



Don Tucker

Companies: **Silver Lake Resort & Campground**

Expertise: **Marketing | Operations | Management**

Northwood University Alumnus

Don attended Northwood University to study Marketing/Management with a minor in Advertising. He is a big believer in creativity and life outside of the classroom, which led to success in the American Advertising Federation. He served in multiple roles over a three-year period as well as President his senior year.

Since that time Don gained a vast amount of experience and played a very active role in the area of account management of highly regarded companies in Chicago and the Greater Detroit area. His ability to listen to clients, build relationships, and deliver results allowed him to always be in demand.

Today you will find Don residing in Silver Lake, along the shores of Lake MI, with his lovely wife and 2 year-old daughter Grace. Don is co-owner of Silver Lake Resort & Campground (<http://www.silverlakerc.com/>), a 30 acre vacation destination for outdoor enthusiast. He is responsible for overall operations and strategic development of the park.

The park was purchased in April 2005 with only 5% occupancy and scarce amenities for guests. 7 years later the park boasts over 48% occupancy during the peak summer months, all sites have hook-ups and include amenities from wireless internet to a heated pool, new restrooms, movie nights, and more. Capital improvements have been steady and the park shows no slowdown in growth.

Don operates a beautiful facility with over 70 permanent campers and 130 overnight camping sites with 14 rustic cabins. It is the epitome of a family business; their staff of 13 are treated as family as are the guests. Located only 1 mile from Silver Lake and nature's remarkable 2,000 acres of sand, it's absolutely breathtaking.