



**For Immediate Release:**  
October 12, 2010

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## ***NEWS RELEASE***

### **Treetops' appoints Owens as new general manager**

GAYLORD, Mich. – Treetops is pleased to announce the recent appointment of Barry Owens as the four-season resort's new general manager.

Owens, a 25-year veteran of the Michigan resort industry, previously held the position of general manager at Garland Resort.

As Treetops' general manager, Owens has full responsibility for all aspects of the resort and property management. "I am looking forward to working with Rick Smith and all the excellent staff currently at Treetops – the property is a Northern Michigan Icon and I can't wait to be part of a tradition."

"Barry brings a wealth of hospitality and management experience to Treetops, and is very familiar with the Northern Michigan market," says Mark Ridenour, a member of Treetops' executive committee.

Owens comes on board as Treetops caps off the 2010 golf season, which is ending with one of its best fall golf seasons ever, and just in time for the resort's preparation for the upcoming ski season. In addition, Treetops will celebrate its 25<sup>th</sup> year as Treetops beginning in 2011.

"Treetops started over 50 years ago as a ski area," says Owens. "Its role in Michigan's ski history as well as its dominating presence in Michigan's golf industry for nearly 25 years is something of which I am excited to be a part."

Treetops is home to 81 holes of championship golf by famed designers Robert Trent Jones, Sr., Tom Fazio and Rick Smith. Treetops' Rick Smith Golf Academy is Michigan's only three-time recipient of GOLF Magazine's prestigious Top 25 Golf School in the Nation award.

In the winter, Treetops offers downhill skiing on 23 slopes, tubing, a PSIA and AASI-certified winter sports school and a full array of children's daycare and learn-to-ski programs. In addition to golf and skiing, Treetops offers a full-service spa, conference and meeting facilities, indoor and outdoor pools and whirlpools, tennis courts, kids' programs and an array of accommodations options.

More information on Treetops can be found at [www.treetops.com](http://www.treetops.com) or by calling (888) TREETOPS.

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