

April 29, 2020

TO: White Bluff Property Owners
FROM: Your Board of Directors
RE: Board of Directors Candidates

The following candidates will be on the Official Ballot:

John Bass
Mike Ellis
Cassie Fleming
Gerry Mayer
Linda Turner

Property Owners will be voting to fill three Director positions. As was announced yesterday, you will be able to vote electronically, in-person at the rescheduled meeting (date to be determined), or by granting your Proxy. If you have granted your Proxy and vote electronically, the person or entity to whom you gave your Proxy will not be permitted to vote on your behalf.

Details regarding Electronic Voting will be communicated in an email once the postponed Annual Meeting has been scheduled. Details will also be provided in the official 30-day notice mailing required by state law.

If you wish to be considered as a candidate, you may so declare your intentions at the re-scheduled meeting (date to be determined) and you will be declared as a Write-In candidate and allowed to speak at the meeting.

Each of the above candidates submitted the following biographical information by the stipulated deadline of March 27th. This biographical information will also be posted on the POA website, www.whitebluffpoa.com.

John Bass

Born in 1954 in Orleans, France of a then retiring captain in the military after 21 years of service. I grew up in Boise, Idaho but graduated high school in Nyssa, Oregon about 50 miles away. My father had purchased a new business in petroleum product distribution in Nyssa, which is commonly known as a bulk plant.

Upon graduation from high school I moved to Phoenix, AZ to attend DeVry Institute of Technology and pursue an engineering career. My first employment just prior to graduation was with Lockheed Missile and Space (now Lockheed Martin) in Sunnyvale, CA. I continued my education in engineering at California State University, San Jose, while employed at Lockheed.

Several years into my engineering career, I was introduced to sales and marketing for which I had a much greater affinity than engineering. In 1980, I was introduced to a start-up company headquartered in Los Angeles and was asked to be one of the first distributors outside of the State of California. I was responsible for building a nutrition product sales organization in Texas

and ultimately internationally. During this time, I met and married my wife Rhonda in 1990 while living in Dallas. We opted to semi-retire in 1997 and started spending weekends in the Whitney area. In 1999, Rhonda and I started a manufacturing business in Whitney. We design, build, and install dump truck bodies on large Class 8 trucks as well as build dump trailers towed behind those same trucks.

In 2004, we sold our remaining properties in the Dallas area and moved to White Bluff where we continue to reside and run our several enterprises. In 2008, I was asked to participate in a committee for the purpose of validating the necessity of a water/sewer rate increase of about 45%. Our committee, with the help of many concerned WB Ratepayers who donated to the cause, were able to hold the rate increase to just a little under 10%. Again in 2016 the utility company requested another rate increase of about 45%. I, with the unwavering dedication from Marshall Snyder, Scott Shelton, and many WB Ratepayers who donated hundreds of thousands of dollars, we were able to successfully cut White Bluff water/sewer rates virtually in half. In so doing, the utility company has agreed to sell out and the new company will be responsible to repay to you the WB Ratepayers nearly \$600,000 in overcharges. In my six-year tenure on this Board, White Bluff has gone through many dramatic changes. A change of ownership, two management companies, rebuilding of the golf courses, refurbishing of Mulligan's, the Condos and Log Cabins, just to name a few. We are not that far away from making White Bluff into the dream we all wanted it to be. If I am re-elected, I expect this to be my last term as a-Director on the Board. My primary focus will be to work with the Board to develop and implement strategies for financing and undertaking the reconstruction and renovation of White Bluff amenities and infrastructure owned by the WBPOA.

Mike Ellis

My wife (Cindy) and I moved to WB in June 2015. We relocated from Alpine, Texas where we lived for seven years. We left mountains in our back yard for beautiful community of White Bluff and Lake Whitney. We feel we have landed well and plan to enjoy watching WB grow and prosper.

For the past three years, I have had the privilege of being on your Board of Director, that has returned the resorts amenities to the property owners. The golf courses have been restored; Mulligan's, log cabins and Bluff Point Condos all renovated. Yes, much has been accomplished, yet more remains to be done.

My original purpose of seeking a seat on the Board was to return the amenities to property owners. With this accomplished there is more I wish to help accomplish: Re-opening the Light House, expand available lodging and repairing the marina.

I currently serve on the Legal, Finance and Compliance Committees.

PROFESSIONAL SUMMARY:

I received Bachelors of Science in psychology with a minor in political science and Master of Public Administration both from Brockport State in New York. During the late 1980's I worked for the Town of Greece, a suburb of Rochester, NY, as the budget analyst representing law enforcement, general governmental, recreation and all utility departments. In total these represented over \$18M in revenues and expenses.

Following my time with the Town of Greece I served in the United States Air Force for nine years as a Medical Service Corps officer (MSC) deploying as Administrator of 50 bed Air Transportable Hospital in support of a humanitarian mission.

Since leaving the Air Force I have held multiple positions as Chief Executive Officer of numerous hospitals mostly in rural areas of Nebraska and Kansas prior to moving to Alpine, TX and now Whitney.

During my career have I have been successful at combining growth in operational income while enhancing quality outcomes. At each hospital I erased years of net losses to financial surpluses allowing for reinvestment and growth. In each case the turnaround was accomplished through identifying service line opportunities not reducing staff

My facilities have received national and state recognition to include: One of the nation's top 20 Critical Access Hospitals for quality out of 1,329. Press Ganey Summit Award for Quality outcomes. American Hospital Association recognition for innovation in teleconferencing for education. Recipient of the Gold Medal for quality by Texas Medical Foundation, 1 of only 34 in the entire state.

Cindy and I have five children and three grandchildren. Cindy is a retired teacher who specialized in working with children with unique needs, with an emphasis in children who are blind. We look forward to many fulfilling years here in White Bluff!

Again, it has been a pleasure serving on your Board of Directors and would appreciate your support in representing you for another three years.

Cassie Fleming

I am a Texan and Houston native from back in the fifties.

I am a University of Houston graduate with a Bachelor of Science degree in Education. I have also earned an English as a Second Language endorsement from Ft. Hays State University in Hays, Kansas. My husband and I moved to Plainville, Kansas in 1989 to assist his mother. We remained in Plainville until our house in White Bluff was completed in 2012. We moved to White Bluff to be closer to our grown children in the Metroplex. After being widowed in 2018, I reassessed my life and decided that there is no place I would rather be than in White Bluff for the remainder of my years.

I have had a very varied teaching experience. I taught elementary school in Houston and Kansas. My assignments included substituting, teaching ESL to students from the Philippines, junior high computer and career classes, and junior high math.

Prior to moving to Kansas, I was an executive assistant to a leading producer at AXA (formerly Equitable Life Assurance Society) for a number of years. I was able to get the office computerized and maintain computer records for all of his clients.

I have been encouraged by many White Bluff residents to throw my hat in the ring for a position on our Board. I believe I can bring a level of common sense and determination to the Board. In addition, it is my

opinion that the Board needs some diversification and that a woman could provide a different perspective to items being considered by the Board.

I currently serve as Secretary of the Hill County Child Protective Services Board in Hillsboro and have held this position for the past four years. I will continue in this position as long as I am needed. I am involved with the White Bluff Ladies Golf Association. I would like to continue to give back to our community by serving on the White Bluff POA Board of Directors.

Gerry Mayer

Education

B.A., Traffic & Transportation Management
Spencerian College, Milwaukee, WI

42056 Crooked Stick Drive
(972) 816-3534

Years of Experience 40

gm@mayeradvertising.com

Affiliations

National Transportation League-Washington
D.C.
Chairman of the Board 2002-3

Experience Summary

Mayer & Associates

November 2008 -Present

SVP-Sales

Advertising sales for B2B publications including client management, marketing and sales activity and marketing campaign implementation.

TranSystems Corporation, Dallas, TX

April 2006 – October 2008

Senior Consultant

Responsibilities included business development, client management and project direction, analysis and solution. Worked in the Management and Supply Chain Line of Business with focus on large retail and industrial clients

JCP Logistics LP, Plano, TX

Director Retail Operations

January 2004 – August 2005

Directed strategic and daily operations of eight distribution center facilities totaling 3M sq. ft. in support of inventory management, facility operations, 3PL GOH, Fine Jewelry and Furniture. Total Dollars Shipped at Std Cost of \$2.75B and Total Operating Expense of \$94.1M.

**JCP Director Logistic Administration
2004**

2002 –

Direct the Supplier Compliance organization, EDI Support Group and Logistic Strategic Planning organization.

**JCP Director Logistic Transportation
2002**

2000 -

**JCP Manager Logistic Transportation
2000**

1994 –

Responsible for global transportation services, network consolidation operations and administrative support service. Corporate and field departments total 152 associates that managed an annual spend of \$729M. Contract for services and manage all modes of transportation including UPS, LTL, Truckload, Intermodal, Ocean and Air. Responsible for all transportation regulatory and postal affairs for the corporation.

**JCP Various Position of Increasing Responsibility
1988**

1971 –

**Military Service
U.S. Army – Sargent E5
Vietnam 1970**

1969 - 1971

Linda Turner

I would like to be considered as a candidate for the White Bluff POA Board. I do not have a long list of degrees (I attended TCU for two years) and accolades but I love White Bluff and believe I would be an asset to the board. My husband and I moved here in 2010 from the Metroplex. I am a lifelong Texas and support this neighborhood in every way. Previously I worked in the cart barn at the golf course for a couple of years, and I made welcome to White Bluff visits for a few years until I was told they were no longer needed. My husband Larry and I are members of the White Bluff Chapel. I am a member and chaplain of the Fort Graham Chapter of Daughters of the American Revolution (DAR), a 22 year member of the Texas Master Gardener Association and a life member of the PTA. For 25 years I was a volunteer at the Colonial Invitational Golf Tournament at the Colonial Country Club in Fort Worth. Please consider me to be a member of the POA Board.