



CHEF NEAL
NORMANDIE by CHEF NEAL
5190 S. Valley View, Suite 100
Las Vegas, NV 89118
August 21, 2008

Sun City Anthem Community Association, Inc. Board of Directors
Attn: President Roz Berman, VP Carl Weinstein, Treasurer Shirley Cheri, Secretary Roger Cooper,
and Directors Bob Frank, Barry Friedman and Mike Dixon
Copies to: SCA Community Managers Terry DaSilva and Caren Carrero
2450 Hampton Road
Henderson, NV 89052

Dear Board of Directors:

As you know, we participated in the previous Trumpets Working Group process, but because we did not learn of your Trumpets RFI/RFP until the day it closed, we did not have sufficient time to carefully evaluate your requirements and to submit a fully responsive bid. But, even with only a couple of hours to prepare a submission, our group was highly ranked as 5th out of the 12 proposals.

Since that time, all four of the other companies have failed to meet your needs, and I have had time to prepare a responsive proposal. As you will see from this letter and the attached document, we are prepared to win and keep your business by delivering exactly what you and your members want and need in Trumpets.

Over the past decade, I have become a great admirer of the Del Webb Sun City Crown Jewel that Anthem in Henderson represents, and I would like to request the opportunity to meet with the Board to explain why it would be good to use our team to quickly re-open and operate your Trumpets Restaurant, bar and catering services. I believe our team has the combination of culinary skills, food service experience, business expertise, resources, and boundless enthusiasm needed to quickly turn your Trumpets Restaurant into the exciting dining experience it was meant to be! Our Chef Neal organization is uniquely capable of meeting and exceeding Sun City Anthem's community expectations.

Based on current information, I understand a large segment of your community members have expressed the strong preference that you re-open the Trumpets Restaurant, Bar and catering services as soon as possible. I also understand that the majority of your Board and many of the most vocal members of your community tend to prefer a flexible restaurant menu centered on continental cuisine, and that you would like to test the feasibility of limiting access to your restaurant and banquet hall facilities to community members and guests.

My formal training has been in the Swiss/French styles, and our organization proposes to provide a wide variety of other cuisines to satisfy the international diversity of your large community. I doubt that any other Las Vegas organization interested in serving your needs could match our diverse food styles and options--at the values we offer. Under our management, your Trumpets Restaurant and Hanneman Hall will

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become the Sun City Anthem member's preferred place to dine, share a beverage, and sponsor their celebrations.

We are also enthusiastic about accepting the challenge of making Trumpets successful as a members-only amenity. As the hundreds of Sun City Anthem Women's Club members can attest, we offer consistently high quality food at reasonable prices, and our service is unbeatable! We are in the food services business because we love food, we love making other people happy through our food, and the joy of customer satisfaction in our food and service is what drives us to achieve our sustained excellence. I am certain you will find Chef Neal's team will be everything (and more) that your members are seeking. And, I am equally confident you will find us reasonable to deal with, and always eager to please.

Now, to get more into the details of what we propose to do for Sun City Anthem. It is my professional recommendation that several dynamic changes should occur in order to meet all your expected needs. This calls for a more effective restaurant management style, highly-regulated implementation of food quality and diversification of the daily functions (i.e., multi-level food services, scheduling stability, meal planning, affordability, special events, catering, etc.). This approach will provide much greater satisfaction with the menu, service and delivery expectations.

I propose that you contract with me as the signature Chef and utilize my exclusive services for twelve months. During this time you would provide the facilities, furnishings and equipment needed to operate the restaurant, bar, and catering kitchen. If we are mutually satisfied with the results at the end of the agreement period, we could extend the agreement or convert it into a multi-year lease. Using this approach, I can incorporate my culinary vision, innovative food & special event ideas, and significantly improve the professional service levels and member benefits. As a highly successful, broadly-experienced, and award-winning Chef and acclaimed Restaurant Owner, I believe you would find it mutually advantageous for us to partner together to supply your community's growing needs. I can be trusted to do an exceptionally outstanding job of providing service for your members while also providing the practical business management of your premises needed to grow and protect your overall SCA property values.

Trained and appointed as a Chef at the world-famous Westin Hotels in Chicago and Beverly Hills, I have had the honor and opportunity to provide my culinary accomplishments, and offer my signature dishes, to U.S. Presidents, well-known Entertainers, Famous Music Personalities and Professional Sports Figures. I have also served appreciative audiences wherever I have traveled. Since 1994, I have resided and served my special and classic recipes in Las Vegas. I have performed my culinary skills at Caesar's Palace's *Bacchanal* and the Stratosphere's *Top of the World* Restaurants.

I also started my own Bistro & Catering Services with great success while building a faithful following of clientele. During a time when hundreds of LV restaurants have failed, my customers have grown and kept on coming back for seconds and more. Such customer loyalty has helped us become one of those rare start-up restaurant success stories. We can do it for Sun City Anthem too! How do we do it? I am blessed with a relentless passion and talent to share my consummate love of traditional international classics, as well as inspire new recipes for the widest range of discriminating patrons. In addition, I have proven I can recruit, train, motivate, and retain high quality people while building an organization. I also plan to hire qualified seniors from within the Anthem community area to help provide the top style and service expected by discriminating customers of the fine restaurant that Trumpets will become under our management.

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With the Trumpets opportunity, I am very excited about the chance to invest my time and talent into making this restaurant and its related services a huge success for your members. Our team is eager to provide Sun City Anthem with the absolute best food, truly exceptional service, and the unquestioned best dining value in Henderson. Together, we will transform Trumpets into becoming the best it can be!

When considering your resident complaints, I believe I understand the frustrations of your community at not having access to the often-promised restaurant, banquet, bar, and catering capabilities. But, if you decide to grant us the opportunity to prove we can faithfully and reliably deliver what is needed, you will confirm what the SCA Women's Club has already learned--that we have what it takes to deliver the food and services required to create an exciting transformation in Trumpets. As we all know, any company can make empty promises just to win a contract. But, we have proven to SCA members we will deliver on our commitments. You can believe that no one will deliver better results for you than Chef Neal's organization.

Our enclosed proposal uses information received from your RFP and recent SCA documents. It recommends a scope of work that includes objectives, procedures, identification of responsibilities, and estimated fees, and incentives for my company to be able to satisfy our bottom line, keep all operations moving forward, and to maximize the services for your community and your Community's elite reputation. This proposal highlights some possible value-added benefits, new features, and reveals some potential areas of centralized expansion. It is designed to reduce our mutual risks on starting a venture such as this, and stimulate rapid successes in just a few months. It also allows for graceful exits in the unlikely event that either party should discover that uncontrollable forces have created overriding barriers to Trumpets success.

In conclusion, I believe you do not need to search for other interested companies or to spend money on a broker--at this time. With our group, you have exactly what you need to proceed. Only our Chef Neal organization has already invested in your community and already proven is has the skills and high interest to satisfy hundreds of your Sun City Anthem members. Our proposed approach shows that we provide a low-risk business opportunity for the SCA Board of Directors, and we respectfully request you move ahead with negotiating an agreement. We are ready and willing today to TEAM with you--in every sense of that word.

Thank you for taking the time to review and respond to this amended proposal. Please always remember, I am here to help. Please advise me how I can be of greatest service to you and your unique organization. We are committed to your success for the short- and long-run!

Very sincerely yours,

Chef Neal Salvino
Owner, NORMANDIE by CHEF NEAL

Enclosed: Detailed Proposal

Proposal - Addendum – August 21, 2008
NORMANDIE by Chef Neal
Suggested Approach for Sun City Anthem Trumpets Restaurant
(Initial Proposal Submitted December, 2007)

ASPIRATIONS:

Implement the Chef Neal unique combination of signature recipes, artistic presentation, exciting events, ground-breaking grand openings, multi-level menus, innovative theme parties, corporate meetings, wedding receptions, and catering delivery services. Success of this project is dependent not only on the professional quality products, services, pricing, presentation, and my customer care appreciation but also on my staff's skills, team efforts, and combined willingness of the SCA CAI member patrons to strategically support my company as frequent customers.

SERVICES & RESPONSIBILITIES:

Basic Terms & Conditions of a proposed Agreement with Sun City Anthem Community Association, Inc (SCA CAI) and Normandie by Chef Neal LLC, Restaurant, Banquet, Bar, and Catering (Normandie):

1. Basic Contract: Service agreement to operate the “Sun City Anthem Community Association’s Trumpets Restaurant and Bar” and to use the associated kitchen facilities and equipment to create highly popular food services for SCA members and their guests, and to produce a reasonable net profit to Normandie.
2. SCA Business Objective: SCA CAI’s annual business objective is to break even when access to its premises is limited to members and guests. The costs to association members to reserve the repair and replacement of furnishings and equipment will not be part of a break-even analysis. The objective can be revised if the service contract is converted into a long-term lease based on mutual consent by both parties.
3. SCA Provided Premises, Furnishings & Equipment: SCA CAI will provide and maintain the basic restaurant premises, furnishings, and kitchen equipment. Normandie will replace and/or repair any damages to SCA furnishings and equipment while in residence and/or in full occupation of said premises.
4. Additional / Custom Business Equipment/Services: Normandie will provide all additional, custom business equipment (e.g. office equipment, custom kitchen equipment, etc.) and services required to offer the Trumpets food and catering services.
5. Restaurant Name Change: Normandie by Chef Neal LLC recommends that the “Trumpet’s Restaurant & Bar” name be changed (e.g., “Sun City Anthem by Chef Neal”, “SCA by Chef Neal”, “Trumpets by Chef Neal” etc....). In order to arouse the community’s interest and successfully meet the new expectations of SCA’s private community, a new name change is imperative. A new name change implies a new experience for SCA’s discriminating and elite members. The addition of “by Chef Neal” to the restaurant & bar name denotes the exclusivity and personalizes the elite quality associated with providing a successful signature Chef devoted to SCA members.
6. Menus, Prices, Beverages and Operating Hours: Normandie will establish the menus centered on an international cuisine style and, in addition, will offer a wide variety of food types and styles for restaurant, catering services and special events. It will establish food and beverage offerings and prices to serve SCA’s 55+ community, and set operating hours to support SCA CAI facilities schedules and the SCA member support received. In the event that special functions develop within the local

community, Normandie will provide advance notice and submit any related scheduling notifications and/or requests to SCA CAI.

7. **Profits or Losses:** Normandie will receive the profits and/or suffer the losses from its investments and risks. SCA CAI will consider it a highly desirable result if Normandie becomes very profitable by offering a very popular variety of food services to SCA residents. Normandie reserves the right to reevaluate profits and/or losses made from the patronage of SCA residents and members; In the event that profits and/or losses do not satisfy the financial requirements of Normandie to operate a successful, exclusive, business venture based on strictly SCA residents and members, then Normandie will exercise the right to renegotiate the basic terms and conditions with SCA CAI at the end of the initial phase (after 90 days) of the first 12 month contract.
8. **Revenue Sharing:** Normandie will not share its restaurant, bar, banquet or catering revenues with SCA CAI. If it is mutually decided by both parties to allow public access to the premises, when that occurs, new terms will be negotiated. A minimalist approach will be applied in regard to a) SCA CAI's potential for revenue sharing in order to continue to support the break even goal of SCA CAI and b) the additional, reasonable cost of repairs associated with the public's use of the SCA facilities.
9. **Priority Access to Facilities:** Normandie will have exclusive control over the restaurant, bar, kitchen facilities, and other food service operations. It will have the first right of refusal to offer all types of food and beverage services in all SCA facilities. Normandie will have exclusive control to provide a full-service bar for SCA members and residents with all types of beverages and pre-packaged snacks. Normandie will offer full-service catering and scheduled table services in the restaurant exclusively to SCA members at all time. Normandie is able to support any food service request by a club, SIG, member, or the SCA CAI on any given date (which must be supplied as a written request at least 60 days in advance to Normandie) Normandie is the Sole provider of all food and beverage services and events.
10. **On-premises:** Catered events will be limited to SCACAI activities, SCA Clubs and Special Interest Groups, and SCA members and their guests. This members-only policy for SCA premises is to be reviewed by both parties after the first 90 day initial phase (of the first 12 month contract) to determine if adjustments need to be made to make it more successful, or to revise it to allow public access to the restaurant.
11. **Off-premises:** Catering services to non-residents will allow food services support to outside organizations and non-members at their sites. No revenue sharing will be implemented for food prepared in the SCA kitchen, but delivered to other sites.
12. **Public Catering & Restaurant Access:** During the initial phase (the first 90 days of the first 12 month contract), no public catering or restaurant access will be permitted on SCA premises and will be monitored by SCA. During this initial phase, Normandie will give SCA members and residents the chance to demonstrate if they have sufficient interest in enjoying private food services to the degree that their frequent patronage will support and satisfy Normandie's financial requirements to operate a successful, exclusive, business venture. If a decision to allow public access to the restaurant and/or catered events is made by Normandie based on data gathered during this initial phase of evaluation (first 90 days of first 12 month contract), and in order to avoid significant business risks and operating

losses by Normandie, then the possibility of revenue sharing (as outlined on page 2) will be negotiated by both parties at that time.

13. **Contract Period:** 12 months with future options to renew or to convert into a long-term, multi-year (preferably a 5 year consecutive) lease. Normandie requires a 90 day evaluation period, identified as the first "initial phase" of the first 12 month contract in order to reasonably determine whether the exclusivity of SCA's member and resident patronage to Normandie's dining, bar & catering facilities will adequately support and satisfy its operating costs and profit goals. In the event the feasibility test of a members-only restaurant, bar, banquet, and catering services contract does not fully support and/or satisfy Normandie's operating and revenue requirements, then a new contract with updated terms and conditions will need to be negotiated and converted to implement such options as a) a contract to a public access lease, and/or b) a contract to a multi-year lease.
14. **Rent & Cash Deposit(s):** Normandie will be exempt from rent for the first 6 months as a gesture by SCA CAI to assist with/support Normandie's significant start-up costs. After 6 months Normandie and SCA will determine by the previous 6 months of sales and support by SCA to determine a reasonable monthly rent. Due on the 1st of every month with a ten day grace period.
15. **Utilities:** Normandie will be exempt from utility costs for the first 6 months as a gesture by SCA CAI to assist with/support Normandie's significant start-up costs. During the remaining 6 months of a 12 month agreement, Normandie will pay all utilities expenses for the restaurant and kitchen areas. Normandie will provide the required licenses to operate the required food and bar services.

16. **Marketing & Promotion Expenses:** SCA CAI will provide marketing and promotional services at no cost to Normandie through its hardcopy and electronic communications capabilities with its 10,000 residents. As a courtesy to Normandie, SCA will provide the opportunity for Normandie to review and respond to all marketing information that promotes Normandie, its operations, and scheduled events before it is published and distributed.
17. **Steering Committee:** SCA CAI will provide a Trumpets Steering Committee composed of volunteer community leaders involved in the clubs and neighborhoods to assist Normandie and the SCA members with stimulating use, evaluating performance, achieving member satisfaction, and to help generate broad support of the new Trumpets food and bar services.
18. **Guarantees:** SCA CAI will guarantee a minimum of two major catered events each month with over 100 participants paying a minimum of \$25 per plate. This minimum cost per plate does not include alcohol, staffing, gratuity, and taxes. Normandie reserves the right to increase this cost per plate at any time based on inflation, fluctuating operating costs, and an unstable economy. SCA CAI will schedule and promote special events every month for such things as Sunday Brunches and monthly theme nights to complement special entertainment events.
19. **Clubs/SIGs Support:** Chartered Clubs and Special Interest Groups will be encouraged to sponsor a minimum of two (2) annual events through Trumpets. And, clubs and SIGs will be encouraged to promote use of Trumpets for lunch and dinner before or after their monthly meetings and are welcome at any time.
20. **Pot Lucks:** Clubs and SIGs will be allowed “pot luck” food events in SCA facilities upon written request and a minimum 24-hour/7-day advance notice to Normandie. This is based solely on scheduling approval by Normandie. The facilities access may be restricted in the future to certain pre-selected areas. No other contractors will be allowed on premises during the operations of such pot luck events. All of these types of food events will designate person(s) to be responsible for cleaning and restoring these facilities to their original sanitized and organized condition after each event. Normandie will not be responsible for any damages that might occur during any of these “pot luck” food events.

BENEFITS:

When the first 12 month phase of the project is complete, my company’s ideas and efforts will have successfully converted the existing restaurant to a profitable system that includes improved customer satisfaction and motivation to visit this restaurant establishment frequently, as well as re-establish a well-deserved top-tier reputation of first class food services at affordable prices. Benefits also include flexible and diversified variety of menu and catering choices, exciting new events, and ultimately, a solid client-base of highly-satisfied customers.

CLOSING:

I, Chef Neal Salvino, would appreciate the unique opportunity to handle Sun City Anthem’s restaurant, bar, banquet, and catering services. If granted this exciting position as SCA’s Resident Signature Chef, I will meet and exceed SCA CAI expectations and transform Trumpets into a new, highly-rewarding restaurant experience. I personally assure you that it will be a great success. Please contact me at your earliest opportunity to explore all the vast possibilities for mutual growth, excellent customer satisfaction, and a first class restaurant reputation — which I promise to deliver to your community.

RESPONSE

This letter correctly sets forth the understanding of the intended group(s).

Accepted by

Title

Date

Accepted by

Title

Date