Building Industry of America, BIA
Nat'l. AIA Panel, Co-author *Design in the Environment- a primer on development through 2020*
Lions Club. Society of American Foresters
Guest lecturer for national symposiums, AIA, SMPS, and PCBC
Member, Pacific Real Estate Institute
Director, Seattle Chapter, Lambda Alpha (National Honorary Society in Real Estate Economics)
The National Arbor Day Foundation, National winner "Good Steward" Award
District Commissioner, District Vice Chairman and District Chairman, Boy Scouts of America
Bonner County Airport Commissioner and Chair-elect
Bonner General Hospital Advisory Board
Association of Graduates, United States Air Force Academy (son a 2015 graduate)

Education

Business Studies/Gen Ed, Belknap College, Center Harbor, New Hampshire. Ski and crew teams
USAF Basic Training, Flight Leader. Lackland AFB, San Antonio, Texas
Medical Corpsman School, Gunter AFB, Montgomery, Alabama
Aerospace Physiology, School of Aerospace Medicine, Brooks AFB, San Antonio, Texas
Hyperbaric Medicine, School of Aerospace Medicine, Brooks AFB, San Antonio, Texas
AA Degree, Merced College, Merced, California
BS Degree, Natural Resources, U of CA at Humboldt, College of Forestry, Arcata, California
Resort Management Studies, Columbia College, Columbia, California
California State Fire Academy, Sacramento, California
Merrill Lynch Real Estate Agents Course, Lake Arrowhead, California
Numerous professional in-service industry seminars and conferences

Personal and Interests

We have 3 great kids, grown and out on their own; our oldest daughter Jennifer sells medical equipment, medicines and services across the Northern CA region with United Health Group. Our second daughter graduated in International Business from WA State U with Honors 13' and completed a 2-year Management Trainee program with Swire Coca Cola Co. and is now a Key Accounts Marketing Manager serving 12 Western States. She was President of her WSU Ski

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Team and a Lighty Leadership Scholar. Cristina is engaged and waiting to have a post Corona wedding!

Our son Barry graduated from the US Air Force Academy '15 with Honors in Systems Engineering and Russian language. He was his Squadron's XO, earned his military Jump Wings, a Senior Instructor Pilot (Gliders) and a Flight Commander of 20 other IP's. Two years out of the Academy he graduated with a Master's degree from the Massachusetts Institute of Technology where he was a Draper Labs Fellow. Following MIT, he earned his Silver Pilot Wings at Euro-NATO Joint Jet Pilot Training and is now an AF Captain flying the EC-130 H "Compass Call", an Electronics Combat aircraft stationed at D-MAFB, Tucson AZ.

After a full career in marketing hi-tech (FileNet/IBM) my wife Marci, has been in the "give-back mode" as the Executive Director of The Panhandle Alliance for Education which raises and then distributes funds via teacher grants for strategic programs to our local K- 12 public school District... now over \$4 million and as well, has built an Endowment of about \$4 million. Idaho's per capita funding per student is last in the nation. These dollars really count; it shows.

My interests/hobbies include my Model A and T Fords, our 1949 Chris-Craft, researching an interesting family genealogy, flying/pilot and skiing. We enjoy our summer cabin and boating on Lake Pend Oreille in Sandpoint, Idaho.

Your Notes, Observations and Questions;

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