

William J. (“B.J.”) Fair – Sr. VP, Chief Development Officer

825 Berkshire Blvd. Wyomissing, PA 19610

B.J. Fair was hired as Sr. VP, Chief Development Officer on January 6, 2014. In this role he oversees all of the company’s development, expansion and acquisition opportunities. B. J. brings 30 years of real estate and resort operation experience to this position including senior management positions at leading consumer entertainment entities with large scale development projects including American Skiing Company, Universal Studios and Disney Development Company.

Mr. Fair previously served as President and Chief Executive Officer of American Skiing Company where he had oversight of ten ski mountain resorts (Steamboat, The Canyons, Heavenly, Killington, Pico, Mount Snow, Sunday River, Sugarloaf, Sugarbush and Attitash) which included ski operations, nine hotels, condominium operations, food and beverage operations, retail and rental operations, real estate brokerage and development. Mr. Fair orchestrated the financial turnaround of the company which culminated in the successful sale of all of the resorts. Prior to American Skiing, Mr. Fair was President and Director of Universal Studios Port Aventura in Tarragona, Spain. In this role Mr. Fair was responsible for establishing the strategic direction, business planning and master planning to grow the regional theme park and surrounding 2,000 acres into an international resort destination, including the planning and development of two 500 room on-property resort hotels. Mr. Fair joined Universal in 1996 as Senior Vice President, Business Planning in the Universal Creative Division which was responsible for the design and construction of the Universal Studios theme parks where he led the design and preconstruction team on the Universal Studios Osaka project. From 1992 to 1996 Mr. Fair was with the Disney Development Company as the Director of Finance and Business Planning focusing on the development and economic feasibility of the \$1.4 billion Disneyland Resort Project. Mr. Fair began his career in master planned community development holding senior positions in the development of the Monarch Beach community in Southern California. Mr. Fair has previously served on the Board of Directors of numerous companies including American Skiing and Squaw Valley Ski Corp.

Mr. Fair earned a Bachelor of Arts with a double major in Economics and Political Science from Claremont Mens College (now Claremont McKenna College) in Claremont, California and a Masters in Business Administration from The Wharton School, University of Pennsylvania.