**For Immediate Release**

**Photo caption:** Four Generations of Bavarian Inn Zehnders & R.C. Hendrick & Son Officials! Back Row (L-R) Chip Hendrick, Judy Zehnder-Keller, Michael Zehnder, Don Keller, Amy Zehnder-Grossi, Dorothy Zehnder, Bill Zehnder & Alexia Zehnder, Tony Leuenberger & Dan LaPan Front Row: Young Jacob Keller-Zehnder, Luke Grossi & Sophia Grossi.

**Bavarian Inn Lodge Continues Expansion with R.C. Hendrick & Son, Inc.**

Sept. 27, 2012 - Frankenmuth, Mich. -- Repeat business is the key to success in today’s competitive climate. No matter what you’re selling -- cars, computers or the world’s most delicious chicken dinners -- loyal customers are the lifeblood of a thriving business.

The owners of the Bavarian Inn Lodge are currently hosting the children and grandchildren of their original patrons, and therefore know a thing or two about customer satisfaction.

With that principle as its cornerstone, it’s no surprise Bavarian Inn Lodge and Convention Center hired R.C. Hendrick & Son, Inc. for its latest renovation project -- a multi-million expansion of its Family Fun Center to be completed by Thanksgiving 2012.

R.C. Hendrick built Phase I of the Bavarian Inn Lodge in 1986, which consisted of 100 guestrooms, one indoor pool, a restaurant and lounge, and a banquet facility. The general contractor and construction manager has been retained for every phase to follow:

* Phase II (1989): $5 million addition including 98 guest rooms, second indoor pool and family fun center;
* Phase III (1995): $14 million addition including156 guest rooms, gift shop, third indoor pool, second restaurant and lounge, 18-hole indoor mini-golf course, addition to fun center;
* Phase IV (1998): $3.5 million, 500-seat conference center;
* Phase V (1999): $1.5 million addition of two more indoor pools;
* Phase VI (2012): $3 million installation of two water slides and refresh of mini-golf course.

“I’m very proud to have R.C Hendrick with us on our journey,” said Judy Zehnder Keller, president and founder of Frankenmuth Bavarian Inn Lodge. “They operate much the same our family operates -- a strong work ethic, an almost compulsive attention to detail, and a dedication to customer satisfaction second to none. They’ve become part of our family.”

Rodger Clancy Hendrick began his construction company in Saginaw in 1876, nearly 75 years before the Zehnder family purchased the Fischer Hotel in Frankenmuth in 1950, which became the Bavarian Inn Restaurant.

The two businesses added generations throughout the years -- five in all for R.C. Hendrick; Bavarian Inn and Lodge is now in its fourth. Both are among the oldest continuously family-owned-and-operated companies in the state of Michigan (R.C. Hendrick is the oldest general contractor in Michigan). And both are recipients of numerous awards and recognition for achievement in their respective fields.

The Phase VI project is planned for completion before Thanksgiving 2012.

“We are pleased to continue our partnership with the Zehnder family at the Bavarian Inn Lodge,” said Chip Hendrick, president of R.C. Hendrick & Son, Inc. “We are honored that our workmanship has earned us the opportunity to be hired for each expansion phase. There is no higher distinction in business than being requested to serve again and again by the same customer. The Zehnders and the Hendricks share the same dedication to quality and integrity, and it shows in our business success.”

**About Bavarian Inn Lodge**

Judy Zehnder Keller designed, developed, and leads the Bavarian Inn Lodge’s seven-acre facility. The multi-faceted resort has 360-guestrooms and a conference center perfect for hosting conventions at the local, regional or national level. Millions of visitors travel to Frankenmuth annually. In 25 years of business, the Bavarian Inn Lodge has been an important destination for travelers, evidenced by the 1.25 million room-nights that have been booked there since its opening.

To learn more, visit <http://www.bavarianinn.com/> and www.frankenmuthweddings.com.

**Media contact:**

For more information about the Bavarian Inn Lodge and Judy Zehnder Keller, please contact Sue Voyles, Logos Communications, Inc., sue@logos-communications.com or 734-667-2005. Visit the online press room at <http://logos-communications.com/bavarianinnlodge>