

# THE COPPERFIELD INN RESORT

Erik Karner - General Manager



**Success Magazine: Erik, how do you plan to develop the marketing strategy for The Copperfield Inn Resort?**

Erik Karner: It starts with a regional and global awareness of the town of North Creek, as well as all that The Copperfield Inn Resort and the area businesses have to offer. Many tourists are aware of Lake George but have no idea that a vibrant town with many local businesses and outdoor activities exists less than thirty minutes from the Glens Falls/Lake George Region. My primary focus is to put The Copperfield Inn Resort and the town of North Creek on the map!

**SM: What experience do you bring to The Copperfield Inn?**

EK: After studying finance at Hofstra University, I was first exposed to hospitality at The Sagamore Resort, where I was fortunate

enough to work in various roles for almost ten years. I spent a year as banquet and beverage manager of Saratoga Polo Catering and Events, and then moved on to become the food and beverage manager of The Lodge at Woodloch, a top rated destination spa in Hawley PA, where I worked for the past three plus years. My heart was always in the Adirondacks, and the beauty of The Copperfield and the surrounding region drew me back to the area.



**SM: How will that experience help you enrich The Copperfield as a premier resort with two great restaurants and a banquet facility?**

EK: It basically starts with making good business decisions and surrounding yourself with great people. I was fortunate to reunite with our executive chef, Stephen Topper, who I worked with at both The Sagamore Resort and Saratoga Polo. As anyone will tell you, when it comes to restaurants and banquets, it all starts with the chef, and Chef Topper is amongst the most talented I have worked with in my career. We have beautiful well appointed rooms and suites, many with Jacuzzi tubs. Our innkeeper, Kevin Ouelette, specializes in catering to each guest and builds packages which include activities such as "Kidnap your Spouse," white water rafting, hiking, mountain biking, fly fishing, or even a lazy afternoon float

on a tube down the river. We also brought on Cynthia Pritchard as our director of sales. Cynthia has owned her own event business and she brings added expertise as an experienced planner, to weddings or corporate events in our 2,500 square foot ballroom.

**SM: How will the advent of the Saratoga North Creek Railroad enhance your plans to improve business at The Copperfield?**

EK: The advent of the railroad is a huge boost to the economy of North Creek and The Copperfield, with the potential for several hundred visitors coming to North Creek each day. The train station is located directly across the road from The Copperfield, and riders can take a day trip and stop in for lunch with us at Trappers Tavern, or plan a weekend stay with activities. I myself experienced the train ride and find it to be a relaxing scenic ride hosted by professionals of the train industry. I see the train as a revenue stream for The Copperfield, as well as all the shops, restaurants, and businesses in North Creek. The ski trains in the winter will make The Copperfield the primary destination resort for ski trips to Gore Mountain.

**SM: What changes have you brought about thus far to reduce costs and improve The Copperfield?**

EK: In the shoulder seasons we've



tailored operations to maximize revenue and incur lower operating costs. We have also focused on being more visible to corporate clientele and have networked with several meeting planner firms to drive conventions to the area, which not only improves business for The Copperfield, but for the town of North Creek as well.

**SM: What is the best feature of The Copperfield?**

EK: It's hard to pick just one. I would say the whole experience you get when you stay at a small luxury property that caters to each guest's individual



needs—the friendly staff, well appointed rooms, great hearty Adirondack pub fare in Trappers Tavern, wood fired pizzas and Mediterranean small dishes from Lorenzo's, swimming pool, tennis courts, and health clubs with saunas. The Copperfield is great for that weekend getaway, night out for dinner, or wedding or corporate event in which the cuisine and service exceed expectations on a daily basis.

- 4 Season Resort
- 31 Luxurious Rooms & Suites
- Ideal for Corporate Retreats, Team Building, Weddings, Family Gatherings & Holiday Parties
- Meeting Rooms
- 2,500 sq ft Ballroom
- Two Restaurants
- Award-winning Culinary Team
- Minutes from Gore Mountain Skiing & White Water Rafting

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