

2021 KICA BOARD CANDIDATE

Alex Fernandez

Member Since 2017
418 Snowy Egret Lane
Single-Family Home
Full-Time Resident
Governor's Club Member



Candidate Overview

Gloria and I visited Kiawah for the first time in 2011. It was love at first sight. We invited our two sons and their families in 2012 and it became a total family love event. All of us enjoy the golf courses, walking and biking trails, beautiful beach, and a total natural stage spirit in all the island. We continued to rent every year from 2013 through 2017. It was then that we decided to purchase a villa at Turtle Point and became regular visitors. Our sons and their families continue to visit every year. They all look forward to returning every summer and have also visited for

Thanksgiving and New Year's. Early this year, Gloria and I made the decision of becoming permanent residents of Kiawah and in September we purchased a home on Snowy Egret.

Community Involvement

I attended my first Annual Association Meeting in 2018. I was extremely impressed with the presentations and incredibly pleased with the conversations we had with several homeowners. It was then that I decided to become active with our community association. I began to attend



the Finance Committee meetings as an observer during 2018 and in 2019 I was asked to become a formal member of the Finance Committee. After purchasing at Turtle Point, I joined the board of the regime as a director in 2018. Earlier this year I became a member of the Town of Kiawah Audit Committee.

I have been a director of homeowners' associations in Jacksonville, FL as well as in Santiago, Chile. Served on several committees at our HOA in our Orlando, FL Community. I have also served as a director of several nonprofit organizations in various countries where we lived. I am presently a director of the Dunkin Donuts Joy in Childhood Foundation.

Gloria and I enjoy interacting with fellow community members and have participated in POPS and Dinner Group activities. These social opportunities help me stay connected with the community members and hear their ideas and concerns.

Professional Background

Graduated with a BA degree from Rutgers University and attended Kellogg Business School at Northwestern earning an Executive Management Certificate. Joined an International Financial and Insurance Services Company holding various positions in Chile, Argentina, Venezuela, Colombia, Mexico and France. Took early retirement in 2011 while holding the position of Regional President and CEO of Latin America operations. Established a family business in 2012 with operations in Orlando and Jacksonville, FL. I am still active in the business

overseeing the financial and new development strategies.

Board Service Statement

I want to continue my involvement in the Kiawah community by joining the KICA board. I will use my long business, management and finance experience to contribute to improve Kiawah. This coupled with my involvement in the Finance Committee which gave me knowledge about the operations of our community has better prepared me for a position on the board.

We have a beautiful community but there is always room for improvement and higher efficiencies. My top three priorities are 1) We must question why for the period 2015-2020 assessments (without special Hurricane assessments) increased 20.9 % while CPI (Consumer Price Index) increased by 8.47% for the same period. 2) I am committed to provide more transparency and be timelier in all our financial data. 3) I also believe we need more participation and input from our members in future strategic long-term decisions. The Sandcastle adult pool issue shows that we need more dialogue with our members. Strategic decisions should be made by its members through the board and not by management.

View Alex's video interview at kica.us/vote.

