



The Allison Inn & Spa, Set to Open in 2009, Names Hotelier Pierre Zreik as Managing Director

NEWBERG, Ore.—A hotelier with a long career managing U.S. luxury hotels and resorts, has been hired as managing director of The Allison Inn & Spa set to open in northeast Newberg, Ore., in late summer 2009. The Allison is Oregon wine country's first luxury inn, spa, restaurant and conference center.

Pierre Zreik, who currently is general manager at Cavallo Point in Sausalito, Calif., will arrive in Newberg Aug. 1 to join Springbrook Properties, Inc., General Manager Sonja Haugen and her team. Springbrook is the development company for The Allison.



“We are thrilled that Pierre accepted our offer,” said Springbrook Properties President Joan Austin. “He is very well known in the world of fine hotels and loves Oregon, so he will make a wonderful host for our guests.”

After training at Lycée Technique Hôtelière in Grenoble, France, Zreik's 25-year career began with the Four Seasons and Hyatt, followed by a specialization in managing independently owned and operated hotels, including El San Juan Hotel in Puerto Rico and the Ocean Grand Resort & Spa in Palm Beach, Fla.

In 1995 Zreik was recruited to Portland's 150-room downtown Heathman Hotel where he served as general manager for three years. Following the Heathman, he joined Rosewood Hotels and Resorts at Little Dix Bay, Virgin Gorda, in the Caribbean. In 2001, he returned to Oregon to open the Avalon Hotel & Spa in Portland.

Zreik will work with long-time associate Bruce Hraba who is consulting on the project. Hraba and Zreik worked together on The Avalon and Cavallo Point and will combine their business skills and talents to open The Allison's 35-acre complex.

“Three times now I have returned to Oregon. This is a true homecoming for me. I have missed my friends and colleagues here in the Pacific Northwest,” Zreik said.

“After 25 years in the hotel and resort industry, opening The Allison is the opportunity of a lifetime. It is a dream project,” he concluded.

Hraba said, “Having worked with Pierre at Cavallo Point, I am very excited to have him return and join our team. Together with the Austins, we will create a very special culture at The Allison for the enjoyment of our guests and to celebrate the beauty of Oregon and the wine country region.”

Hraba, president of Waterford Hotels & Inns based in San Mateo, Calif., and a native of Dayton, Ore., said the complexity of opening a project the size of The Allison requires a general manager with Zreik’s experience.

“Pierre’s record of success in creating profitable, yet welcoming and wonderful properties, is superb. We are very pleased that he accepted Mrs. Austin’s offer to come back to Oregon and we look forward to having our future guests meet him,” Hraba said.

The Allison Inn & Spa, restaurant and conference center comprise the first luxury resort development in Oregon Wine Country. Scheduled to open in late summer 2009, The Allison will feature 85 deluxe guestrooms and suites on 35 acres with gardens, walking paths and a working vineyard. For more information, visit www.theallison.com or call toll-free at 877-294-2525 or 503-537-2000