



HORSESHOE BAY RESORT.

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## **Michael O'Neil Joins Horseshoe Bay Resort as Director of Rooms**

**Horseshoe Bay, TX** – Nov. 18, 2010 – Horseshoe Bay Resort is pleased to announce the appointment of Michael O'Neil as director of rooms. He will be responsible for overseeing the rooms division, which includes the front office, housekeeping, transportation and activities departments.

"We are pleased to have a hospitality professional with a resume as impressive as Michael's, including experience at prestigious hotels in several major cities, join the Horseshoe Bay Resort team," said Douglas Jaffe, III, chief executive officer. "The front desk is one of the most important touch points at a hotel, and Michael truly understands how to deliver a seamless experience and create an engaged guest."

Michael joins Horseshoe Bay Resort with over 10 years of hotel front office experience, most recently at The AT&T Hotel and Conference Center at the University of Texas, Austin, where he served as front office manager. He spent a large portion of his career in Miami and South Beach, FL, with roles including the The Setai and The Tides, as well as the Fairmont Turnberry Isle Resort and Club in Aventura, FL.

He began his career at the Four Seasons Hotel, Austin with subsequent positions at the W New York Union Square and the TriBeCa Grand, both in New York.

Michael received his bachelor's degree in hospitality management from Florida International University in Miami, FL.

For additional information on Horseshoe Bay Resort, visit [www.hsbresort.com](http://www.hsbresort.com) or call at 877-611-0112. Follow Horseshoe Bay Resort on Twitter (@hsbresort) and on Facebook: [www.facebook.com/HorseshoeBayResort](http://www.facebook.com/HorseshoeBayResort).

### **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. In addition, a highly anticipated Jack Nicklaus Signature Golf Course, Summit Rock, is currently under development. Horseshoe Bay Resort also offers a made-to-scale, 18-hole par 72 Bermuda grass putting course, four swimming pools, a spa and fitness facility, a full-service marina, seven dining facilities, 16 adult tennis courts, and three USTA-sponsored kids' tennis courts. Accommodations include 249 hotel rooms and suites within the Horseshoe Bay Resort Marriott Hotel, the adjacent Paseo Vacation Apartments and 50 luxury lakefront condominiums available for rent at The Waters at Horseshoe Bay Resort. The resort also features a jet center with a 6,000-foot lighted runway.

For more information on Horseshoe Bay Resort, please call 830-598-2511 or visit [www.hsbresort.com](http://www.hsbresort.com).

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