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## **NEW GENERAL MANAGER LEADS THE PINES RESORT WITH LOCAL KNOWLEDGE AND NATIONAL HOSPITALITY EXPERIENCE**

*Paul Ratchford will enhance the Bass Lake getaway while retaining its historic charm*

Bass Lake, Calif., June 18, 2008 – As The Pines Resort gears up for an action-packed summer season, a new general manager has taken the helm at the historic Bass Lake retreat. Paul Ratchford joined the mountain resort in May, bringing important local and national hospitality experience.

“I’ve always loved The Pines Resort. We have a beautiful setting, a rich history, terrific employees and a strong commitment to serving families, conference groups and leisure guests,” says Ratchford, whose family has had a home in Bass Lake for 15 years. Most recently the president and managing director of The Greenbrier in West Virginia, he also has held management positions with Tenaya Lodge at Yosemite, the Ritz-Carlton, Half Moon Bay, and The Inn at Spanish Bay in Pebble Beach.

Ratchford’s vision is to make The Pines Resort a true year-round destination, and he has started by enhancing the property’s signature events. New this season is a family-friendly fireworks display taking place each Sunday evening between July 13 and August 24. The popular Jazz on the Lake summer music series kicked off in May and the annual July 4 fireworks celebration will again return to the shores of Bass Lake. Several other events will also launch this summer, offering nightly activities to resort guests and local residents.

“The Pines Resort is a real jewel and we’ll work to maintain the property’s historic uniqueness while adding amenities that make guests feel more comfortable,” Ratchford says.

As management and employees of The Pines provide new reasons to visit, customer satisfaction remains a top priority. “We’ll continue to build loyalty among our regular customers, including those in the Central Valley and throughout central California, and we’ll continue to welcome our neighbors here with locals’ discounts and restaurant programs,” says Ratchford.

“What makes The Pines so unique is this mountain setting. You could spend four hours driving to Lake Tahoe, or you could be here in less than an hour and feel like you’ve driven to Tahoe,” he adds. “The setting here captures that same emotion.”

### About The Pines Resort:

A popular resort destination with couples, families, corporate groups and sightseeing tours, the secluded mountain retreat offers 84 family-friendly condo-style chalets and 20 deluxe waterfront suites. Also onsite is a fine dining and casual restaurant, two cocktail lounges, full-service marina with boat and watersports rentals, retail village, grocery market and deli, gas station, private lakefront wedding gazebo, tennis courts, swimming pool, spa and salon services.

For more information on the The Pines Resort, visit [www.basslake.com](http://www.basslake.com) or call 800-350-7463.