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**KSL RESORTS RECOGNIZES ITS BOLDEST AND BRIGHTEST LEADERS  
AT ANNUAL AWARDS CEREMONY**

IRVINE, Calif. – [KSL Resorts](#) recently recognized employee excellence companywide, bestowing multiple awards for revenue strategy, sales and marketing at “The Platform,” its annual Commercial Summit – an event designed to challenge convention, explore important industry trends and insights as well as recognize outstanding performance and talent. The three-day event was held at Camelback Resort, a top year-round destination in the Pocono Mountains. This year’s theme “Bold Moves” especially lauded and highlighted individuals and teams who took “bold chances,” had the courage to make “bold decisions” and embraced a “bold spirit” in their planning, strategizing and everyday activities throughout 2023.

The awards took place throughout the week of June 17 and includes the following honorees:

- **Sheraton San Diego Hotel & Marina – KSL Resorts’ Hotel of the Year**  
The team recently oversaw a \$100 million top-to-bottom modernization of the Sheraton waterfront property – the resort’s most ambitious ever, encompassing the redesign of its Marina Tower with 705 guest rooms, multiple public areas, new dining concepts and 130,000 square feet of cutting-edge meeting space.
- **Sarah Newcomer**, regional director of marketing, Sheraton San Diego Hotel & Marina - **Marketing Leader of the Year**  
Leading all marketing and public relations efforts, Newcomer effectively oversaw comprehensive marketing and repositioning programs throughout the extensive renovation of the Sheraton San Diego Hotel & Marina, including the rebranding of five food and beverage outlets including signature dining experience, Rumorosa and the much anticipated, BreweryX.
- **Melanie Schmidt**, director of revenue management, Sheraton San Diego Hotel & Marina - **Revenue Leader of the Year**  
Also playing a key role in the Sheraton San Diego’s extensive multi-million renovation, Schmidt successfully optimized revenue and spearheaded budgeting, pricing and more throughout the property’s transformation.
- **Gabriela Rojo**, director of sales, Silverado Resort, Napa - **Sales Leader of the Year**  
In her current position, Rojo forges strong partnerships in the community and drives innovative sales strategies to maximize revenue, while ensuring high guest satisfaction levels. She played a pivotal role as the resort emerged from a comprehensive \$1.5 million

renovation of 17,000 square feet of meeting and event space, mentoring and training her sales team to achieve and exceed sales targets.

- **Mary Popovich**, vice president of human resources, Camelback Resort, Poconos - **Bold Moves Award**

Offering a testament to this year's theme at The Platform, "Bold Moves," Popovich is renowned for her savvy mentoring and employee retention. Recently, she promoted two of her managers to director positions within KSL Resorts and continues to nurture talent for bright futures across the KSL Resorts portfolio.

- **Jim Dailey**, vice president and managing director, Blue Mountain Resort - **Bold Moves Award**

Dailey also epitomizes the "Bold Moves" theme. After recently taking over operations from a multi-generation family-owned business, Dailey optimized the 2023-24 ski season by being the first mountain to open and the last to close in the Poconos, a testament to his tenacity and innovation.

According to Kristie Goshow, KSL Resorts' chief commercial officer, all those recognized at the conference exemplify the company's enterprising spirit and industrious work ethic, representing an unprecedented level of excellence.

"This year's event was aptly themed 'Bold Moves' in recognition of and response to a macro environment that continues to throw curve balls and present exciting new opportunities for our daring and courageous teams," she said. "We are thrilled to honor the vision and hard work of these exceptional KSL Resorts leaders who embody our bold theme, and we value their tireless dedication and significant contributions to the collective success of our company. Each recipient has demonstrated tenacity, innovation and expertise in their respective fields – consistently maximizing value and making lives better for all stakeholders, consumers and guests."

The Platform is an annual event where KSL Resorts' leaders convene to provide perspective, opportunity, visibility and growth through collaboration, education and problem solving. Each year, the group explores emerging trends and innovations and hosts various speakers.

This year's speaker line-up included:

- Cindy Novotny, managing partner of Master Connection Associates
- Greg Land, global head of accommodation, lodging, casino and cruise for Amazon Web Services
- Joshua Ryan-Saha, director for traveltech at the Edinburgh Futures Institute
- Kimberly Leonard, senior level business development and marketing for STR, Inc
- Tammie Carlisle, head of hospitality for Milestone Technologies
- Kimberly Erwin, principal of Lotus Marketing
- Kriston Rucker, partner for Love & War
- Liz Cohen, partner for Kekst
- Kelly Barry, chief operating officer for Awestruck
- Christopher Aumen; founder and executive producer of Aumen Film

- Zack Robertson, executive leadership consultant with Talent Plus

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### **About KSL Resorts**

KSL Resorts is a full-service hospitality company that manages world-class destination resorts, hotels and clubs, many with a wide array of outstanding recreational amenities including spa, golf, tennis, ski and beach locations. Managed properties include Camelback Resort and Blue Mountain Resort – both in the Pocono Mountains, PA; Vespera Resort on Pismo Beach, CA; Silverado Resort (Napa, CA); Avila Lighthouse Suites (Avila Beach, CA); Pismo Lighthouse Suites and Shore Cliff Hotel (Pismo Beach, CA); Paso Robles Inn and The Piccolo (Paso Robles, CA); and Sheraton San Diego Hotel & Marina. Asset managed properties include Fairmont Grand Del Mar (San Diego, CA); Renaissance Esmeralda Resort & Spa (Indian Wells, CA); Marram (Montauk, NY); and Outrigger Hotels and Resorts (Hawaii and worldwide). More information may be found at [kslresorts.com](http://kslresorts.com).