



## PRESS RELEASE

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### **Spencer Weimar to join Mt. Bachelor as Director of Sales, Marketing and Reservations**

**Bend, OR.** Mt. Bachelor is pleased to announce the hiring of Spencer Weimar as director of sales, marketing and reservations. He will assume his new position August 25, 2014.

Weimar has spent the last seven years working in the lodging, central reservations, group sales, and marketing departments at Whitefish Mountain Resort, Montana. His roles have focused on improving resort sales performance through business analysis, staff training and strategy development, along with working within the marketing department to integrate sales, communications, guest services, lodging and mountain operations activities to create a positive resort experience for guests, homeowners and property managers. Prior to Whitefish Mountain Resort, Weimar was marketing manager for Village Properties in Sunriver, Oregon, responsible for the vacation rental and real estate sales company's marketing strategy and execution.



Weimar has been a member of the Whitefish Convention and Visitors Bureau marketing committee, a board member of the Whitefish Housing Authority, and he currently sits on the board of directors of the Central Reservations Association of Destination Resorts (CRADR), representing 25 destination resort reservation services in North America. Weimar recently completed his MBA from Washington State University and holds a BS degree in Business from Linfield College.

"I'm really excited to be on the Mt. Bachelor team and can't wait to start working with such a talented and fun group of people to continue the success of this incredible resort," says Weimar. "The fact that this marks a return home to Central Oregon and the mountain I learned to ski and snowboard on makes this all the more special."

Weimar will be responsible for marketing strategies and resources, as well as managing group sales and Mt. Bachelor Central Reservations activities to continually meet and exceed goals and objectives for the resort's various lines of business.

"Spencer brings valuable sales, reservations and marketing experience and a proven track record of success which will be instrumental in meeting our goal to return Mt. Bachelor to national prominence in the mountain resort industry," said Dave Rathbun, President and General Manager of Mt. Bachelor. "I look forward to working with Spencer and our entire team of marketing, sales and reservations staff as we strive to attract more local, regional and national visitors, on a year-round basis, to Central Oregon and Mt. Bachelor."

**About Mt. Bachelor:** *Mt. Bachelor is the largest ski resort in the Cascade Range, offering 3,683 acres of lift-accessible terrain. The mountain features 10 lifts, seven of which are Express Quads, plus two tubing lifts and two beginner carpets and an average annual snowfall of 462 inches. Mt. Bachelor also features 5 terrain parks, a superpipe, 56K of groomed and tracked cross country trails, snowshoeing, tubing, sled dog rides and summer attractions including downhill mountain biking. For weather conditions, news, and events visit [www.mtbachelor.com](http://www.mtbachelor.com).*

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