



# THE AngelPreneur

BUILDING THE DREAM IN REAL TIME



## Building the AQUARIUM PLAZA

*The Heart of a New Hospitality Ecosystem*

By Peter "The AngelPreneur" Ortman

*The Origin Story of the ClubZERO Movement*

“Every great vision begins invisibly.

First as a feeling.

Then as a promise.

Then as a quiet voice that refuses to let go.

This book is the story of what can happen  
when you finally choose to listen.”

Peter “*The AngelPreneur*” Ortmann

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## **Building the Dream in Real Time**

### **The Building of the Aquarium Plaza** *The Heart of a New Hospitality Ecosystem*

By

**Peter “The AngelPreneur” Ortmann**

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# DEDICATION

I dedicate this book first to my loving wife, **Corrin**, my partner of more than thirty-one years. Thank you for putting up with what can only be described as my entrepreneurial illness, and for patiently seeing far more of the back of my head than the front as I spent countless hours designing, writing, and creating the many projects you will find throughout the pages.

I also dedicate my book to the **spirit of Marissa**. The inspirational seed that kept me healthy, focused, and determined for the past two decades. You came into this world small and fragile, but with a spirit that filled every room you entered. In the short time we were blessed to have you with us, you left behind something far greater than most do in a lifetime.

Your light didn't fade. It transformed. What began as love became purpose. What began as loss became vision. Marissa's Reef For Heavenly Helpers was never just an idea. It was a promise. A promise that your memory would live on - not quietly, but in a way that could be seen, experienced, and shared with others for generations to come. Everything that followed... began with you, and your spirit remains alive in our hearts.

I also want to acknowledge my children and close family members, from whom I have learned more than I ever imagined possible. In particular **Steven, Charlie, and Kash**, and Joe and Cindy - the best in-laws anyone could ever hope for. Thank you for your years of encouragement, support, and belief in me and the many ideas I have pursued.

Finally, I want to express my gratitude to the many **friends, investors, partners, and associates** I have had the privilege to work with over the years. Your insights, feedback, and positive perspectives have helped me shape the vision you now see taking form.

To all of you - **thank you. I will forever be grateful.**

*For Marissa – you are forever part of the dream.*

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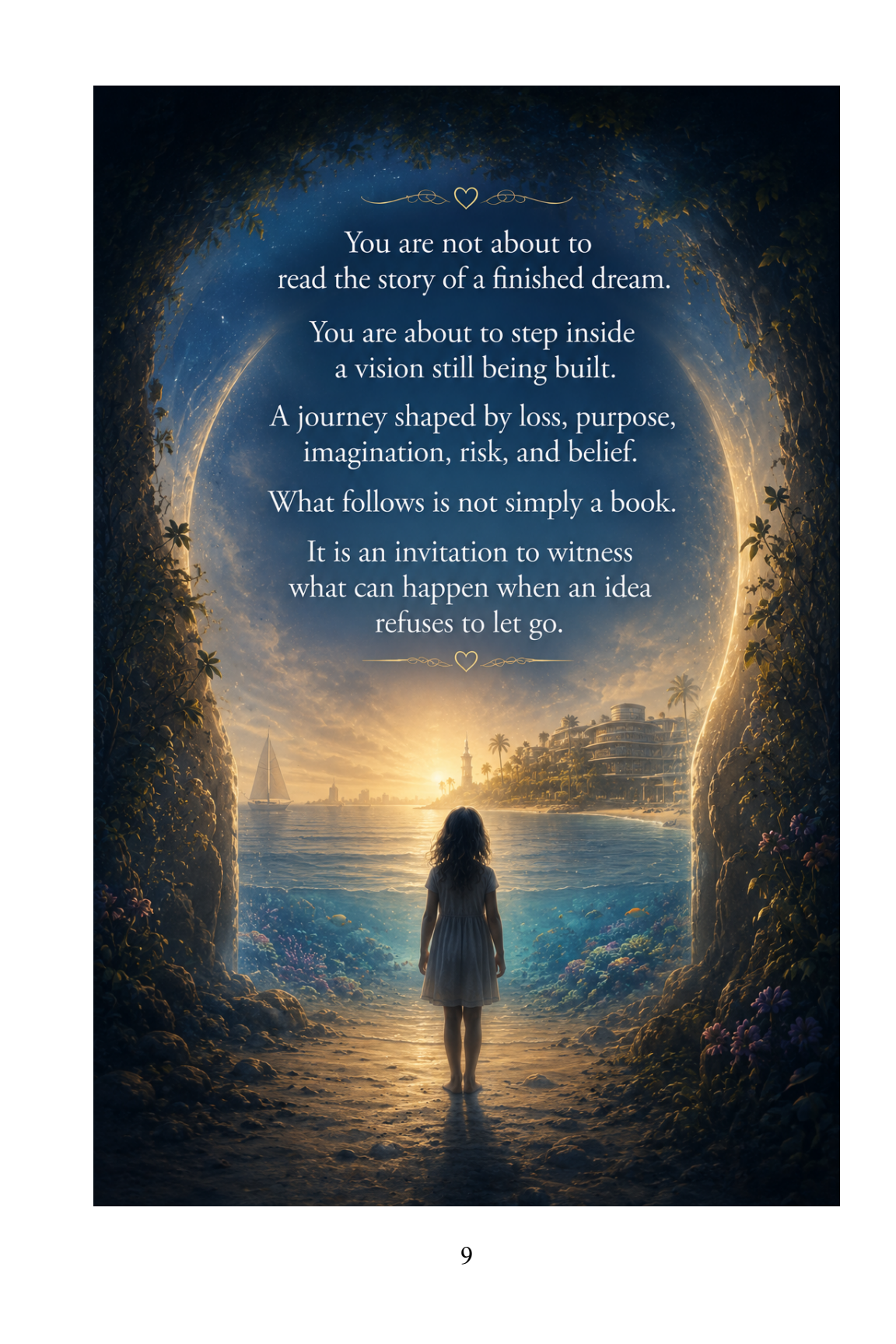
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# *Here's To The Crazy Ones*

THE MISFITS, THE REBELS, THE TROUBLEMAKERS,  
THE ROUND PEGS IN THE SQUARE HOLES...  
THE ONES WHO SEE THINGS DIFFERENTLY...  
THEY'RE NOT FOND OF RULES...  
YOU CAN QUOTE THEM, DISAGREE WITH THEM,  
GLORIFY OR VILIFY THEM, BUT THE ONLY  
THING YOU CAN'T DO IS IGNORE THEM,  
BECAUSE THE ONES WHO ARE CRAZY ENOUGH  
TO THINK THEY CAN CHANGE THE WORLD,  
ARE THE ONES WHO DO!

— STEVE JOBS —

I created this poster using a quote from my mentor, Steve Jobs, that has hung in my office for many years as a constant reminder that entrepreneurs must never allow the doubts, fears, or limitations projected onto us by others to become our reality in the pursuit of our dreams. We must stay focused on the vision ahead and continue pushing toward the finish line, no matter how hard or impossible the journey may appear to others.



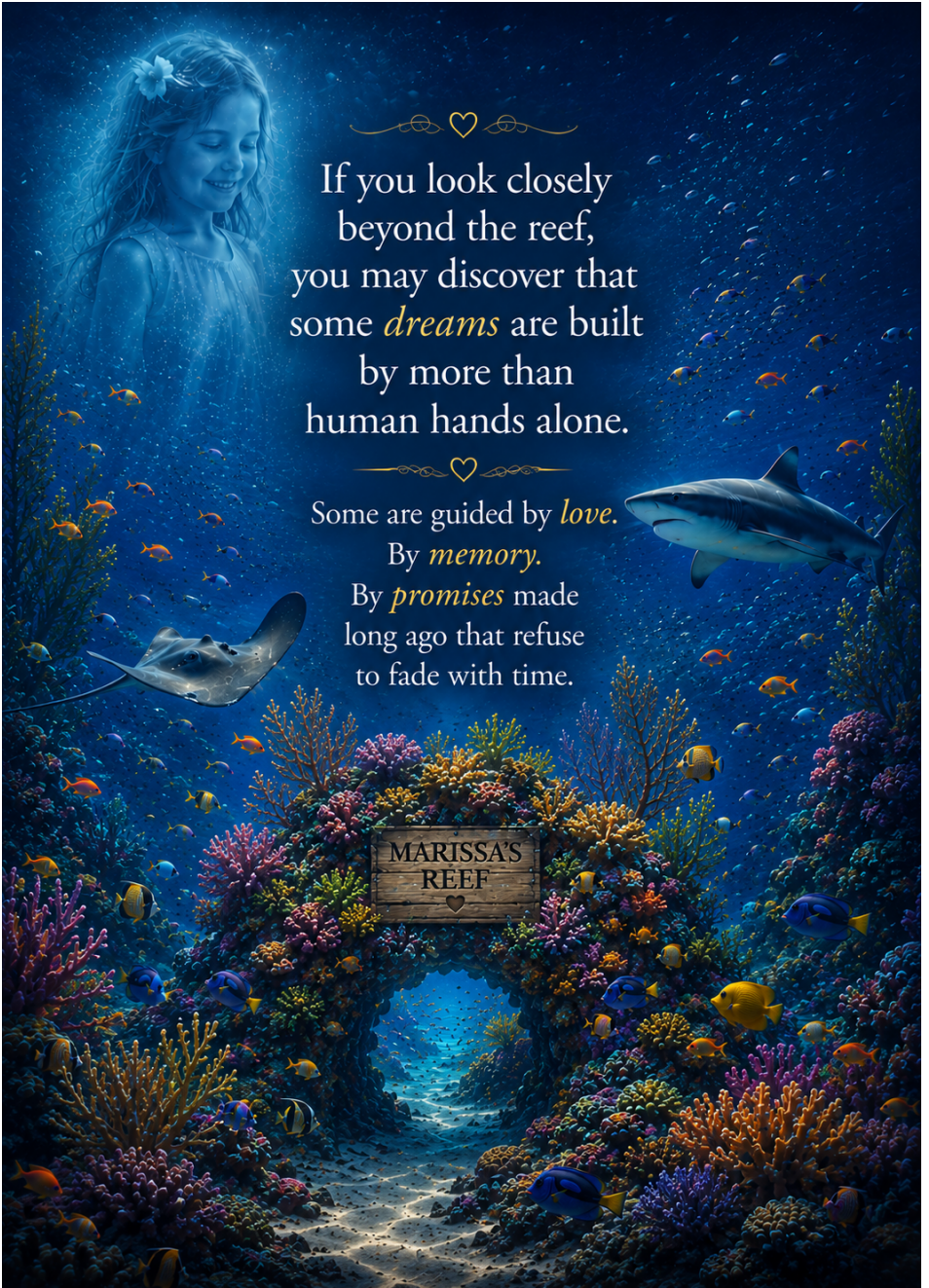
You are not about to  
read the story of a finished dream.

You are about to step inside  
a vision still being built.

A journey shaped by loss, purpose,  
imagination, risk, and belief.

What follows is not simply a book.

It is an invitation to witness  
what can happen when an idea  
refuses to let go.



—♡—  
If you look closely  
beyond the reef,  
you may discover that  
some *dreams* are built  
by more than  
human hands alone.

—♡—  
Some are guided by *love*.  
By *memory*.  
By *promises* made  
long ago that refuse  
to fade with time.

MARISSA'S  
REEF  
♡

# Opening

*The future rarely begins all at once.*



Some ideas are built. Others...build you.

This is the story of one that did both.

What began as something deeply personal - an attempt to honor a life - grew into a vision that refused to remain small.

Over time, that vision expanded beyond a single idea, beyond a single destination, and into something far greater than I could have imagined at the beginning.

This book is not a reflection on a finished journey. It is a record of one still unfolding.

It captures the thinking, the evolution, and the moments that shaped what is now becoming a new kind of travel hospitality ecosystem - one built not only on destinations, but on purpose, participation, and people.

Along the way, you will see how a single idea can grow...how vision evolves over time...and how something once considered impossible can begin to take form when it is pursued with passion, persistence, and true belief in yourself.

This is not just a story about building something. It is a story about why it matters. And perhaps, if the vision resonates with you, it may become part of your story as well.

Because at its core, this journey was never simply about hotels, resorts, ships, or destinations. It was about creating experiences that bring people together again in a world that often feels increasingly disconnected.

It was about proving that business can still be built with heart, that growth and purpose do not have to exist separately, and that ordinary people can still participate in building something meaningful when they are invited into the vision early enough to matter.

Many of the ideas you will see in these pages were born long before the technology existed to visualize them properly. Some began as very rough sketches on napkins, notes, and concepts created late at night, driven by instinct more than certainty.

Others emerged over time through hardship, loss, persistence, and the refusal to let setbacks define the outcome.

This book was written “in the open” intentionally. Not to win any awards, or be placed on any best sellers list.

Not as a polished corporate summary after the fact either, but as a living blueprint shared during the climb itself.

The victories, the lessons, the risks, the pivots, and the possibilities are all part of the story.

Because sometimes the greatest journeys are not the ones we take alone. Sometimes they are the ones we build together.

“The future begins long before  
the world can see it.”

# Chapter 1

## The Moment That Started Everything

*Where the story truly begins*



Some ideas don't begin as ideas. They begin as something far more personal. A moment. A loss. A question that won't let go.

For me, it wasn't a business plan or a market opportunity.

It wasn't a strategy session or a breakthrough insight. It was something much quieter. And much heavier. The kind of moment that changes how you see everything that comes after it.

There are points in life where time seems to divide itself - before and after. You don't always recognize them when they happen, but you feel the shift. Something inside you begins to move in a different direction. This was one of those moments.



At first, there was no vision. No grand plan. No understanding of where it would lead. Just a simple thought that kept returning, growing a little stronger each time it surfaced.

What if something beautiful could come from something so painful?

What if a memory didn't have to fade?

What if it could be built into something real?

Not just remembered - but experienced.

That question became the beginning of everything that followed. It didn't arrive fully formed. It didn't come with clarity or confidence. It came quietly, almost uncertain, as if it was waiting to see if I would pay attention.

Most people don't.

We all have moments like this - ideas that show up without permission.

But they're easy to dismiss. Life moves fast. Responsibilities take over. Logic steps in and explains why something won't work before it ever has a chance to grow. But some ideas don't go away.

They return. Again, and again. And over time, you begin to realize they're not asking for your approval. They're asking for your attention.

This was one of those ideas. And once I started paying attention...it began to grow. Not all at once. But steadily. Quietly at first. Then with more clarity. More detail. More possibility. Until it became something I could no longer ignore.

What started as a single thought - something deeply personal - began to evolve into something much larger. Something that wasn't just about her memory.

It was about purpose. And eventually... it became a vision.




**“When knowledge, experience, and purpose align, age becomes an advantage instead of a limitation.”**

# PREVIEW COMPLETE YOUR NEXT STEP

You've just experienced a preview of *The AngelPreneur: Building the Dream in Real Time* – the personal journey behind a vision more than twenty years in the making.

This book is one half of the story. The second book in the Founding Member Bundle, *The ClubZERO Rewards Ecosystem* – explains how that vision evolves into a fully integrated, member-driven platform designed to transform vision into real-world destinations, experiences, and opportunities.

## TOGETHER, THESE TWO BOOKS CONNECT:

-  The *why* behind the mission
-  The *how* behind the system
-  The *opportunity* to participate early

If what you've read resonates with you, your next step is simple. Continue by previewing the *ClubZERO Rewards Ecosystem* book. When you're ready to purchase the bundle and take the next step into the vision:

VISIT:  
**CLUBZEROREWARDS.COM**

## WELCOME TO THE DELIVERY ROOM OF A NEW HOSPITALITY BRAND

*A vision is being born.  
The future is being built.  
You can be part of it.*



THIS IS MORE THAN A BOOK.  
IT IS THE BEGINNING OF A MOVEMENT.

Some readers will simply close the book here.  
Others will feel something deeper pulling them forward.  
Because some visions are not meant to be observed  
from a distance.

*They are meant to be built together.*

Your dream. Our mission. The future — together.



A VISION BORN FROM PURPOSE. A SYSTEM BUILT FOR PEOPLE. A FUTURE WE CREATE TOGETHER.