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## **Treetops Resort Introduces Chris Hale as New Sales and Marketing Director**

**Gaylord, MI** – Treetops Resort, renowned for its prestigious golf courses and winter wonderland experiences, is proud to announce the appointment of **Chris Hale** as its new **Director of Sales and Marketing**.

Born and raised in St. Louis, Missouri, Hale’s passion for advertising and marketing began with classic jingles like “My bologna has a first name,” and “Wouldn’t you like to be a Pepper too?”. Hale earned a communications degree with emphasis on Advertising and Media Relations from St. Louis University.

Now with over 25 years of professional experience, Hale brings marketing ops, sales leadership, and creative expertise to Treetops Resort. His career’s highlights include marketing roles at AT&T/Cingular Wireless, Vice President of Sales and Marketing at Shanty Creek Resort in Bellaire, Michigan, and Vice President of Marketing at Britten Inc. in Traverse City.

Hale was the 2013 “Sales and Marketing Star of the Industry” at the *Pure Michigan Governor’s Conference on Tourism* and twice named among Traverse City’s “40 Under 40”.

As the new brand leader for Treetops, Hale is committed to fostering an environment of continuous improvement. "I strive for creative and resourceful solutions—for our guest

experiences, for our brand's voice, and within our daily operations," said Hale. "I am excited and have high expectations for our future."

"We are thrilled to welcome Chris to the Treetops team. Chris brings a wealth of experience and a cutting-edge approach to marketing, sales, and branding. I am confident that our organization will benefit from Chris' passions for marketing," said Barry Owens, GM.

### **About Treetops Resort**

Treetops – Michigan's Most Spectacular 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 & conventions, and a fairytale setting for weddings. Treetops Resorts' winter offerings include some of the finest terrain perfect for families to enjoy all season long. Treetops Resort boasts 27 ski runs, a terrain park, cross-country skiing, and extreme tubing in the winter.

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

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