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For immediate release

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## **Multnomah Athletic Club hires new General Manager**

The Multnomah Athletic Club (MAC) has concluded its nationwide search for a General Manager by hiring Norman C. Rich, of Glendale, Calif., to fill its top staff position. Mr. Rich succeeds Steve Tidrick, who resigned in January after a 21-year tenure.

A veteran of hospitality management with more than 25 years experience, Mr. Rich most recently was Chief Operating Officer and General Manager of the prestigious Jonathan Club, a 110-year-old club in Los Angeles. During his four years at the Jonathan Club, Mr. Rich led a revitalization effort, created Suites at the Jonathan Club, and earned the distinction of a Platinum Club of America, as one of the country's best private social clubs.

Mr. Rich is a graduate of the University of Cincinnati and holds a Master of Professional Studies degree in Hotel Administration from the Cornell University School of Hotel Administration. His wide ranging career has included stints with Amfac Hotels, Hard Rock Cafes, Landmark Hotels, and Universal Studios and Universal Citywalk in California, as well as Shangri-La Hotels in Hong Kong.

"We're extremely pleased that the deliberate process we went through has resulted in our having recruited such a well-qualified, experienced individual to fill this extremely important position," said Linda Marshall, MAC President. "I know we will be happy with the outcome for a long, long time.

"We were thrilled to be able to find a person who would be coming to us from a similarly successful private club and our Board of Trustees was especially impressed by Mr. Rich's long experience at Universal Studios and Universal Citywalk, where his responsibilities closely mirrored what he'll be doing at the MAC. In the end, it was an obvious and unanimous choice."

Mr. Rich joins the MAC just as the Club's Facilities Master Plan is being designed to steer its evolution in meeting the needs of its membership base. "The demographics of our membership and of the community we serve are changing," Marshall said. "Mr. Rich's leadership attributes will be crucial to our ability to implement a smooth transition forward while maintaining our strong traditions and status as the country's premier private athletic club."

Mr. Rich, his wife Valerie and their three children will relocate to the Portland area where family members have lived for more than 20 years. "My family and I are extremely excited about the opportunity to join the thriving community that is Portland and I am very much looking forward to the working with the MAC, its members, trustees and staff," Rich said.

**About the Multnomah Athletic Club**

Founded in 1891, the Multnomah Athletic Club is one of the premier social and athletic clubs in the United States. MAC is a family-oriented club that offers a variety of activities to its 19,900 members. Located at 1849 SW Salmon Street in Portland, Ore., the club occupies two buildings totaling 550,000 square feet. The eight-level main clubhouse overlooks the 30,000-seat PGE Park and is within walking distance of downtown Portland. MAC boasts a wide variety of athletic and social programs for youth and adult members. Many of its athletic programs are recognized as being among the elite amateur programs in the country. More than 40 MAC athletes have participated in the Olympic Games, winning a total of 28 medals through the years. Honors include Dan Kelly's world records in the 100-yard dash and the 220-yard dash; Louise Kuehn's first United States Olympic diving medal; swimmer Nancy Merki's 27-second margin in her 1,500-meter freestyle record; and Jim Grelle's 21 sub-four-minute miles.