

TARBY BRYANT

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- Senior Executive with 50 years of Profit & Loss & Cash Flow responsibility, general and operations management, development fundraising and finance expertise
- Took 501C3 Atlanta Economic Development Corporation (AEDC) from deficit to profitability, increased staffing and scope of operation in 16 months of leadership with Mayor Andrew Young as Chairman.
- Track record of successful real estate ventures to include 8 Hotels & Bed & Breakfast Inns (see below)
- Innovative problem solver and effective communicator for opening new marketing channels
- Excellent in strategic thinking, planning and execution
- Seasoned Fundraiser over 5 decades
- Natural leader in developing management, marketing and sales teams and motivating to exemplary performance

MBA in Finance with high honors, 3.8 GPA, Georgia State University, Atlanta, GA., 1967-1969

BA in Economics from Davidson College, Davidson, NC. 1960-1964

The Westminster Schools-Atlanta GA 1954-1960

US Army Intelligence Officer with 1966 tour of duty in Vietnam at MACV in Saigon and combat in Tay Ninh

PROFESSIONAL EXPERIENCE

SWEETWATER CAPITAL CORPORATION, Jasper GA 1996 to Present

Chairman and CEO of a private equity capital company that seeks to provide finance and capital to Entrepreneurs, conducts events called "The Gatherings of Angels" across the United States where private investors and entrepreneurs meet and seek investment opportunities, and offers counseling and advice to entrepreneurial companies and their management. Served briefly as a Partner in a Venture Capital firm from Boulder CO called Colorado Venture Management.

EQUINOX GROUP, LTD., Santa Fe, NM. & Jasper GA 1992 to Present

Managing Partner of a Real Estate Merchant Banking firm that concentrates and development of real estate ventures throughout the Southwest. As Qualifying Broker, I am responsible for buying, selling and leasing of commercial real estate. Established financial network in Santa Fe and Four Corners mountain region

- Organized Commercial Real Estate Brokerage in Santa Fe
- Closed transactions of leases and sales of commercial real estate
- Developed understanding of Conduits, & TIFs for Project Finance
- Developed knowledge of Native American Finance and BIA enhancement process

SANTA FE PROPERTIES, Santa Fe, NM. 1991-1992

President of Commercial Real Estate Brokerage Division within residential brokerage company, recruited, hired and supervised commercial agents and brokers, created incentive compensation, brokered and sold real estate, developed marketing and advertising program for division, conducted numerous training seminars, developed quarterly commercial real estate magazine called Santa Fe Report, sponsored quarterly seminars for community on commercial real estate and investment opportunities,

COLLEGE OF SANTA FE

1993 to 2012

UNIVERSITY OF PHOENIX

UNIVERSITY OF NEW MEXICO

Adjunct Professor at MBA level in Finance, Financial Management, Financial Analysis, Business Plan Creation, Entrepreneurial Survival Skills, Leadership, Motivation and Ethics

BRAEMAR GROUP, LTD.,

1967-Present

Managing Partner for Real Estate Merchant Banking firm with Commercial Brokerage and Finance, project facilitation, Created public-private joint ventures, Organized syndicates, partnerships and acquisition groups for real estate ventures, organized investment conferences and seminars, developed Global Capital data base for Atlanta and published quarterly reports, sourced global capital for investment in Atlanta, facilitated MNC joint ventures for development, negotiated parking concessions for Hartsfield International Airport and CNN Center for major parking company, provided project finance for apartments, office buildings, industrial parks, office condos, hotels and retail complexes.

- Managed three to six partners and production performance
- Founded Atlanta's first Real Estate Merchant Banking firm
- Facilitated Georgia Dome land purchase from CSX Railroad
- Conceived of and crafted MNC joint venture for 53 story mixed use complex-now Four Seasons Hotel-Atlanta
- Developed worldwide contacts and network for finance of ventures
- Managed talented professionals and achieved goal congruence.
- Financed hotels and acquired and repositioned others for investors & JV Partners
- Provided finance for emerging medium sized businesses
- Merged two medium sized retail sales organizations
- Conceived of and implemented investment seminars on "CBD Investments "
- Managed and leased Paper Mill Village 50,000 sq. ft retail complex and sold adjacent office condos.

ATLANTA ECONOMIC DEVELOPMENT CORPORATION, Atlanta, GA.

1985-1986

President of 501c3 City of Atlanta controlled development arm and responsible for staff of 18 professionals and administrative staff, selected CEO in highly competitive process and reorganized and energized staff, initiated monthly budgeting, raised profile and effectiveness of AEDC, conceived of and funded MESBIC called Renaissance Capital Corporation for minority venture capital for Underground Atlanta and inner city businesses, created and financed two Urban Enterprise Zones using UDAJ, EDA and bank finance, provided loans for minority citizens from CDBG funds, initiated two global trade missions, spoke at numerous Economic Conferences, became model ED corporation for South, created \$160 million dollar MNC joint venture at Hartsfield International Airport that includes four office buildings and a 400 room Stouffers' hotel, created Venture Capital Network(VCN), numerous briefings for politicians ,community leaders and international visitors, produced quarterly newsletters and annual report with monthly and quarterly financials, budgets and variances.

- Attracted Industry and Corporate Relocations to Atlanta
- Acquired understanding of and appreciation for public developmental process
- Created MESBIC and raised capital to activate of \$1,000,000 and leveraged 4 X 1
- Launched two Urban Enterprise Zones with blended finance in blighted areas
- Led AEDC to become self sufficient and self sustaining
- Developed cross cultural understanding and patience

- Implemented UDAJ, EDA, CDBG funding sources successfully
- Dealt effectively and often with press and media
- Kept Board of Directors regularly informed of activity and progress
- Briefed governmental officials and visiting VIP's
- Sourced Global capital for projects and joint ventures
- Increased profile and public awareness of AEDC
- Developed replicatable and enduring pattern of public-private joint ventures in Atlanta
- Employed blended public and private finance for project achievement

NATIONAL AUTOMOBILE ASSOCIATION, INC., Atlanta, GA.

1967-1991

Chairman of Board and CEO, Vice-Chairman, President, Executive Vice President, Vice President and Sales Manager of 13 state wide collection of Auto Clubs in South and West, Served as President of national trade association, American Automobile Touring Alliance (AATA) and on international association (AIT) Management Committee in Geneva, Switzerland, traveled extensively representing our Club and AATA.

- Managed and led home office staff of 18 and sales force of 130 salesmen/ managers
- Responsible for sales forecasts, quotas and budgets
- Met frequently with Legislators and governmental officials in D.C. for seatbelt legislation and traffic safety issues
- Responsible for introduction of Emergency Road Service into club package
- Initiated full service Travel Agency in club offerings
- Created and published Club Newsletter, The NAA Motorist

MILITARY SERVICE AND COLLATERAL CIVIC ACTIVITIES

- US Army Intelligence Corps, 1965-1967, First Lieutenant with service in Vietnam in 1966
- Past Chairman of Community Relations Commission in Atlanta
- Past President of Atlanta Jaycees and Host of the 1972 National Jaycee Convention-16,000 attendees
- Past Finance Co-Chairman for former Atlanta Mayor Maynard Jackson -1973
- Past Board of Directors of Atlanta Chamber of Commerce
- Past Chairman of Urban Crisis Center
- Past Board Member of Economic Opportunity Atlanta
- Founding Board Member of Emory Business School, Atlanta
- Former Board Member of United World College, Las Vegas, NM
- Past President of Rotary Club of Santa Fe
- Past President of Santa Feans for Responsible Growth
- Past-Chairman of UNM North Advisory Committee
- Past-President of SNAC (Santa Fe Northwest Advisory Committee)-16 neighborhood associations in Santa Fe
- Past Executive Committee of Board at The Club at Las Campanas & Chair of Hospitality & Activities Committee
- Stewardship, Communications and Finance Committee at Big Canoe Chapel, Chair of Finance Committee 2014-2015
- Jasper Rotary Club, Board of Directors and Program Committee Chair
- Past Board of Directors of Hope House-Jasper GA
- Past Secretary of North GA Veterans at Big Canoe

RECOGNITIONS

- Who's Who in Finance and Industry
- Who's Who in the South and Southwest
- Who's Who in Georgia

- Leadership Atlanta
- Leadership Georgia
- Outstanding Young Men in Georgia
- Five Outstanding Young Men in Atlanta (FOYM)

HOSPITALITY DEVELOPMENT/ MERCHANT BANKING/MANAGEMENT

TARBY BRYANT and SWEETWATER HOSPITALITY

1990-1991	Four Seasons Hotel	Atlanta, GA	243 Rooms	6,8
1985-1990	Stouffers' Hotel	Atlanta, GA	412 Rooms	1,6,8
1986-1987	Westin Hotel	Atlanta, GA	304 Rooms	1,6,8
1980-1981	Telfair Inn	Augusta, GA	121 Rooms	1,2,5,8
1979-1986	Ballastone Inn	Savannah, GA	19 Rooms	1,2,5,6,7,10
1979-1981	Augusta Hilton	Augusta, GA	214 Rooms	3,4,5,10
1978-1984	Desoto Hilton	Savannah, GA.	254 Rooms	3,4,6,10
1975-1984	Hyatt Regency Hotel	Nashville, TN	500 Rooms	3,6,9,10

Level of Involvement in Project

1. Pre-development
2. Pre-opening marketing
3. Acquisition
4. Repositioning
5. Management
6. Merchant Banking/Finance
7. Innkeeper
8. Financial Analysis
9. Syndication
10. Equity interest