



MOUNTAIN LAKE
LODGE

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Mountain Lake Lodge Appoints Heidi Stone President and CEO; Executive Team Promotions Announced as Resort Continues Record-Setting Growth

PEMBROKE, VA (March 17, 2022) – The Board of Directors of [Mountain Lake Lodge](#) — the Virginia hotel where the original *Dirty Dancing* was filmed 35 years ago — has announced the promotion of Heidi Stone to President and CEO. Having previously served as General Manager since 2013, her appointment comes at a time when the award-winning resort has not only survived the pandemic but recorded its two best years ever. The property is owned and operated by the Mary Moody Northen Endowment, headquartered in Galveston, TX.

“Heidi Stone is a talented hotelier whose proven leadership and commitment is reflected through her team,” said Chris McKlarney, Administrator for [Giles County, VA](#). “Collectively, they have made Mountain Lake Lodge into a premier Virginia destination, set for continued growth and translating to even greater opportunities throughout our community.”

Stone brings more than 35 years of hospitality experience to her new role. She and her team have transformed the historic property from near-ruin a decade ago into a thriving and highly successful lodging destination that enjoys soaring occupancy, revenues and group business, along with national recognition that celebrates its *Dirty Dancing* cult status.

During her extensive career, Stone has served as Director of Sales & Marketing for the independent four-star High Peaks Resort in Lake Placid, NY and Berkeley Hotel in Richmond, VA, and has worked with such top brands as Doubletree, Disney World, Hilton, Omni Resorts and Peabody Hotels. Originally from upstate New York, she earned her degree in hotel and restaurant management at SUNY.

Stone’s first job at age 16 was at the front desk of a nearby Howard Johnson’s. The hotel’s general manager became her mentor, instilling in her enough inspiration for an entire career. Stone believed then and now that anything is possible, and her advice for young people starting out in the hotel industry is to seek out a leader to mentor them. Now Stone leads with a culture that inspires employees, gives them opportunities to grow, and promotes from within.

“I was fortunate to get the mentoring and training I needed, and I want to do the same for those coming up behind me,” says Stone, who strives to grow associates “on purpose” and provide training to be their best and become long-term players. “As a result, Mountain Lake has experienced tremendous growth from within, tenure and loyalty,” she added, attributing much of the resort’s success to her management team.

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Following are recent promotions:

Lyndsi Hale, Vice President of Sales, whose love for *Dirty Dancing* first brought her to the Lodge, began as an event coordinator 10 years ago and was promoted several times along the way. Having booked hundreds of weddings, corporate groups, family reunions and parties, she says, “I’m fortunate to be part of the Mountain Lake legacy story and provide guests with a magical experience that pulls them out of the bubble to relax on top of a mountain.”

Jeremiah McKendree, Vice President of Recreation & Retail, joined the property four years ago as Retail & Recreation Manager after positions with Disney World, The Greenbriar Resort and Glade Springs Golf & Country Club. He enjoys being part of guests’ vacations and memories, along with educating them about the numerous outdoor opportunities available at the resort and on the Appalachian Trail, just five miles away.

AJ Stephens, Vice President of Food & Beverage, originally from Los Angeles, began as a part-time banquet bartender at Mountain Lake more than six years ago. He went on to be Banquet Manager, then Director of Food & Beverage, and now oversees five departments and the front and back of the house – which work together to produce up to 50 weddings annually, along with numerous private and corporate events.

Marsha Stevers, Vice President of Finance, has been an integral part of Mountain Lake Lodge and a staple in its growth for more than 25 years. She has worn many hats, from Front Desk Manager to Controller and Benefits Manager. She currently oversees a team of 13 and aside from seeing a multitude of changes over the years, appreciates an environment where employees and guests alike are treated as family.

Bill Walker, Vice President of Facilities – lured by the mountains and outdoor lifestyle – relocated from city-life in Pittsburgh seven years ago to become Director of Maintenance. Formerly in the amusement and waterpark business, he currently supervises a staff of six with several new projects under way. He most enjoys the collaborative culture, international clientele and historic nature of the property.

Located amid a 2,600-acre nature preserve and bird sanctuary in Virginia’s Blue Ridge Mountains, Mountain Lake Lodge – known as Kellerman’s Mountain House in the classic movie – is still the ideal place “to have the time of your life” as it mixes modern amenities with numerous outdoor activities, traditional family fun and nostalgia. For reservations, visit www.mtnlakelodge.com or call 540-626-7121.

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The Mountain Lake Lodge Executive Team: *(Left to right)* Marsha Stevers, Vice President of Finance; Heidi Stone, President & CEO; AJ Stephens, Vice President of Food & Beverage; Jeremiah McKendree, Vice President of Recreation & Retail; Lyndsi Hale, Vice President of Sales, and Bill Walker, Vice President of Facilities.