

W-I-S-E
a s s o c i a t e s

THE OWL

With a history of existence for sixty million years, the owl has held a perpetual fascination for mankind in almost every culture throughout the world. Ancient Greeks, dynasties in China, the Old English and North American Indians are but a few that have represented the owl in their hieroglyphics, artifacts, legends and literature. No other bird throughout history has been so deeply revered, so greatly feared, or so thoroughly respected. The owl has been a symbol of superstition, wisdom, prophecy, truth and omniscience. To understand the owl's symbolism is to understand a culture.

W.I.S.E. Associates selected the owl to represent the company because of the bird's universal recognition by cultures worldwide. W.I.S.E. works with an international clientele and concentrates on understanding foreign markets, cultural traditions and economic systems as a basis for effective business management. As world cultures throughout time have looked to the owl for wisdom and foresight, companies today look to W.I.S.E. Associates for international consulting, expertise and guidance.





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THE W.I.S.E. CONCEPT

Corporate growth is a common necessity to remain competitive in today's global marketplace. For this reason companies are expanding into new markets, often to foreign countries. W.I.S.E. Associates recognizes these world trends and sees clearly the opportunities available for corporate entities and entrepreneurs.

W.I.S.E. Associates – Weiskopf International Services & Events provides business development research, strategic marketing and effective business management for corporate growth. Our consulting expertise for both international and domestic business focuses on the following industries:

- **HOSPITALITY**
- **PROPERTY DEVELOPMENT**
- **RECREATION**
- **TOURISM**

Domestic and international product or service development is critical to a company's long-term growth and profitability.



- **WORLD MAP**
The total marketplace.
- Heidi Weiskopf, President of W.I.S.E. Associates, meets with potential clients to discuss corporate objectives and W.I.S.E. consulting services.

W.I.S.E. CONSULTING

“Successful multinational business management requires an understanding of market demographics, cultural traditions, languages, international business practices, and economic and political systems.”

HEIDI WEISKOPF
President
W.I.S.E. Associates

Upon contracting W.I.S.E. Associates, the consulting process begins with a review of client needs and three possible corporate growth strategies. Together client and consultant will select the most advantageous strategy for reaching corporate goals. Growth strategies for consideration are:

1. INTERNATIONAL VENTURES

Develop a new site or introduce a new product in a foreign country.

2. INTERNATIONAL MARKETING

Expand existing promotion and marketing strategies to foreign countries.

3. DOMESTIC MARKET EXPANSION

Target untapped domestic market segments.

For each of these three strategies, W.I.S.E. provides a diversity of services to help your company capture new customers/clients and profits. By partnering with W.I.S.E. Associates, we will simplify the evaluation of a new market opportunity, plan a successful market entry and/or establish a strategic marketing program.

To assist your business development:

SPECIALIZED SERVICES

- REGIONAL BUSINESS REPORTS
- INTERNATIONAL EXPANSION/ENTRY STRATEGIES
- CROSS CULTURAL COMMUNICATIONS
- MARKET STUDIES
- MARKETING FOR ETHNIC SEGMENTS
- PROMOTIONAL STRATEGIES
- PROJECT MANAGEMENT
- CUSTOM REQUIREMENTS

LEGEND

- SERVICES FOR DOMESTIC STRATEGIES
- SERVICES FOR INTERNATIONAL STRATEGIES

A consulting relationship may be established for one or several services. Regardless of the extent of your particular requirements, W.I.S.E. is committed to developing a close working relationship with you and your associates. Our only standard is excellence in all consulting capacities. W.I.S.E. Associates will meet project demands, adhere to budgets and function as a value-added resource for your company.

INTERNATIONAL

The need for capital, technology, development and business management expertise in emerging markets around the world offers great opportunity for investors and growing companies. W.I.S.E. Associates' customized services, based on comprehensive research, will facilitate risk analysis and critical decision-making for international ventures. International services include, among others, Regional Business Reports, International Expansion/Entry Strategies and Cross Cultural Communications.

Services are described as follows:

REGIONAL BUSINESS REPORT

This report is ideal for companies exploring development in a foreign country. Gathering country specific research is not only wise, but also routinely required by investors when assessing risk. W.I.S.E. Associates will provide you with detailed and comprehensive research, covering five areas of critical consideration when doing business abroad.

1. Geography & Environment:

covers human and economic geography for a country — population, natural resource distributions and infrastructure systems.

2. Political & Economic Risk Analysis:

provides the long-term political, economic, development and security prospects for a foreign country. Information covers areas influential to the business sector: government structure, state role, interest groups, political parties and the policy-making process. Other factors affecting market stability such as economic policies, current economic patterns and major industries also will be covered.

3. Investment & Legal Issues:

examine investment policies, major regional trade barriers and intellectual property protection. Any pending foreign legislation that may impact doing business in the foreign country also will be addressed.

4. International Role:

includes regional organizations, trade partnerships and/or free trade agreements, and how each of these areas may affect business prospects.

5. Culture:

describes religious traditions and socio-cultural dimensions that have direct impact on business operations.

Radisson's International Expansion: Costa Rica

Prepared by:
W.I.S.E. Associates



Radisson's International Business Development

Tourism plays a significant role in Costa Rica's economy

	1989	1993	1994	1998E
Receipts	\$200 Mil	\$500 Mil	\$685 Mil	
Arrivals	376,000	690,000	761,500	1.2 Mil
Room Supply	5,456	13,000	14,000	30,700

Source: ITC/NTDB

Radisson's International Business Development

Constraints

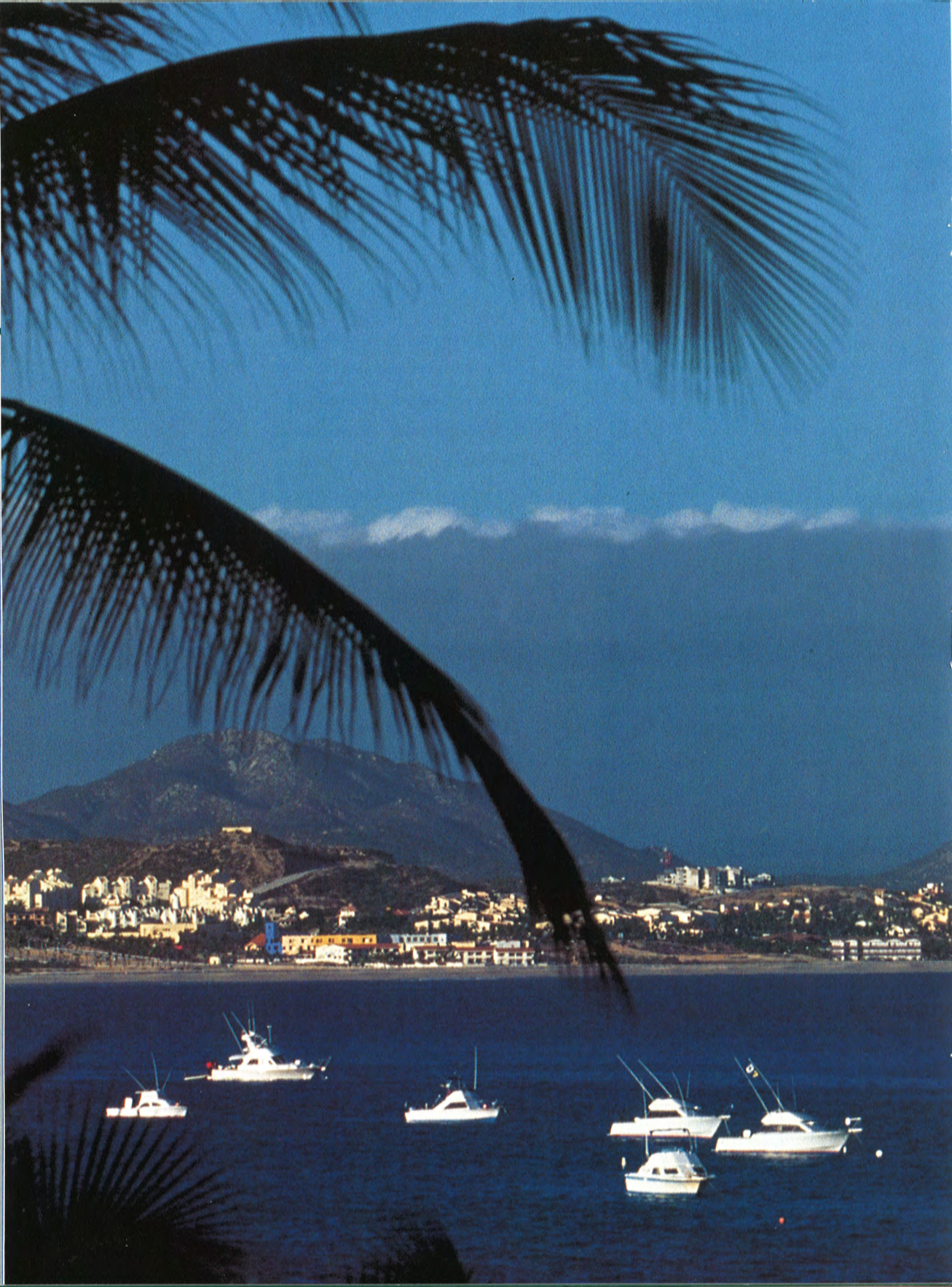
- Labor
- Environmentalists
- Competition

Investment Issues

- National Registry
- No performance requirements
- TAX LAW 1992-30% RATE
- Financing options
 - Borrow local
 - JV
- Insurance - OPIC



W.I.S.E. Associates prepares slide presentations for clients to summarize research results and strategies.



INTERNATIONAL

INTERNATIONAL EXPANSION/ ENTRY STRATEGIES

Developing an **action plan** for international market entry is the next step after initial research. W.I.S.E. begins with an outline of foreign investment policies, major regional trade barriers, and incentives and disincentives to undertaking an international venture. Your company's industry in the designated foreign market, as well as the future outlook and major competitors will be examined thoroughly. From these elements W.I.S.E. Associates will recommend an aggressive strategy for a successful international market entry.

CROSS CULTURAL COMMUNICATIONS

Interpersonal-intercultural communication and interaction skills are necessary for effective multinational management. The background provided in this report will summarize cultural aspects of verbal and nonverbal behavior of persons from a particular culture. This information will assist your ex-patriots with their initial adjustment to a foreign culture, and most importantly, the challenges of managing employees from a country other than their own.

"W.I.S.E. Associates provides expertise in identifying markets for golf resorts and manufacturers to expand into. Market research is one of many areas of expertise."

VAUGHN RIST
Vice President
Spalding Sports Worldwide

WORLD SPORTING GOODS

TABLE 2.4
FASTEST GROWING MKTS FOR U.S. IMPORTS
Average Annual Growth (%)

Top 10

Chile	40%
Bulgaria	33%
India	25%
Portugal	25%
Philippines.	23%
Argentina	20%
Guatemala	20%
Honduras	20%
Hungary	20%
South Korea	20%

Source: NTDB, 1996



- **BAJA CALIFORNIA SUR, MEXICO**
A market where tourism and resort development is growing rapidly.
- **TABLE**
W.I.S.E. examines the world sporting goods industry to determine markets with the greatest potential for expansion.
- **OCEANO FAIRWAY HOMES – PALMILLA PROPERTIES, LOS CABOS, MEXICO**
Palmilla is an international development with a cross section of real estate buyers from around the world. Marketing for residential and golf resort communities is a W.I.S.E. Associates' speciality.



DOMESTIC & INTERNATIONAL

W.I.S.E. Associates provides additional services applicable for both domestic and international business including Market Studies, Marketing for Ethnic Segments, Promotional Strategies, Project Management and a host of others.

Service descriptions follow:

MARKET STUDY

A Market Study is an integral part of feasibility analysis. A Market Study contains several sections, and provides demographic information and statistical data on a designated market segment.

1. The **demographics** section examines factors including age, gender, ethnicity, education, income, occupation and area growth rates.
2. The **consumer profile** highlights areas of life and leisure such as media preferences, recreational activities and vacation destinations.

3. The **opportunity assessment** utilizes four variables to determine market potential and profitability:

Measurability – market size

Substantiality – purchasing power and sales estimates

Accessibility – media and distribution channels

Actionability – marketing programs and resources

A Market Study prepared by W.I.S.E. Associates is imperative for proper analysis of new ventures, both domestic and international. The resources provided will define characteristics of your target clientele and its associated lifestyle habits for development of effective marketing.



Investors want assurance that their Return on Investment (ROI) is secured by both qualitative and quantitative data, reflecting accurate research and realistic projections.

■ DORAL GOLF RESORT & SPA, MIAMI, FLORIDA

Heidi Weiskopf helped Doral target a growing market — South American golfers/tourists to Miami. Ms. Weiskopf recommended international marketing strategies in three phases to generate business development and higher profits.

■ GOLF

A popular and growing recreational activity enjoyed by millions around the world.

DOMESTIC & INTERNATIONAL

"Heidi Weiskopf provided us with fresh insight into Latin American markets, and conducted qualitative research and background work.

Heidi presented us with recommendations for integration (of international promotional strategies) into our existing

marketing program. I compliment

the quality of the work we received."

JOEL PAIGE
President
Doral Golf Resort & Spa

MARKETING FOR ETHNIC SEGMENTS

Cultural diversity represents the common marketplace. Ethnic segments often remain untapped marketing opportunities for many companies. When considering viable strategies for business development, W.I.S.E. Associates will assist your company with assessing the size and profit potential of an ethnic marketing opportunity for your particular product or service. Key demographic, cultural and lifestyle characteristics of a target ethnic segment will be explained. W.I.S.E. Associates then will develop a customized strategy to reach a specific market group.



PROMOTIONAL STRATEGIES

Finding and promoting a unique point of difference in a client's product is critical for successful marketing and sales. W.I.S.E. Associates designs creative promotional strategies to establish a client's competitive edge and a strong identity in the marketplace.

Along with creative marketing and publicity, logo merchandise and special events are often worthy additions to a promotional campaign. A separate division of W.I.S.E. Associates coordinates merchandising activity and events management.



MARKETING AMENITIES

W.I.S.E. concentrates on amenities such as golf, tennis, spas and meeting facilities as marketing tools to create overall awareness for resorts, and to sell real estate faster and at higher prices for developers.

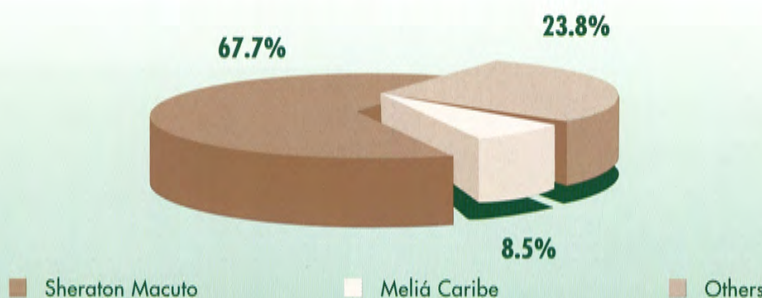
PROJECT MANAGEMENT

Clients hire W.I.S.E. Associates to manage operational activities or isolated corporate events. Examples include implementation of marketing campaigns, seminars, training programs, advertising media or other specific requirements. W.I.S.E. Associates will provide its staff, equipment, services and status reports for short or long-term projects. By contracting W.I.S.E. Associates for project management, we will free your staff to focus on new business and corporate procedures for higher productivity.

OTHER SERVICES

- Forecasting & budgeting
- Marketing "SWOT" analysis (Strengths-Weaknesses-Opportunities-Threats)
- Competitor analysis
- Research analysis
- Presentations
- Media translation to foreign languages
- Events management

FAIR MARKET SHARE – CARACAS RESORTS



W.I.S.E. Associates conducts Competitor Analyses to examine the marketing strategies of the newest and oldest, strongest and weakest industry competitors.

For the Sheraton Macuto located in Caracas, Venezuela, we compared elements of the marketing mix with a "competitive set," including the Sheraton Macuto's adjacent competitor, the Meliá Caribe.

"We needed immediate coordination of corporate golf and tournament merchandise three months before our Senior PGA TOUR event. Heidi Weiskopf joined our staff, assessed the status of the program and determined an action plan. Heidi's creative ideas and organizational systems will remain a part of The Tradition merchandise program for years to come."

CAROLYN GEIST

Business Manager
The Tradition at Desert Mountain
Senior PGA TOUR

PROFILE: HEIDI WEISKOPF

"Heidi Weiskopf puts tremendous energy into each project she undertakes. Her creativity gives life to each task, and her attention to detail ensures a professional result. Heidi's golf background, marketing spirit and international contacts are a rare combination. She is an ambitious young woman with tremendous potential. Her strong personal character is the foundation of all she does."

BRADLEY QUAYLE

Vice President, Marketing & Corporate Development
KSL Recreation Corporation

As President of W.I.S.E. Associates, Heidi Weiskopf provides a diversity of talents to meet individual project needs. Her expertise comes from an extensive background in management and consulting positions in various industries, and a complete academic career at top ranking educational institutions.

Heidi Weiskopf's work experience covers the areas of management, marketing, research, programming, budgeting, public relations, customer service, real estate sales and special events. Travels have taken her to many regions of the world including Eastern Europe, Western Europe, the United Kingdom, Africa and Russia. Heidi's experience in living and adapting to foreign cultures is an asset to her understanding of international market research, and more importantly, correlating the information and its relevance to her clients and their projects.

Heidi completed her Bachelor of Arts in Business Administration from the University of Washington and her Master of International Management from the world renowned THUNDERBIRD – American Graduate School of International Management. Her studies have covered all functional business areas,

as well as business environments in many regions of the world, with emphasis in international marketing management and the Latin American region.

Heidi Weiskopf is the daughter of Tom Weiskopf, a PGA and Senior PGA TOUR player. Heidi has been exposed to many facets of the golf industry including tournaments, sponsors, equipment, hospitality, golf course and resort development, and club memberships. Because of her background and industry contacts, Heidi Weiskopf brings a unique expertise to consulting for resorts and golf related enterprises.

Heidi's project/clientele resume also includes other outdoor sports related businesses, tourism ventures and corporate events.





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a s s o c i a t e s

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