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One of Michigan's Most Notable Golf Resorts Names a PGA Professional to Position of Assistant General Manager

Treetops Resort Names Kevin McKinley to Fill New Resort Position of Assistant General Manager

GAYLORD, MICHIGAN – Treetops Resort, 'Michigan's Most Spectacular Year Round Resort' has recently unveiled a new position within the Resort's organizational chart. The new position of Assistant General Manager will take the lead role of overseeing resort operations.

"We are thrilled to name **PGA Professional Kevin McKinley** to this critical position. Our growth at Treetops over the recent nine years has been the influencer in adding this position to our administrative chart. This new position will support the continued priority to provide an exceptional guest experience; whether it is playing any one of our five golf courses, enjoying winter on the slopes, spending overnights in our lodge or Inn, or enjoying the many culinary offerings and special events and recreational escapes, all are key ingredients for an exceptional guest experience," said Barry Owens, General Manager. "Kevin is the perfect fit with his long tenure at Treetops, but also serving as the President of the Michigan Section of the PGA and his numerous accolades from the PGA of America and golf industry. I continue to be proud of Kevin's contributions to the golf industry and bringing so much prestige and knowledge to our own Resort," Owens went on to say. With McKinley focusing on the day to day operation of the resort, it will allow General Manager Barry Owens to focus on new initiatives at the resort such as

new real estate development and capital improvements that guests and residents will be excited to see in the near future.

Kevin has been instrumental in continuing and further developing the year-round recreation culture at Treetops Resort, serving as the Director of Golf & Ski. His influential ties to the golf industry paired with his own enthusiasm for winter sports, expertise in the business of winter and northern Michigan has propelled him to be the perfect fit in the new position of Assistant General Manager. Kevin has been recognized by the Michigan Section PGA with the Patriot Award (3 time winner), Bill Strausbaugh Award, Horton Smith Award and the prestigious Golf Professional of the Year. In 2017, Kevin's efforts to serve our military through the game of golf were rewarded when Kevin received the PGA of America's National Patriot Award, and is now in a group of only 11 Michigan Section Members to receive a national special award. Kevin served on the PGA of America's Inclusion Committee from 2012 – 2014 and continues to serve on the National Special Awards Committee.

Elevating PGA Professionals into executive management positions has certainly been an initiative of the PGA of America over the last decade. In fact, Paul Levy, 40th President of the PGA of America notes, "around the time I was elected Secretary of the PGA of America in 2012, we made a concerted effort to see more PGA Professionals become General Managers. Levy went on to say, "the PGA Professional is well equipped to take on General Manager, Assistant General Manager or COO positions like these given our extensive training and enhanced educational programs, and I have no doubt that Kevin will be successful in this endeavor."

Additionally, Kevin has recently been asked by Mr. Levy and his partners to serve on the nominating committee for the Distinguished Golf Destinations of the World sponsored by Distinguished Clubs, Boardroom Magazine and Forbes Travel Guide.

About Treetops Resort

Treetops Resort is Michigan's premier golf and winter playground destination. Treetops Resort arguably has the best collection of golf courses in the Midwest, boasting 81

holes of golf on spectacular terrain totaling five award-winning courses inspired and professionally designed by Robert Trent Jones, Sr., Tom Fazio and Rick Smith.

Treetops Resort is also proudly recognized as having the #1 Par 3 Course in North America: Threetops. Treetops Resort's winter playground boasts 80 acres of terrain, 23 downhill ski runs, plus over 30 activities on and off the slopes, including its signature Culinary Adventure Series that features progressive seasonal dinners; a Skiable Feast and Wilderness Sleigh Ride Dinner series in the winter months.

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 Getaway, visit www.treetops.com or call (888) Treetops.