



**FOR IMMEDIATE RELEASE**

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**Golden Opportunity:  
New Leadership at Golden Swan Management + 2023 Forecast**

Traverse City, MI, March 3, 2023 – Golden Swan Management has new leadership. Brandon Sheldon, a life-long hospitality veteran, is the first person to hold this new position, since Golden Swan’s inception in 2019.

Prior to assuming this role, Sheldon spent almost a decade leading teams at Mackinac Island’s Mission Point Resort, and most recently, he helped open the Delamar Hotel.

“I pursued Golden Swan, because I wanted to be a part of the industry disruption,” Sheldon said. “They’re doing something right.”

Golden Swan currently manages 75 one-of-a-kind properties in four counties. In less than four years, Golden Swan has grown to a team of 32 people, many of whom are single parents and small business owners themselves. The family-owned operation is equal-parts focused on creating value for clients/property owners, supporting communities, and leading innovative projects.

On the heels of the pandemic, during a time when almost all sectors are struggling to find and keep employees, Golden Swan is thriving. “It’s not hard to find people, when you treat them right,” said Sheldon, a graduate of Erie Community College’s Hotel & Restaurant Management program. “Since working in Michigan, I’ve had the opportunity to support my field by speaking at hospitality leadership round tables at Ferris State University, and by serving on the board of Traverse City Tourism.”

It is Golden Swan's number one priority to take care of people – and that means everyone they work with as well as their guests. Golden Swan believes in paying a thriving wage and open communication, with an emphasis on kindness and good humor. Each of Golden Swan's 23 housekeepers is an independent businessperson (a unique arrangement in this industry). Some of them have been with the company for many years.

Part of Sheldon's responsibility will be to grow a carefully curated network of local businesses whose products and services are included in each Golden Swan stay. "Our properties, and the natural resources around them, sell themselves," Sheldon said. "What keeps guests returning to us – and they do – is our attention to detail, which includes elevating and celebrating the world-class goods of others in our community."

Each Golden Swan experience includes a bottle of Left Foot Charley wine, along with an invitation for a special wine tasting in the Midwest's most renowned winery. A 20-year-old urban winery, Left Foot Charley sources grapes from the same region served by Golden Swan.

"We have been able to make meaningful connections with Golden Swan guests in our winery," said Bryan Ulbrich, Winemaker and Owner at Left Foot Charley. "Guests come in, intrigued; like they were introduced to us by a friend. They come in with anticipation, that we will be cool, because their experience with Golden Swan has been cool."

Last year, Golden Swan achieved a major growth milestone; the restoration and revival of Golden Lofts, a historic downtown Traverse City property located above Golden Shoes. "The building has been in our family for more than five decades," said Bill Golden, co-owner of Golden Shoes and Lofts. "Upstairs had been dark and vacant since 1968; hidden behind a dated façade. My family and I could not be more excited to collaborate with Golden Swan to revive this historic building and make our family vision a reality!"

With Sheldon leading daily operations, Golden Swan managing partners, Katy Bertodatto and Mark Keely, will be focusing big picture growth; projects like Golden Lofts and other community development endeavors. Bertodatto serves on the Traverse City Downtown Development Authority Board of Directors and the Traverse Connect Government Relations Committee. Together, they are working with industry peers, legislators and community leaders to craft new solutions for growing and supporting our year-round regional economy, so that more working families, like theirs, can sustain choose to live here.

"We admire that the Golden Swan is really involved in our community," Ulbrich said. "Their purposeful connections stand out. They're trying to shape the region where we grow our grapes – where our employees and their families live."

Sheldon's success at Mission Point and at the Delamar were rooted in his focus on people. Whether managing a team of hundreds or a couple dozen, as he does now at Golden Swan, Sheldon has always made time to build relationships with his team. He believes that this approach is a part of the DNA at Golden Swan – and he is eager to build upon their already impactful culture.

“2023 is on pace to be a year of growth, full of joy for Golden Swan,” said Sheldon. “I’m looking forward to help an extraordinary group of people positively impact our community. I look forward to more time with my family and running my first marathon this fall!”

To learn more about Sheldon and the Golden Swan team visit: <https://www.goldenswanmgt.com/>.

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