

# PROCEDURE

## NEW PUBLIC REPORT APPROVAL

### Pre-Approval Notification

- **Michelle Monet (Legal)** will send an email to Jennifer Robinson (Contracts), Anna Sosinsky (Sales Ops), Heidi Spurgin (Brand Creative), and Michelle Franklin (Inventory), with a cc to Chris Jhang (Legal) and Steve Inman (Legal), giving a “heads up” that a new Public Report is close to being approved, when receiving any communication from the BRE indicating this is the case. Notification will include anticipated approval date, new Public Report ID number (A\_\_\_\_), and summary of changes from last version.
- **Michelle F./Keala Stevens** will complete/finalize build out of inventory in TSW.

### Public Report Approval

- Once **Michelle M.** has received approval from the BRE, verbal or written (e.g., via email), she will update the Pre-Approval Notification Group.
- If a legible scan of the new Public Report is made available by the BRE, **Michelle M.** will compile all necessary exhibits (currently 16), including any new exhibits (Schedule B summary page from Title Report for each new component site), and create a PDF version of the official Public Report, which will include the portion sent by the BRE and all referenced exhibits within that document.
  - If unable to obtain a legible scan of the approved document from the BRE, this procedure will be completed once the original document is received from the BRE via mail.
  - This procedure will be completed within 2 business days or less.
  - **NOTE:** Be mindful of the pagination, so that the Notice of Cancellation page is always the first page, and the cover cancellation and title pages are always on the right side. Leave/include a blank page following the Notice of Cancellation page if necessary in the final PDF. Also, sometimes the pages received from the BRE are not in the correct sequence and need to be rearranged before scanning as a PDF.
- Once the Public Report is fully compiled and scanned as a PDF, **Michelle M.** will send this PDF to Jennifer, Anna, and Heidi, and cc to Michelle F., Chris, and Steve, with a summary of inventory added and any additional changes within the report.

### Launch Date Confirmation

- Within 2 business days after receiving the Public Report, **Anna** will send an email to Jennifer, Michelle M., Chris, Steve, and Heidi, confirming the launch date for the new Public Report. This date will generally be within 2 weeks of the BRE approval date (or date we receive the Public Report from the BRE), falling on the last Friday.

### Contract Changes

- Once the launch date has been confirmed, **Jennifer** will send an email to the Contracts and Underwriting Teams (for necessary contract changes) giving notice of the new Public Report launch date, and attaching the Public Report itself.

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### Website Update

- Once the launch date has been confirmed, **Michelle M.** will submit an IT Service Desk Ticket, providing the Public Report and instructions on exact date to load onto the Welk website homepage (launch date). Help Desk submission shall cc Keala Stevens, Harold Hamernik, Mark Campbell, and Rich Noble.

### Sales Ops Notification

- Once the launch date has been confirmed, **Anna** will send a notification email, with Public Report attached, to Ann Ellis (Operations) and Margaret Ann Lynn (VLO), and cc to Chris, indicating the Launch Date, and forwarding the summary of inventory added within the Public Report and any additional changes.

### 5 Business Days Pre-Launch

- **Heidi** will create a new project in Zendesk to archive and track changes. She then updates the Dropbox file for the USB Key with the new Public Report (in PDF), in folder 01, and sends a link to Anna.
  - Heidi will ensure that the Public Report has the proper electronic name (“A. CA Final Time-share Plan Public Report and Notice of Cancellation Rights”), and scan the document to ensure it is the right version and begins with the Notice of Cancellation Rights page.
- **Heidi** may propose to Chris, Anna, and other appropriate parties, as to whether any other documents should be updated at the same time (e.g., Experiences Collection map, new collateral for Experiences by Welk, etc.). Those documents will be approved and barcoded by Legal as needed.
  - NOTE: Since the Branson version of the USB Key does not include a Public Report, it should not be impacted by Public Report changes. However, if any other documents are added, Heidi will make appropriate updates to those folders as well.
- Once the updated link has been reviewed and approved by team, **Heidi** will then combine the newest public report with the most recent Welk Resorts Platinum Owners Association Financial Statements (Exhibit C of USB key content), as approved by Jennifer Robinson, and circulate for team approval. Upon approval, the combined document (generally called Combined Public Report and Financials (date here).pdf) will then be forwarded to the Sales Ops team (primarily Alberto Gonzalez and Anna Soskinsky) for internal distribution. This documents may be approved and barcoded by Legal as needed.
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### 3 Business Days Pre-Launch

- **Anna** will coordinate with her team (Sales Ops) to ensure they are ready to implement the new Public Report on the Owner USB Keys on the Launch Date. (This includes instructing her team to download the full folder 01 from the Dropbox account, rather than any individual files, to minimize human error.)
- **Anna** will ensure the Branson site applies a different approach to updating the Owner USB Keys, since they follow a different procedure.

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- **Jennifer** will ensure her teams are updating and testing necessary contracts.
- **Michelle M.** to provide Alberto Gonzales additional document to include:

### **1 Business Day Pre-Launch**

- **Michelle M.** will notify the Executive Group (Ron, Carisa, Brad H., Darrell, Ira, Trina, Jim) plus all other necessary departments, of the Launch Date for the new, approved Public Report, while providing the full Public Report itself, along with a brief summary of changes and added inventory.
- **Anna** will ensure with her team that the Owner USB Keys with new information will be provided to all VLOs, along with sets of hard copies, on the Launch Date.

### **Launch Date**

- The VLO, Contracts and Underwriting, Sales Ops (USB Key), and IT (Website) teams all begin using the new Public Report.

