



INITIAL MANAGEMENT

All the initial management team has sufficient experience in the wellness, fitness, sales and marketing industry. They are all presently involved in the local fitness industries (Lifetime Fitness and YMCA, Best buy corporation), or have been in the fitness industry for more than ten years. They will bring broad “inside-out” knowledge in every aspect of the clubs operation and marketing development. As the company grows, so will its corporate leadership. It will be one of our philosophies to promote and select most of the corporate leadership from within the company, rather than bringing in from an outside source. By promoting from within the company, corporate leaders will be familiar with and understand the company operation, policies, visions and marketing philosophy. However as we grow, we may bring in other leaders from outside sources, providing they have knowledge in real estate, financials and operations of the fitness industry. It will be our option to bring in expansion and team members who are like-minded with an energy and creative vitality able to contribute to the growth and success of Flagship Fitness.

Board of Directors:

“TBD” as the company grows

Initial Club & Company Management:

Adrian Haid

President/Founder

Kerry Givens

Consultant/ COO

Kendra Lovejoy

Club General Manager/Group Fitness Coordinator

Paul Jilek

Marketing Director

Membership Department Sales

TBD

Steve Boynton

Legal Counsel/Secretary

Mike Johnson

CFO “Interim”

Club Maintenance Engineer

TBD

Pat Henderson “Interim”

Athletic Director

Kendra Lovejoy

Alexander Foss

Personal Training Department supervisor

Members Activities Department

TBD



Adrian Haid

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Adrian Haid – Founder & CEO

Mr. Haid was born on May 28, 1950. He is business with minor in economic graduate of University of Minnesota (Mankato). Has gained considerable experience in Fitness Club operations and administration over the past 25 years, having held a variety of low and high visibility managerial roles at small, large and reputable facilities. Prior responsibilities have included responsibility for daily operations, administering hospitality controls, membership sales and marketing, equipment purchase, floor design , over all design of a nigh end family wellness and fitness facility, equipment selection and purchasing, demographic analysis, site selections, overall sales and marketing strategy, attrition and retention philosophy. He has been responsible for multi-million dollar budgets and has been integral in his facilities generating as much as \$5.2 million in annual revenues. During his tenure as an executive level professional in the Health & Wellness industry, Mr. Haid has developed a passion for bringing “next-generation” family and fitness life style resort center options to the public, and has actively pursued this dream over the past decade. Mr. Haid has put together several highly experienced, visionary and energetic individuals who are presently involved in the fitness industry to join him in this new endeavor to develop and lunch this fabulously high end, completely family orientated wellness and fitness life style resort in up and coming and under served suburban areas of the Minnesota with great growth potential and ultimately other locations in other states through out the United states.

Steven E. Boynton: *President/General Counsel*

Flagship Fitness’s Secretary/Legal council

Steve Boynton was born in 1959 and raised in Champlin, Minnesota where he resides today with his wife and three children. He graduated from Anoka High School in 1978 and then attended Principia College in Elsah, Illinois where he received a Bachelor of Arts degree as English major.

After college, Steve moved to Boston, Massachusetts where he worked as a Staff Writer and Advertising Sales Executive for New England Sports Magazine. He later became the New England Territory Manager for Chesley F. Carlson Co.

In 1988, Steve moved back to Champlin, Minnesota to attend law school. He received his J.D. degree from Hamline University School of Law in 1991. For the past 22 years he has assisted individuals and business entities in a variety of legal matters. Additionally, he has served as general counsel for several companies including Vertical Endeavors, Inc., Nicros, Inc. Summit AR, Home Bridge, LLC and Hamilton Taylor Homes, Inc.

Steve Boynton also served as the Mayor of Champlin, MN from 1993 to 2006. During his capacity as mayor he was instrumental in negotiating and developing the entire business community, including the negotiation and development of a major fitness facility with Life Time Fitness. His experience as a lawyer and Mayor make him uniquely qualified to handle the daily challenges posed by today’s business environment.