

WILLIAM E. WYROUGH, JR.

**9004 Rushing River Way
Niceville, Florida 32578**

EDUCATION

J.D., 1990

Stetson University College of Law, St. Petersburg, Florida

M.B.A., Operations Research Concentration, 1983

The University of Alabama, Tuscaloosa, Alabama

B.A., Pre-Law Major, 1981

The University of Alabama, Tuscaloosa, Alabama

EMPLOYMENT

Attorney, solo private practice, January 2002 – Present

President, Tropical Visions, Inc., August 1998 – Present

Staff Attorney, The Florida Legislature, February 1995 – June 1998

Senior Attorney and Associate General Counsel, The Florida Public Service Commission, July 1990
– February 1995

Manager, AT&T, New Jersey Headquarters, June 1983 – July 1987

CIVIC SERVICE

Walton County Planning Commission, Former Commissioner and Chairman

South Walton Community Council, Former Member of Board of Directors

Walton County Chamber of Commerce, Former Chairman of Political Action Committee

Niceville/Valparaiso/Bay Area Chamber of Commerce

Sandestin Lions Club, Former Treasurer

Santa Rosa Golf and Beach Club (17 years member), Board of Directors (3 terms)

Honorary Commander, 96th Air Base Wing, Eglin Air Force Base

POSITION PAPER FOR BILL WYROUGH
SRGBC 2018

Upon reflection of the many years I have been coming to Santa Rosa Golf and Beach Club, as both a member, and as a guest of my late parents, the one thing that the Club does well is make people feel welcome. And for members, this welcome feeling can make people very comfortable, kind of like being home.

I think the club does a particularly good job, through its staff, of making members feel comfortable and satisfied at the Golf Course and at Mulligan's. However, for various reasons, I feel the Vue does not always create a comfortable feeling for members. However, I understand the reasons why the Vue is positioned as a fine dining restaurant at the beach on 30A.

Members will naturally feel more comfortable and satisfied at the Vue if they go more frequently and get to know the staff better. Like Cheers, people want to go where everybody knows their name. However, the reality is that most people don't go out for fine dining very frequently. Therefore, I believe we need to find a way to deliver more casual and affordable dining experiences to our members at the Beach Club, or the Vue.

During my time on the Board, we have discussed a vision to create a more casual atmosphere for members at the beach. The process to make that vision become a reality is happening now as the financial position of the club continues to improve. I can see a "Members Grill" area being created that will be a frequent stop for our members of all ages.

I am running for another term on the Board because I believe my background and skills in business and law can be very helpful. More importantly, I love the Club and I'm invested in its success.