



For Immediate Release  
January, 2024

**For More Information:**

Barry Owens, GM  
(989) 731-8400 [bowens@treetops.com](mailto:bowens@treetops.com)  
Susan Wilcox Olson, Media Relations  
(231) 590-5930 [susan@cherryfestival.org](mailto:susan@cherryfestival.org)

## **Treetops Resort Welcomes TWO New Directors to their Management Team Sales & Marketing Director and Food and Beverage Director**

**Gaylord, MI** – Treetops Resort is proud to announce that they have recently hired two new Directors. Complementing the Resort’s Management Team are new Sales & Marketing Director Yves LeSieur and Food & Beverage Director Jessie King.

“We are thrilled to welcome both Yves and Jessie to our management team. Our new Sales & Marketing Director Yves LeSieur brings a cutting-edge creative value to our sales and marketing effort that we’ve not had before. While Food and Beverage Director Jessie King is looking forward to the continued elevation and expansion of menus, dining venues, and event offerings at Treetops. We have always been known for our world-class golf and winter adventure, so we are excited to see the transformation of our resort into both a terrific convention and event destination as well as a true culinary destination,” says Barry Owens, GM. “Both hires are creative, passionate, well-rounded, and understand the assets and value of Treetops Resort – Michigan’s Most Spectacular Resort.”

### **A Bit About Yves LeSieur, Sales & Marketing Director**

French by birth, but fueled by American aspirations, Yves embodies a spirit of curiosity. Fueled by an unwavering passion for improvement, whether it's introducing a groundbreaking product to an unsuspecting audience, crafting the perfect sentence, or sharing a transformative idea, he believes in savoring life, akin to enjoying the perfect cigar, without reservations.

Over the past 25 years, Yves has played a pivotal role in shaping brand identities from both agency and client perspectives. As a strategic thinker, marketer, brand enthusiast, designer, and writer, he skillfully communicates the essence, potential, and emotional experience of an idea or product through compelling storytelling.

Yves continually challenges conventional norms, extending beyond typical boundaries and disciplines with an energy that ignites intellectual creativity across all channels. His ultimate goal is to instill a transformative culture that encourages discovery, supports and cultivates talent, and champions diversity, collaboration, and innovation.

Yves is a graduate of the University of Montreal with a Bachelor of Arts degree, and a MFA degree recipient from the University of California at Los Angeles.

### **A Bit About Jessie King, Food & Beverage Director**

Jessie King, hailing from Northern Michigan's Petoskey region, is a true local. Her academic journey took her to Torino, Italy, where she delved into International Business, and later Jessie earned a degree in Hospitality and Tourism Management from Grand Valley State University.

With a career spanning two decades, Jessie has left an indelible mark, having owned a successful catering company, steered the ship at fine dining establishments like Vintage Chophouse at the Inn at Bay Harbor, and served as the Assistant Director of Food and Beverage at Mission Point Resort on Mackinac Island.

Beyond her dynamic professional life, Jessie finds immense joy in entertaining and cooking for friends and family. Whether orchestrating culinary delights in the workplace, at home, or abroad, witnessing people come together to savor a well-cooked meal is the epitome of fulfillment for her.

## About Treetops Resort

Treetops Resort is truly the Midwest's "Must Play" resort and arguably the best collection of golf anywhere in the country, boasting five different courses from renowned designers Robert Trent Jones, Sr. and Tom Fazio. Treetops Resort is also proudly recognized as having the # 1 Par 3 Course in North America: Threetops. Guests can also experience world-class instruction, a spectacular spa, downhill skiing, meetings, special events and conventions, Treetops Resorts' winter offerings include some of the finest terrain and winter adventures perfect for families of all ages. Treetops Resort boasts 25 ski runs, a terrain park, cross-country skiing, guided snowshoe hikes, dog sled and sleigh experiences and extreme tubing.

Treetops Resort is conveniently located on I-75 north just three hours north of Detroit and within one hour of the Straights of Mackinac.

To reserve a Treetops Resort Getaway any time of year, visit [www.treetops.com](http://www.treetops.com) or call 888-Treetops.

#

#

#



Yves LeSieur, Treetops Resort



Jessie King, Treetops Resort