



## HORSESHOE BAY RESORT.

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### **Ron Mitchell Promoted to Vice Chairman of Horseshoe Bay Resort**

Horseshoe Bay, Texas - April 9, 2007 - Horseshoe Bay Resort today announced the promotion of Ron Mitchell to vice chairman of the resort. Mitchell previously held the position of president for the resort, located 45 minutes west of Austin in the Texas Hill Country.

Mitchell's contributions to Horseshoe Bay Resort date back to 1975, when he accepted a position as convention sales manager for the resort and helped to structure and establish the Horseshoe Bay Property Management Company. Mitchell's Texas roots began in Austin where he graduated from McCallum High School and went on to earn a degree from Texas State University in San Marcos in 1972.

Mitchell subsequently served as director of membership and sales operations, assistant general manager and general manager for the resort. In 1982, Mitchell was promoted to executive vice president and director of Horseshoe Bay Resort and Lake LBJ Investment Corporation. He worked with Norman Hurd on various resort developments from 1985 to 1996 while concurrently serving as marketing design coordinator and chief in-house designer for the resort. Since 1996, Mitchell served as president of the resort and various other companies affiliated with the resort until his recent promotion to vice chairman. Mitchell will continue to serve as a liaison with the City of Horseshoe Bay, the City of Marble Falls, county and state government among other entities.

Mitchell also serves on the board of the Texas State University Development Foundation, the Marble Falls Helping Center and the Highland Lakes Boys and Girls Club.

#### **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,

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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](http://www.hsbresort.com).