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living, retirement & real estate

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## MANAGEMENT TEAM

**Patti Kilpatrick** is President and one of two founders of Solsierra Destinations, a wholesale travel company with 15 years marketing specialty travel and lodging in Mexico to Americans and Canadians via a distribution network of North American retail travel agencies. Ms. Kilpatrick began her career in Mexico tourism in 1972 with Mexicana Airlines, serving in management positions from 1974 to 1990. In Seattle, Washington, she held the position of Regional Manager for ten years where her responsibilities included sales, marketing and flight operations for the Pacific Northwest. In 1991, Ms. Kilpatrick founded Solsierra, Ltd., which implemented charter flights and tours from Seattle to Cancun via contract with a major Canadian charter tour company. In 1993, Ms. Kilpatrick, together with partner Darrell Petrie, co-founded Solsierra Destinations to offer Mexico travelers an alternative type of vacation experience. Solsierra Destinations, now in its 15<sup>th</sup> year, offers non-mass market Mexico vacations while staying in unique small hotels, boutique hotels, private villas and condos, adventure resorts, and historic inns. Ms. Kilpatrick earned a B.A. degree in Spanish and Latin American studies from Southern Oregon University. She studied in the school of Architecture at the University of Guanajuato, Mexico. She also attended Seattle University, Graduate School of Business, MBA program with an emphasis in marketing management. She is fluent in Spanish and has extensively traveled and worked throughout Mexico over the last 34 years.

**Katie Meyer** is a private consultant, providing technology solutions, Internet content creation, and affiliate marketing expertise to corporate clients in the Pacific Northwest U.S. She has over fifteen years of experience in both creative and management positions for American and international technology companies. Her responsibilities have included publications, design and website testing for Microsoft and Boeing. Ms. Meyer was Multimedia Director for Free Range Media in Seattle, where she managed client accounts while coordinating projects and producing multimedia content for Fortune 1000 clients. Ms. Meyer served as Creative Director for Flipside.com, a division of Vivendi Universal, leading the web department in design, production and content integration for large commercial entertainment sites. From 2001 to 2005, Ms. Meyer worked as Director of Web Development for ETM Entertainment Network, a U.S. online entertainment ticket sales company, and as Executive Producer for The Game Tree, where she managed designers, editors and programmers in the development of software for personal computers, Internet and land-based gaming. Ms. Meyer has an avid interest in Mexico as a place she would like to call home in the future. Over the last year, she has compiled a comprehensive database for living, retiring, and buying property in Mexico.

**Jane Custer** is President of Destination Ventures, Ltd., a travel industry training, destination marketing, and consulting firm specializing in Mexico. Mrs. Custer is a former training manager for the U.S. and Canada for Mexicana Airlines, and founder of the popular "Come to Know Mexico" travel agent training program. She was Sales and Marketing Manager for a major Mexican resort property, has worked as a travel agent, and as account manager for the Mazatlán Tourism Trust promotional campaign. Mrs. Custer is fluent in Spanish and has traveled internationally for the past 30 years. Mrs. Custer attended the University of the Americas in Cholula, Puebla, and ITESO in Guadalajara, Jalisco, Mexico, and holds a Certificate in Training and Human Resource Development from UCLA.

**Greg Custer** is Vice President of Destination Ventures, Ltd., co-founded in 1991 with his wife, Jane Custer. Destination Ventures trains travel agents to become Mexico travel sales experts using various media including e-learning programs, travel trade shows, seminars, and familiarization trips. Mr. Custer's experience consists of 13 years in operations, sales and training with various U.S. and Mexican airlines: TWA, Mexicana Airlines, and Aero California. He also served as Director for the Central Oregon Visitors Association. He is fluent in Spanish and has traveled internationally for more than 25 years. Mr. Custer earned a B.A. and Masters degree in Latin American Studies from UCLA.

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