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MEDIA RELEASE

Ruttger's hires Marketing, HR executives

Deerwood, Minn. – Dec. 5, 2016 – Ruttger's Bay Lake Lodge added a pair of seasoned executives to their management team - one to lead the human resources department and a second to spearhead marketing efforts, resort officials announced.

Paula Soderberg from Onamia was hired earlier this year to be the resort's new Director of Human Resources, and Dave McMillan was hired this fall to be the resort's new Marketing Manager.

Soderberg brings more than 25 years of experience to the job, most recently with the Mille Lacs Corporate Ventures in Onamia and NorthStar Access in Big Lake. She earned an AA in Human Resources Management, a BA in Business Administration, and is accredited as a Senior Professional in Human Resources with the Society for Human Resource Management.

"My goal is to continue to provide career opportunities and to make Ruttger's the top employer in the area," she said.

Besides her vast experience in human resources, Soderberg is very active in Mille Lacs County, sitting on many boards, including: Chair of the Mille Lacs County Planning Committee; Commissioner on the Mille Lacs County Board of Adjustments; member of the Mille Lacs County Personnel Board of Appeals; member of the Mille Lacs County Sheriff Advisory Board; and the Vice Chair of the Mille Lacs County Area DAC Board of Directors.

"Ruttger's has a long and proud tradition of going above and beyond for all of our guests," Chris Ruttger, President of Ruttger's said. "I'm confident that Paula will use her expertise to attract team members that will build on this tradition and take it to the next level."

McMillan of Aitkin has nearly 20 years of experience in marketing communication, including six years in the advertising department at Grand Casino Mille Lacs where he was instrumental in developing the acclaimed “What’s Your Grand Casino Story?” ad campaign. He has spent the last ten years as a marketing strategist for marketing agencies specializing in Native American casinos. Before that he worked in media relations for minor league baseball teams and as a newspaper reporter.

“Ruttger’s is a resort built on the foundation of service. They strive to treat every guest like family,” McMillan said. “I am honored to join the Ruttger’s team and am extremely excited for the opportunity to tell the Ruttger’s story.”

McMillan will oversee all aspects of marketing, including branding, direct communication, social media, media buying and public relations.

“Not only does Dave have the experience, but he understands the Ruttger’s brand and is passionate about helping guide us into the future,” Ruttger said. “Ruttger’s is at its core a resort focused on treating every guest like family. I’m confident that Dave will grow our brand to emphasize this unique strength.”

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About Ruttger’s Bay Lake Lodge

Ruttgers’ Bay Lake Lodge is a premier golf and fishing resort on the shores of Bay Lake in Deerwood, Minn. The Ruttger family has owned and operated the resort since its opening in 1898, making it the oldest continually owned family resort in Minnesota. Priding itself on treating all guests like family, Ruttger’s features 27 holes of golf, full marina service, fine dining, retail establishments, meeting and convention space, a spa and more.