

BC BROADCASTS

A QUARTERLY PUBLICATION OF THE BEDFORD COUNTY DEVELOPMENT ASSOCIATION

SPECIAL COMMEMORATIVE EDITION
 Celebrating the Omni Bedford Springs Resort and Spa
 50th anniversary of our restoration of the world-class facility



BCDA CONGRATULATES OMNI BEDFORD SPRINGS RESORT AND SPA

By Jeff Crist, Chair, BCDA Board of Directors

On behalf of the Bedford County Development Association's Board of Directors and staff, I am extremely pleased to offer our congratulations to the Omni Bedford Springs Resort and Spa on the occasion of its fifth year since its reopening in 2007.

Five years ago this month, the Jewel of the Alleghenies sprang back to life, thanks to the unswerving dedication of the Bedford Resort Partners, our municipal, regional, state and federal representatives and the people of Bedford County.

The BCDA is immensely proud of the role it played in helping to encourage the rebirth of this magnificent local asset. We share the pride of Bedford County's citizens who have been such a vital part of the resort's past and current success.

The BCDA is dedicated to bringing the Omni Bedford Springs Resort and Spa to the attention of the world. We will do what we can to work with the owners and the Omni staff to attract as many guests as possible. As the resort prospers, the region prospers.

Bedford County and the surrounding region is indeed fortunate to be home to the Omni Bedford Springs Resort and

Spa. Having a world class facility in our backyard plays an important role in economic development. Tourists, especially from major metropolitan areas like Pittsburgh, Philadelphia, Baltimore and Washington, D.C., are providing a significant boost to local businesses. In addition, having an award-winning facility in our county makes the region far more attractive to businesses considering locating here.

Finally, the Omni Bedford Springs Resort and Spa provides the region with excellent employment opportunities as well as increased tax revenues that help support many important initiatives, both educational and industry-related.

Five years into this wonderful enterprise, it appears that the Omni Bedford Springs Resort and Spa will continue to add to its much-lauded international reputation and deepen its connections to American history.

A CONVERSATION WITH LEE BOWDEN, General Manager, Omni Bedford Springs Resort and Spa

Recently, Lee Bowden took time out of his very busy schedule for a conversation with BCDA's BC Broadcast.

BCDA: What do you feel has led to Omni Bedford receiving so many awards in the past year or two?

BOWDEN: A lot of hard work on the part of the associates to improve quality and service. Also, many of the awards are reader/subscriber driven so our growth in occupancy has helped as well.

BCDA: Can you comment on the relationship between the Resort and the local community?

BOWDEN: The relationship between the Resort and the community is excellent and very close. We highly value our relationships with the town and the community and we actually participate in many area events and host many at the Resort. The citizens and organizations that make up Bedford and the County support us in many ways and we deeply appreciate that and we want them to feel at home here.

BCDA: What gives you the most satisfaction when looking at all the Springs has been able to achieve?

BOWDEN: The success of our associates gives me the greatest satisfaction. There are many wonderful buildings, both modern and historic, in many beautiful places throughout the world. At the end of the day, they are bricks and mortar, pine and oak, chintz and lace, tile and steel. It is the people that make the operation what it is and their pride in what they do is what gives me the greatest satisfaction.

Lee Bowden,
left welcomes
President Bush



BCDA: What do you envision over the next few years? What's next? What's exciting on the horizon?

BOWDEN: We are looking at ways to use our 2,300 acres of land that will open access to our guests and neighbors. We are exploring a number of outdoor activities. One thing is for certain, we won't be standing still.

BCDA: How do you keep the awards in perspective and continue to improve?

BOWDEN: Awards can come and go, and there is always someone else who may be better than you. I have a philosophy that we don't focus on awards, we focus on improving our services and improving our training, developing innovative marketing and activity ideas, and delivering on our promises.

AWARDS & ACCOLADES

- ✪ *The Omni Bedford Springs Resort was named Golfweek's Best Course in Pennsylvania.*
- ✪ *The Omni Bedford Springs Resort was named one of Travel + Leisure's Top 500 Resorts for 2011 and 2012.*
- ✪ *The Omni Bedford Springs Resort made Travel + Leisure's 2012 World's Best Values list, #7 for Top 10 Hotels for Value Overall and #1 in US and Canada.*
- ✪ *Winner of the 2011 SpaFinder Reader's Choice Award for the Best Mineral or Thermal Springs.*
- ✪ *The Omni Bedford Springs Resort made Travel + Leisure's World's Best list ranking #62 for Top 100 Overall Hotels, #8 for Top US/Canada Resorts, #5 for Top Overall Hotel Spas in the World and #2 for Top US Hotel Spas.*
- ✪ *The Omni Bedford Springs Resort was named to TripAdvisor's Top 10 Relaxation/Spa Hotels in the United States in its 2010 Travelers' Choice awards.*
- ✪ *The Bedford Springs Old Course was named to Golfweek's Best Resort Courses list for 2010.*
- ✪ *One of the Top 10 Spa's in the World to have gone Local" Sherman Travel Magazine, Fall 2009.*
- ✪ *"2009 National Preservation Honor Award" from the National Trust for Historic Preservation.*
- ✪ *The Omni Bedford Springs Resort is a AAA Four-Diamond resort.*
- ✪ *Zagat named the Old Course at Bedford Springs "One of the best golf courses in America for 2009/2010"*
- ✪ *Top 10 Relaxation Spa Hotels in the United States by Trip Advisor's Traveler's Choice 2010.*
- ✪ *Celebrated Living named the Bedford Springs Old Course one of the top US Golf Courses for 2009*
- ✪ *Member, Historic-Hotels of America*
- ✪ *National Historic Landmark*

'OLD' COURSE OFFERS 'NEW' PLEASURES

History and golf meet on the links at Omni Bedford Springs Resort



Ron Leporati, PGA Head Golf Professional at the Omni Bedford Springs Resort and Spa, is pleased that two of his passions – history and golf – are joined together on the 'Old Course' at Bedford Springs.

One of the oldest golf courses in America, the original course was laid out in 1895 by renowned golf architect Spencer Oldham and debuted in 1895. Golf course architect A.W. Tillinghast remodeled the course in 1912, with a redesign coming in 1923 under the supervision of Donald Ross. The course was further reconfigured in the 1960s.

"We call it the 'Old Course' because it has been restored to its 1923 condition," said Leporati. "President Bush (who played a round on the course in July) loved the course, its layout and condition. Of course he hated the rough," he joked. "He said he's looking forward to coming back."

Leporati outlined his goals and objectives for his world-class facility: "We have a staff of 25 and we will not tolerate mediocrity. We strive to pursue excellence in every aspect of our operation."

Anticipating every need of every guest is at the core of all that is done for golfers at the Omni Bedford Spring Resort and Spa.

"We want to enhance every experience," he said. "That includes the services provided by starters, course rangers, cart attendants, retail shop managers and staff?"

"We engage our guests in conversations. We try to talk to them to make them feel special," he offered.

"We strive to pursue excellence in every aspect of our operation."

Ron Leporati, Head Golf Professional

Leporati finds great satisfaction working with young people who are looking to get into the Professional Golf Association (PGA).

"There are exciting new things on the horizon for the 'Old Course,'" Leporati noted. "The construction of a clubhouse and the implementation of a caddy program are possible future developments."

What do golfers love about playing at the Omni Bedford Springs Resort and Spa? Leporati is certain that golfers appreciate the impeccable conditions of the course, its classic design, his staff's attention to details, and the emphasis they place on providing customized attention to every guest.

The course is highly ranked in Pennsylvania and nationwide. It is the top ranked public course and the number one resort course in the state. It is ranked 61 on the list of top 100 resort courses in the nation.

For a history buff and golf professional like Leporati, the Omni Bedford Springs Resort and Spa offers an opportunity to relish the past while forging the future.

THE OMNI BEDFORD SPRINGS RESORT

Bill Defibaugh traces his roots back hundreds of years to the very early days of Resort

A year after George Washington set up his military headquarters in Bedford's Espy House on Pitt Street, Dr. John Anderson began to establish what would eventually become the Bedford Springs Resort. It was 1795 and the well-respected doctor was clearing the way for people to reach the seven mineral springs he had been shown by Native Americans.

"There is no record of George Washington visiting the Springs, but I'll bet you a nickel he did. We know he spent time at Dr. Anderson's father-in-law's house playing backgammon," said Bedford resident Bill Defibaugh. The retired architect can clearly trace his lineage back more than four generations, to the Defibaugh Tavern where many early visitors to the Springs found rest and refreshment during their time in Bedford. The tavern was owned and operated by his great, great, great, great grandfather.

Because of its deep historical roots, "Bedford people love the Springs," Defibaugh said. "The Springs has put a face on Bedford that nothing else could have done."

In 1796, Dr. Anderson purchased 2,200 acres of land where the resort stands today.

Initially visitors came to sample the various waters of the Springs for their curative powers. Because there was not a hotel on the property, many visitors stayed in town or even in tents on the property.

"At first there was no place to put the visitors to the Springs," noted Defibaugh. "That's how the Defibaugh Tavern and places like the Jean Bonnet Tavern connected to the visitors."

Eventually there was a transition from a health spa to a resort.

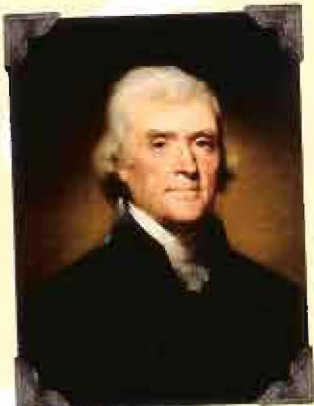
Defibaugh explained: "Eventually children started to come to the Springs with their parents. And it was a wonderful place to come. It became a fashionable place, a happy place to be."

In 1804, the Bedford Springs Hotel, a 24-room facility is built, and by 1821, Attorney James Buchanan visits the Springs for the first time. In 1842, the newly-constructed Colonial Building is completed and the Bedford Springs Hotel receives luxury resort status.

"During the Civil War, many high-ranking Union officers came to Bedford Springs," noted Defibaugh. "Lincoln never came but he did send his entire cabinet here. Confederate soldiers considered burning it down until they saw the Union soldiers."

In World War II the Springs served as a Navy Communications Center and Japanese diplomats were held at the Hotel.

Special Visitors TO BEDFORD SPRINGS RESORT



THOMAS JEFFERSON
3RD PRESIDENT



ANDREW JACKSON
7TH PRESIDENT



WILLIAM HENRY HARRISON
9TH PRESIDENT



JOHN TYLER
10TH PRESIDENT

resonates through history

In 1986, the Bedford Springs Resort was closed and declared a National Historic Landmark in 1991. It was also designated as an endangered site at that time.

It would be an understatement to say that the Bedford Springs Resort is historic. It is deeply connected to many of the great historic eras of this nation's story. Consider the following:

- For 300 years, the Iroquois Indians developed curative mixtures from the waters of the Springs.
- Aaron Burr brought his grandson to the Springs for health reasons in 1804.
- By 1850, Presidents Thomas Jefferson, James Buchanan, Andrew Jackson, William Henry Harrison, James K. Polk and Zachary Taylor were frequent guests. So were Daniel Webster, Henry Clay, and John C. Calhoun.
- The golf course designed by Spencer Oldham was among the first courses in America.
- Presidents Eisenhower and Reagan visit the Springs between 1950 and 1978.
- President George W. Bush visits in 2012.

It would be an understatement to say that the Bedford Springs Resort is historic. It is deeply connected to many of the great historic eras of this nation's story.

Thanks in large part to the dedication and passion of Bill Defibaugh, the resort is now filled with original photos, engravings, paintings and furnishings that Defibaugh purchased over many years at auctions and antique shops. Ledgers from the original facility were also saved.

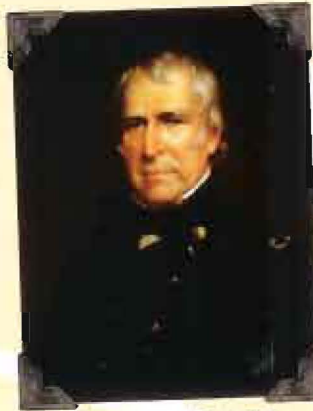
"I went to at least 20 auctions," Defibaugh began. "I had more than a hundred chairs, for example, from the Springs in 1870. I sold them to the Springs for what I paid for them. I filled a ten-room house with artifacts from the Bedford Springs. I'm a prayin' man. Somehow I knew that it was the right thing to do."



JAMES K. POLK
10TH PRESIDENT



JAMES BUCHANAN
15TH PRESIDENT



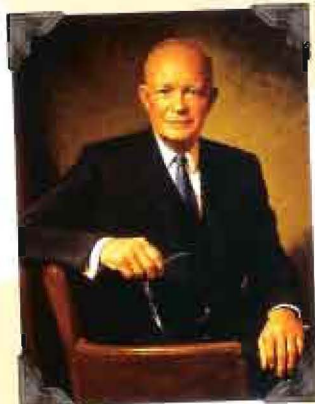
ZACHARY TAYLOR
12TH PRESIDENT



JAMES GARFIELD
20TH PRESIDENT



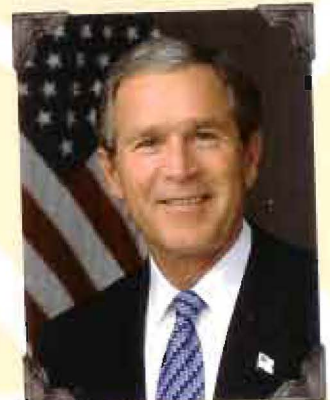
WILLIAM HOWARD TAFT
27TH PRESIDENT



DWIGHT D. EISENHOWER
34TH PRESIDENT



RONALD REAGAN
40TH PRESIDENT



GEORGE W. BUSH
43RD PRESIDENT

HEALTH "SPRINGS" ETERNAL AT OMNI BEDFORD RESORT AND SPA

"Maker of Memories" directs spa with attention to detail

While her actual title is Spa Director at the Omni Bedford Springs Resort, it might be more correct to call Ellen McGinnis the "Maker of Memories."

"The really rewarding aspect of what we do here at the Springs Eternal Spa is that we get to be a part of making memories and special occasions," said Ellen McGinnis. "Equally rewarding is turning the ordinary into extraordinary with our attention to detail."

Long famous for its healing waters, Omni Bedford Springs Resort and Spa provides a unique experience that has been lauded by national and international travel and recreation publications alike.

"The experience starts when the guest makes a reservation," said McGinnis. "The Spa receptionist will offer guests choices that will allow for a personalized, custom experience."

Spa attendants will greet the guest and review the Bedford Bath ritual. "The Spa Lounge offers homemade trail mix, fresh berries, flavored waters and mints from gardens on the property," McGinnis said.

The Omni Bedford Spa offers health and skin care products that are made from indigenous plants and botanicals from the local area, including the 2,200 acres that are part of the Resort.

"The group of professionals we have are so good at what they do," McGinnis said. "They ensure that every guest feels that they've gotten the most from their experience. It's about rest and relaxation. We see that guests have a blissful experience. And it is a great feeling to know you can play a role in making that experience look effortless," she said "A lot goes into creating that restful environment."

The Springs Eternal Spa is a 30,000-square-foot destination spa, one of the few spas in the country utilizing natural spring water in all of its treatments. The Spa's treatments are inspired by the resort's eight mineral springs, first used by local Native Americans for their healing properties.

Spa services include:

Massage Services; Body Treatments; Hydrotherapy; Facial Services; Manicure and Pedicures; the Famed 'Bedford Cure' and Bedford Baths

The philosophy at the Omni Bedford Springs Spa is clear: It involves renewal of the body and the spirit. Working together, guests and spa staff will find the balance between inner calm, and outer appearance.

The Greek goddess Hygeia, goddess of health, would find this a wonderful place to recharge both mind and body.



AT THE OMNI BEDFORD SPRINGS, MEETINGS AND EVENTS WITH A "WOW" FACTOR

Central location and world class amenities make it the perfect choice

Corporations and organizations looking for a place to hold an exemplary meeting or event will find the Omni Bedford Springs Resort and Spa the perfect blend of central location, easy access and world renowned amenities.

Board meetings, weddings, retreats and gatherings requiring 30 hotel rooms, or fewer, are the focus of Express Sales Manager Michelle Toth Plush.

"More and more people are hearing about Bedford Springs" she said. "The word of mouth is making it easier to attract meetings and events. We target groups within a 3 to 4 hour radius of Bedford. Right now our number one market is Pittsburgh and Pennsylvania State Associations."

The Omni Bedford sales team includes five sales managers and two catering sales managers.

Jeff Rudder, Director of Sales and Marketing, believes there is great potential in the Washington, D.C./Baltimore corridor. Many corporations and national associations make their homes in those metropolitan markets.

Both Plush and Rudder agree that the Omni Bedford Springs Resort and Spa offers its clients some major advantages in the marketplace.

"Our central location is a major advantage," said Rudder. "That and our exceptional product."

Rudder said that the Omni Bedford Springs Resort and Spa has the competitive upper hand when it comes to facilities including room accommodations, meeting rooms, food and beverage, the spa, the golf course, and abundant outdoor activities.

"Service is a leading factor for us," he said. "We believe we are THE venue for association and corporate board meetings and retreats. We also have state-of-the-art information technology available. A client's dollars go further at the Omni Bedford Springs Resort and Spa."

"We believe we are THE venue for association and corporate board meetings and retreats."

Jeff Rudder, Director of Sales and Marketing

Both Plush and Rudder are working to attract groups for Sunday through Thursday meetings.

"People don't realize how close we really are," said Plush. "There is a wow factor once they experience the resort in person."

Downtown Bedford is also an important "amenity" for many meeting guests. "Guests want to experience the resort, but they also want to visit the area. We promote spousal programs and off-site events," said Rudder.

Plush, a native of Bedford County noted that there is a "Huge sense of pride on the part of Bedford County citizens, especially those who work at the resort. They want to make stays here feel like home."

BEDFORD COUNTY AIRPORT WELCOMES YOU TO "SUNSHINE VALLEY"

Imagine climbing aboard a private jet in Washington, D.C. for a short flight over the Allegheny Plateau. You arrive in comfort at Bedford County Airport, a welcoming facility that lays just a quick, easy ride from the Omni Bedford Springs Resort.

Visitors from many distant points have enjoyed this "Gateway to the Bedford Springs." This is a door-to-door service that cannot be matched in many places.

Charter flights are offered by the airport's Fixed Base Operator, Bun Air. While it does not have regularly scheduled commercial flights, the Bedford County Airport ranks among the busiest in Pennsylvania. It conducts nearly 15,000 flight operations each year.

The fact is this airport offers a wide range of services to individuals and corporations alike. And these organizations place a high value on this asset.

With a 5,005 foot asphalt runway, the Bedford County Airport can accommodate jets that weigh up to 100,000 pounds. Why not extend the magnificent Omni Bedford Springs Resort and Spa experience to your travel with a charter flight? There's plenty of room for privately owned jets as well!



BEDFORD COUNTY

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BEDFORD SPRINGS RESORT HAS MAJOR IMPACT ON DOWNTOWN BEDFORD

Juli Dull, Main Street Manager for Downtown Bedford, Inc., knows the profound impact of the Omni Bedford Springs Resort on the economic health of Downtown Bedford.

The past five years have seen a blossoming of shops, cafes and restaurants in Downtown Bedford.

“We have had a great working relationship with the Springs,” said Dull. “Scott Stuckey, former General Manager, was the Chair of my board. Lee Bowden now serves on the board and has been just as generous with his time.” Bowden is the current General Manager of the Omni Bedford Springs Resort. He possesses an impressive resume of management and has worked at many of the nation’s finest hotels and resorts.

Dull explained that the Springs provides significant funds from the bed tax that it collects from its guests. “That money has been used to market the entire county,” she stated.

Dull noted that the Springs has helped The Downtown with its fundraising events, among other assistance.

The Springs provides every one of its guests with a “Passport to Downtown.” “When a guest checks in, they receive the Passport. It’s a conpon book that the Springs prints for us, free of charge,” said Dull.

She noted that the Springs staff has also helped with events like “Making Strides Against Breast Cancer,” which included more than 700 walkers who started in Downtown and ended at the Omni Bedford Springs Resort.

“I believe that between 5 and 10 businesses have opened downtown since the Springs reopened,” she stated. “We have very few empty stores in our entire downtown. The Springs even holds many Executive Committee dinner meetings in our downtown. They also carry Downtown Bedford products in their gift shop. And they use Bedford Candies at their events, too.”

The restaurants at the Springs are in frequent contact with Dull. “They are very good about calling me and asking where they can get local products, including for gifts,” she said.

With the recent spate of national and international awards, Omni Bedford Springs has been featured in numerous publications. “They always mention our quaint downtown in those articles. And that’s great free publicity for us,” Dull said.

At the recent Omni International Golf Tournament, Downtown Bedford, Inc. was invited to serve as ambassadors as the Omni Bedford Resort entertained sales and marketing staff from throughout the Omni family of properties.

“They are very welcoming to us out there. While the trail between the springs and Downtown is still in the early planning stages, I think it will be great for people staying at the Springs and for Downtown businesses,” Dull said. “This month we are launching a Downtown Bedford application for smart phones. The Concierge at the Springs will be able to use it. The Springs continues to hand out our brochures, including our historic walking tour,” Dull concluded.

