

**WILLIAM A. PARLBERG**  
**PRESIDENT, CHIEF OPERATING OFFICER**  
**ZEHNDER'S OF FRANKENMUTH**

Bill began his career as a dish worker at Zehnder's of Frankenmuth while attending Frankenmuth High School in 1975 as a high school Co-Op student. He has worked his way up through the organization over the last forty-five years to his current senior management capacity as President and C.O.O. which he has held since 2000. He sits on Zehnder's Board of Directors and chairs the Executive Committee which runs all of the day-to-day operations of the corporation. As President, he oversees the operations of Zehnder's of Frankenmuth Restaurant; which has fifteen hundred seats and is America's largest family independent restaurant along with Zehnder's Splash Village Hotel & Waterpark, the Fortress 18-Hole Resort Golf Course and Zehnder's Retail Division. Zehnder's employs over 900 employees in Frankenmuth which is a top tourist and four-season Michigan family destination and Zehnder's proudly serves nearly one million meals annually.

Bill received his Bachelor's of Business Management degree from Northwood University in Midland, Michigan in 1979 and was Salutatorian of his Associates and Bachelor's Degree graduating class. In 2000 he received his Executive Master's Degree in Business Administration from Northwood's DeVos Graduate School of Management. In 1991 he received the Northwood Outstanding Alumni Achievement Award. He continues his active involvement with Northwood as a Trustee of Northwood University and is a member of the Hotel and Restaurant Advisory Board. He was awarded an honorary Doctor of Laws from Northwood University in 2009. Bill was Past President of St. John's Lutheran Church and co-chaired its new Building Committee. He has served as a board member and Chair of the Frankenmuth Chamber of Commerce in 2010. He is the past Chairperson for the Board of Directors and Executive Committee for the Michigan Chamber of Commerce and has served on its board for seven years.

He is active in Rotary International and is a member of the Frankenmuth Noon Rotary Club with over thirty years of perfect attendance. He and his wife Lynne, a fellow Rotarian, are Paul Harris Fellows; he is a Paul Harris Society member and they are Major Donors. Bill has served as Frankenmuth Noon Club President in 1991-1992, Assistant District Governor and as District Governor for District 6310 in 2006 – 2007, which encompasses thirty-two clubs with nearly 1400 Rotarians. He is currently the District 6310 Foundation Major Gifts and Paul Harris Society Coordinator and has chaired District 6310 Club Extension, Group Study Exchange and World Community Service. He subscribes to Rotary International's motto of "SERVICE ABOVE SELF" in all his career and personal endeavors. In 2013, Bill was appointed by Governor Snyder to serve on the board as a Michigan Travel Commissioner and is currently serving as Chair. Commissioners are composed of Michigan hospitality operators and owners who help promote tourism, advise the Governor on tourism strategies and help administer the highly successful Pure Michigan/Travel Michigan marketing campaign to promote tourism in Michigan and Nationally.

Bill attributes many of his personal accomplishments and much of his career growth to his local and state community service involvement, experience at Zehnder's and continuous learning and relationships with Northwood University. Bill and his wife, Lynne, have three sons, Rick and his wife Kelly, Matt and Dan and two grandsons, Stellan and Maxwell. Bill especially enjoys fishing in his spare time and is a licensed charter boat captain on the Great Lakes. Bill's wife Lynne owns the Sovengard Restaurant in Grand Rapids, Michigan and Dig Café in Frankenmuth which are both farm to table, organic, fresh and offer seasonable ingredients via locally sourced vendors. He and Lynne enjoy traveling, sports, outdoors and spending quality time with friends and family. He is the youngest of five children and is a lifelong resident of Frankenmuth.

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