



# Brewery Gulch Inn

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### **AWARD-WINNING BREWERY GULCH INN HAS NEW OWNER**

*Mendocino, CA – November, 2007* - When Brewery Gulch Inn opened in 2001, it brought a new look to the area of mostly Victorian-style lodgings. The Craftsman-style inn was built from virgin redwood timbers eco-salvaged from the nearby Big River. The site, overlooking Smuggler's Cove and the Pacific Ocean, is one mile south of the historic town of Mendocino at 9401 North Highway One. During the next six years the inn gained a reputation for its personal attention to guests, excellent food, and high standards. In 2007 its environmental standards qualified it for membership in the coveted Green Hotels Association.

The setting, reputation, and history all appealed to Guy Pacurar, who bought the inn in August, 2007. His 12-month search for just the right place had taken him to 27 inns in five states. "Combined with the rugged beauty of the North Coast, the quaint charm of Mendocino, the overwhelming selection of outdoor activities, amazing food, and accommodations, Brewery Gulch Inn had everything I was looking for," says Pacurar. "My plans from the start have been to both preserve the special experience created and to take it to the next level."

This is Pacurar's first venture as an inn owner, but in many ways his career experience was a good fit for his decision. In 1986, after working as a staff member, Pacurar was appointed president of the non-profit program Pacific Intercultural Exchange (P.I.E.), an international high school exchange. Over the next twenty years Pacurar successfully engineered a financial turnaround establishing P.I.E. as an innovative leader within the international student exchange industry. During his tenure, the organization partnered with the U.S. State Department administering grants that brought high school students from 12 republics of the former Soviet Union and from Islamic countries around the globe to the United States. Under Pacurar's leadership, P.I.E. grew into a four million dollar a year company. He turned the management over to the executive director in October 2006 and signed a three-year management consulting agreement.

"The work that I did in student exchange took me to cities across the globe," says Pacurar. "My daughter, Taylor, accompanied me on many of those trips. As a result, she had to listen to me critique each place we stayed. It was on one of those trips during the summer of

2006 when she had finally had enough. One day she looked at me and said, ‘Dad, just quit telling me what you’d do if you owned this place and go do it somewhere.’ And that was the push I needed to do what I’ve always wanted to do, own a small inn,” he concludes.

Pacurar has already used his personal travel experiences to better serve his guests. These include the introduction of a collection of over 300 DVDs featuring current movies, classics, and foreign films; Wi-Fi throughout the inn; a guest computer in the lobby with Internet access and printer; unlimited domestic long distance; an expanded selection of local reference books and games; and a rotating exhibit of works by local photographers in the public areas. Guest rooms now have iHome clock radios and flat panel TVs with DVD players. The new chef, Rick Anderson, is expanding the locally-sourced and organic offerings, along with the selection of local beverages, which include wines, beers, and Dry Sodas. A landscape renovation and a major renovation of the guest rooms has been started with green standards in mind.

“My mission is to create a special experience for our guests,” says Pacurar. “Our staff and I will accomplish this through continuous attention to all the details that make a visit truly memorable.

For more information on the inn visit [www.brewerygulchinn.com](http://www.brewerygulchinn.com).

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