



HORSESHOE BAY RESORT.

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Horseshoe Bay Resort Releases New Hire and Promotion Announcements

Horseshoe Bay, Texas - April 10, 2007 - Horseshoe Bay Resort today announced a collection of personnel appointments and promotions that signify the Resort's continued success and growth.

- **Cameron Crawford** has been promoted to **transportation manager** for Horseshoe Bay Resort. Crawford began his career in hospitality as head concierge at the Westin La Cantera Resort in San Antonio in 1999 and went on to work for ETS Global Chauffeured Services as director of business development and sales in 2003. Crawford moved to Horseshoe Bay and began working as concierge for the Marriott in March of 2005 before becoming assistant manager of transportation for Horseshoe Bay Resort.
- **Chris Niederschulte** joins the Horseshoe Bay Resort team as **marina director**. His responsibilities include all marina operations, including rental fleet, fuel sales, slip management and maintenance. Niederschulte began his career as spa manager at the Glenmoor Country Club Spa and Fitness Center in Canton, Ohio. In 2004, he became assistant manager at ICI Dulux Paints in Canton. In 2005, Niederschulte assumed the position of assistant spa director at Lake Austin Spa and Resort.
- **Natalie Pittsford** has been promoted within the resort's membership department to **member relations manager**. Pittsford's responsibilities include managing member relations and events and supervising the elite concierge associates. She has held various positions since arriving at Horseshoe Bay Resort in July of 2004, including hostess at La Bahia waterfront restaurant, clerk at Cap Rock clubhouse and golf courses and assistant to the CEO.
- **Aland Price** joins the Horseshoe Bay Resort team as **Whitewater putting course manager and tennis professional**. His responsibilities include the operation of Whitewater, a one-of-a-kind 18-hole, par 72 Bermuda grass

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putting course, and the tennis pro shop as well as conducting tennis lessons and clinics. Price comes to the resort from the Birchwood Tennis Center and Fitness Club in Clarks Summit, Pennsylvania where he served as director of tennis. He has also gained experience while working at Kingwood Country Club in Kingwood and the Charlie McCleary Tennis Center in Waco, Texas.

President and Chief Operating Officer G. Michael Thomas shared, "We welcome these new managers and directors and congratulate the Resort associates for their recent promotions. The continued success and growth of Horseshoe Bay Resort relies on the quality of our leadership team and we know the experience and abilities of these professionals will serve us well in the future."

About Horseshoe Bay Resort

Founded in 1971 and purchased by the Jaffe Group in 1996, Horseshoe Bay Resort is Texas' original lakeside resort. Located in the exquisite Hill Country, the 7,000-acre Resort offers three championship Robert Trent Jones, Sr. golf courses, an 18-hole par 72 Bermuda grass putting course, a jet center with a 6,000-foot runway, private charter jet service via Air Horseshoe, three swimming pools, a spa and fitness facility, a full-service marina, five dining facilities, 12 tennis courts and a 349-room Hill Country Marriott hotel. For more information on Horseshoe Bay Resort, please visit www.hsbresort.com.