

Edgewater 101

Edgewater Beach Resort is a large complicated operation. There are various departments that provide for the services that are offered, the amenities that guests and owners use and enjoy, and the back of the house administrative and accounting functions that go hand-in-hand with such an operation.

It takes a large number of personnel, supervisors, and managers to keep all operations running smoothly and to provide the proper customer service to owners and guests. The following is an outline of those various departments showing how they interrelate to each other, which department controls the various areas, and a current list of contacts with names and phone numbers. We hope this information will help you understand how Edgewater operates and who you can “go to” if you have problems, comments, questions, or suggestions.

****For each contact listed below, you must dial the main switchboard at (850) 235-4044, then dial “0” for the operator and ask for a specific name or extension.****

Edgewater Beach Resort Management, Inc.

Mike Stange, Chief Operating Officer (Executive Committee)
Ext. 71029 Email: mstange@resortcollection.com

Melody Lashley, Executive Assistant
Ext. 71029 Email: mlashley@resortcollection.com

This is the company that has the contract to provide management services to the Association. It also operates the onsite rental company via contracts with individual owners to rent their unit or units. There are various departments within that company.

- **Association Management:**

Tom Sparks, Vice President of Association Operations (Executive Committee)
Ext. 71043 Email: tsparks@resortcollection.com

Wanda Horne, Executive Assistant
Ext. 71043 Email: whorne@resortcollection.com

- **Association Accounting:**

Amy Ludlam, Director of Association Accounting
Ext. 71041 Email: aludlam@resortcollection.com

- **Condominium Maintenance:**

Richard Clark, Condominium Maintenance Manager
Ext. 71076 Email: rclark@resortcollection.com

- **Grounds:**

Matt Kelley, Grounds Manager
Ext. 71085

- **Owner Services:**

This department controls the entry to the resort and units that are not on the onsite rental program for vendors, housekeepers, etc.

Nicole Conner, Owner Services Supervisor
Ext. 71011 Email: edgewater.os@resortcollection.com

- **Security:**

Tim Lane, Director of Safety and Security
Ext. 71075 Email: tlane@resortcollection.com

- **Rental Management:**

Edgewater Beach Resort Management operates an onsite rental company along with all the services associated with that operation. That management structure is as follows:

Stacey Herndon, Vice President of Lodging (Executive Committee)
Ext. 71071 Email: sherndon@resortcollection.com

Karine Young, Director of Front Office Operations
Ext. 71005 Email: kyoung@resortcollection.com

Dawn Vasant, Director of Rental Services
Ext. 71033 Email: dvasant@resortcollection.com

Pam Garwood, Executive Housekeeper
Ext. 71069 Email: pgarwood@resortcollection.com

Ken Floyd, Chief Technology Officer (Executive Committee)
Ext. 71013 Email: kfloyd@resortcollection.com

Kurt Weller, Director of Infrastructure/Network Security
Ext. 71014 Email: kweller@resortcollection.com

Leo Marino, Director of Engineering (aka: Rental Maintenance)
Ext. 71209 Email: lmarino@resortcollection.com

TBD, Golf Course Superintendent
Ext. 71213 Email:

- **Management Accounting:**

Edgewater Beach Resort maintains a full accounting staff that handles all the accounting for its management operations other than the accounting for the Association. It is under the direction of a Corporate Financial Officer and his staff:

Tara Wilder, Vice President of Finance (Executive Committee)
Ext. 71017 Email: twilder@resortcollection.com

Brandye McCollum, Owner Accounting Agent
Ext. 71505 Email: bmccollum@resortcollection.com

Zach Greninger, Owner Accounting Agent
Ext. 71024 Email: zgreninger@resortcollection.com

- **Edgewater Beach Resort Club Operations:**

The Club consists of the Food and Beverage operations including the Conference Center, the nine-hole Golf Course, the Pro Shop, including the Health Club and Tennis Courts, and the Lagoon Pool. The following is the management structure for that area.

Brian McConnell, Vice President of Food and Beverage Operations (Executive Committee)
Ext. 71095 Email: bmcconnell@resortcollection.com

Mike Stokes, Director of Food & Beverage Operations
Ext. 71097 Email: mstokes@resortcollection.com

Philippe Robles, Executive Chef
Ext. 71098 Email: probles@resortcollection.com

Natalie Nucero, Ocean's Outlet Manager
Ext. 71093 Email: nnucero@resortcollection.com

Nick Bland, Director of Resort Activities
Ext. 71106 Email: nbland@resortcollection.com

Donavan September, Director of Tennis
Ext. 71126 Email: dseptember@resortcollection.com

- **Sale and Marketing:**

Edgewater has a full-service Sales and Marketing Department consisting of sales and support staff. That department also contracts with a professional Advertising and Public Relations Agency to produce and place the necessary media advertising. That agency also maintains the Edgewater Beach Resort Rental Web Site. That agency is Cornerstone Marketing & Advertising

Paul Wohlford, Vice President of Sales and Marketing (Executive Committee)
Ext. 71046 Email: pwohlford@resortcollection.com

Steve Bailey, Director of Sales & Marketing
Ext. 71050 Email: sbailey@resortcollection.com

- **Human Resources:**

Edgewater maintains an in-house Human Resources Department responsible for recruiting, hiring, and administrating the personnel resources of the resort. In peak season, Edgewater employs around 400 employees.

Christy Smith, Vice President of Human Resources (Executive Committee)
Ext. 71028 Email: cmsmith@resortcollection.com

Stormy Ward, Human Resources Generalist
Ext. 71143 Email: sward@resortcollection.com

Jenny Kash, Human Resources Coordinator
Ext. 71027 Email: payroll@resortcollection.com

The Shoppes of Edgewater, which is a multi outlet shopping center northeast of the resort, is part of the Edgewater family. It is managed by the Management Company. Another family company is Edgewater Realty located on Hutchison Boulevard. Both of those companies are managed by

Ric Holt, Vice President of Real Estate and Commercial Leasing (Executive Committee)
Phone: (850)249-2364 Email: ricrs@outlook.com

The Chief Operating Officer, along with the Chief Financial Officer, and the seven Vice Presidents serve as the Executive Committee that manages the entities as described. The company is owned by a group of individuals. Two of the partners were part of the original development team that envisioned and built what we now call Edgewater. They are Wes Burnham, who lives in Panama City Beach, and Wally Nall, III, who lives in Birmingham.

As noted, Edgewater Beach Resort is a major multifaceted operation, but one with the personnel, ability, experience, and resources to carry us into the future.