



PA House of Representatives
Republican Policy Committee

414, Main Capitol Building
Harrisburg, PA 17120
(717) 260-6144

Rep. Joshua D. Kail
Chairman

PA House Republican Policy Committee Hearing

“Passport to Prosperity: Unleashing Pennsylvania’s Tourism Potential”

September 20, 2024, at 10:30 a.m.

Woodloch Resort
731 Welcome Lake Rd.
Hawley, PA 18428

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| 10:30 a.m. | Welcome and Pledge of Allegiance |
| 10:40 a.m. | John Kiesendahl
<i>Owner and CEO Emeritus, Woodloch Resort</i>
Bradley Kiesendahl
<i>President and CEO, Woodloch Resort</i> |
| 10:45 a.m. | Genevieve Reese
<i>First Vice Chair, Pocono Mountain Visitor Bureau</i> |
| 10:50 a.m. | Hon. Ronald R. Schmalzle
<i>Vice Chair, Pike County Commissioners</i> |
| 10:55 a.m. | Questions for the Testifiers |
| 11:25 a.m. | Closing Comments |



Testifier Biographies

PA House of Representatives Policy Committee Hearing
*"Passport to Prosperity: Unleashing
Pennsylvania's Tourism Potential"*



John Kiesendahl **Owner and CEO Emeritus, Woodloch Resort**

John Kiesendahl is the eldest son of Harry and Mary, Woodloch Resort's founders, and currently serves as Managing Partner at The Lodge at Woodloch after serving as President and C.E.O. of Woodloch Resort for over 38 years. He attended Cornell University's Hotel School and joined the Navy before deciding to make Woodloch his career.

John is best known for greeting guests personally during meals and wearing the "funny" pants (he has custom-tailored pants featuring many different children's characters). His wife, Patti, is also very active within Woodloch and oversees the Woodloch Gift Shops and décor throughout the resort. Together, they have seven children — Bob, Matt, Brad, Brooke, Megan, Patrick, and Olivia — and are proud to say that five of them are active within the organization.

Bradley Kiesendahl **President and CEO, Woodloch Resort**

Bradley Kiesendahl has served as President and CEO of Woodloch Resort since 2019. After graduating from Cornell University's Hotel School, Bradley spent eight years working for the Four Seasons Hotel Corporation in Washington D.C., Los Angeles, Philadelphia, and Prague. His global experience has brought a structured approach to the award-winning resort as it enters its third-generation of family ownership and management.

Recognizing the importance of Woodloch's original mission "to treat all guests as if they were company in their own homes," Brad's vision is not only to uphold this standard of excellence in hospitality but to exceed it. As the resort moves into its sixth decade of success, Bradley looks forward to staying current with technological trends while maintaining the heartfelt connections that are trademark to the Woodloch experience. Guests come to Woodloch specifically to reconnect with their families, whether those are families of blood, bond or friendship.

Brad is very active in the local community, serving as a youth sports coach and on the Board of Directors for Wayne Memorial Hospital, the Lackawaxen EMS, and the Hawley First Presbyterian Church. Bradley and his wife, Jennifer, have two sons, Edward and Anthony, who are students at Wallenpaupack Area and active members of the football, basketball and baseball teams there. Bradley's hobbies include spending time outdoors with his family and being an avid Philadelphia sports fan.





Genevieve Reese
First Vice Chair, Pocono Mountain Visitor Bureau

Genevieve Reese is the general manager and part-owner of The French Manor Inn & Spa, a boutique hotel nestled in the Pocono Mountains. Growing up in the hospitality industry, Genevieve's passion for making people happy was sparked by her family's ownership of the Sterling Inn, where she worked in various roles from a young age. After earning her Bachelor's degree in French with minors in music and education from Mansfield University, she returned to the family business in 1993 alongside her husband, William Reese.

As general manager, Genevieve is deeply involved in the day-to-day operations and enjoys spending time with guests. She runs the inn with her sister, Bridget Weber, ensuring a family presence that she

credits as a key to their success.

In addition to her professional role, Genevieve is highly active in her community, serving as First Vice Chair of the Pocono Mountains Visitors Bureau Board, president of the Newfoundland Library Board, and a board member of the Wallenpaupack Area School District, among other volunteer roles.

Hon. Ronald R. Schmalzle
Vice Chair, Pike County Commissioners

Ronald Schmalzle is a lifelong Pike County resident and a fourth-generation member of his community.

With a career dedicated to developing first-generation businesses in Pike County alongside his brother, Randy, Ron has become a key figure in the local economy. His family's enterprises employ over 750 people and have provided countless young individuals with their first work experiences.

For over 25 years, Ron has also served as Executive Director of the largest children's summer camp in the county, reinforcing his commitment to local youth and tourism.

In addition to his business endeavors, Ron has been an active community leader and volunteer, holding numerous leadership positions, including Chairman of the Pike County Hotel Tax Board and Board of Trustees member for Wayne Memorial Hospital. His dedication to public service led to him to serve as a Pike County Commissioner since 2018.





Welcome Home

The Woodloch family encompasses multiple offerings from America's best family resort, championship golf course and an internationally recognized luxury destination spa, to construction, community and convenience operations. Whatever your Woodloch experience, the core mission remains true, to provide everyone with genuine hospitality as if caring for company in your own home.

HOUSE GOP POLICY COMMITTEE HEARING SEPTEMBER 20TH, 2024

Brief History of Woodloch and its Growth

- Family history and commitment
- Include involvement with PA Travel Counsel and PMVB
- Include current accolades and recognition

Economic Impact on the Area

- Revenue, job creation, payroll, benefits, taxes, capital expenditures
- Working with local and state-level vendors is a priority
- Community involvement; boards, volunteerism, etc.
- Maintain the beautiful natural surrounding; protecting the environment

Challenges/Opportunities

- Staffing
- Affordable housing
- Infrastructure-in particular water and sewer (thank you for road improvements)
- Costs of maintaining physical plant-key to keeping volume of employees
- For Pete's Sake (FPS)
- Uniqueness of being a medium sized business
- Availability of products (spirits/wine)
- Competition
- Marketing to the east AND to the west/south
- Influence on prevailing wage?