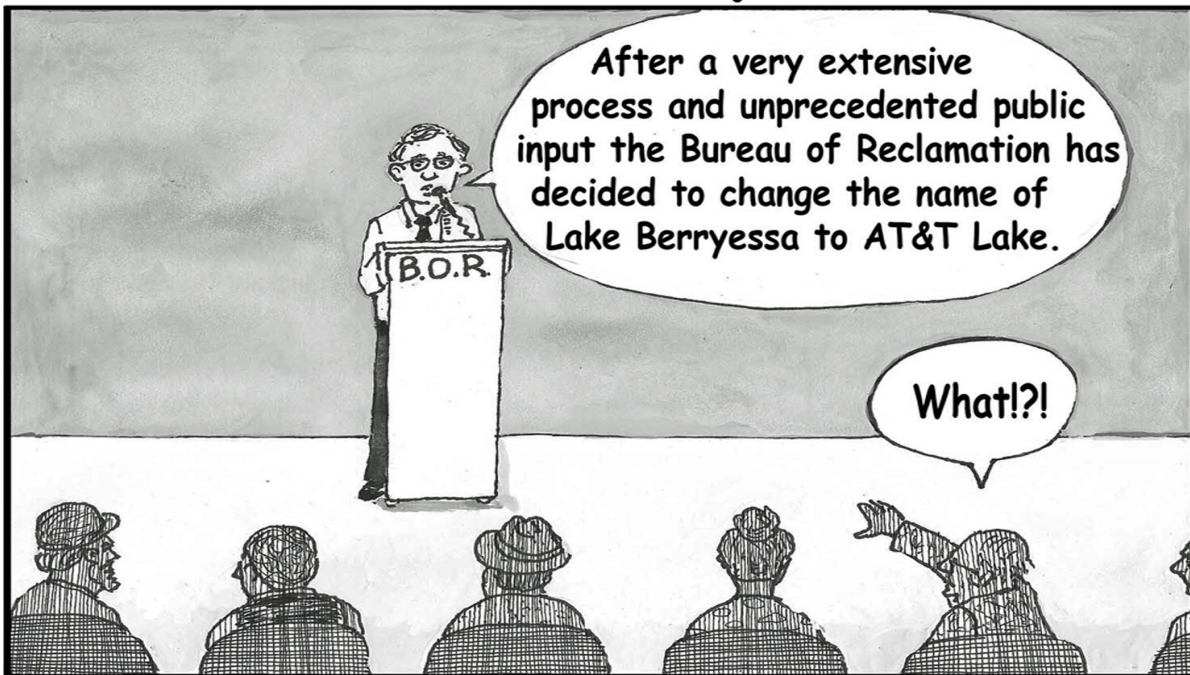


Naming the Lake Berryessa Resorts

What's in a name? For Lake Berryessa, names convey a sense of place, a sense of history, a sense of adventure and romance. These values and the emotions that accompany them make up a large part of why folks love the lake and have loved it for decades.

NAPALACHIA by Bill Scholer



In the business world, there is a financial concept known as “goodwill”. Goodwill is an accounting concept meaning the value of an asset owned that is intangible but has a quantifiable value in a business. Goodwill typically reflects the value of intangible assets such as a strong brand name, good customer relations, good employee relations and any patents or proprietary technology. Goodwill includes assets with value that are exceptionally difficult to quantify such as brand recognition, customer loyalty, and employee happiness.

The original names of the Lake Berryessa resorts possessed this type of financial “goodwill”. But when Pensus won the bid and signed a contract in 2010 to run the seven resorts they arbitrarily decided to change the resort names. In a 2010 memo, Pensus wrote: "As part of the repositioning of Lake Berryessa, Pensus and Reclamation have agreed that an immediate rebranding of all concession sites is necessary. (Note: Pleasure Cove was not yet under contract to Pensus.) Accordingly, Pensus, with the support and guidance of Reclamation’s park rangers, has chosen new concession names that more closely reflect the natural history and topography of the area. The following names were chosen to reflect the flora that is naturally abundant at each site:

Markley Cove will become Mahogany Bay
Steele Park will become Lupine Shores Resort
Spanish Flats will become Foothill Pines Resort
Berryessa Marina will become Blue Oaks Resort and Marina

Rancho Monticello will become Manzanita Canyon
Putah Creek will become Chaparral Cove"

The Pensus decision to use plant names for its resorts may have been influenced by the Bureau of Reclamation, but despite protests against the names – even at the first public meeting between Pensus and the local residents – they went forward with them. Unfortunately, it was part of the Pensus penchant to ignore the advice of local people familiar with the history and operation of Lake Berryessa.

When the Pensus contract was terminated, both local folks and the Bureau of Reclamation returned to using the historical names for the resorts. The BOR had legal concerns regarding the ownership of the various resort names, but after review they approved the current, more relevant names. (During this whole complex process, both Pleasure Cove and Markley Cove legally retained their original names.)

Original Names	Pensus Names	Final Names
Putah Creek Resort	Chaparral Cove resort	Putah Canyon Recreation Area
Rancho Monticello Resort	Manzanita Canyon Resort	Monticello Shores Recreation Area
Lake Berryessa Marina Resort	Blue Oaks Resort	Berryessa Point Recreation Area
Spanish Flat Resort	Foothill Pines Resort	Spanish Flat Recreation Area
Steele Park Resort	Lupin Shores Resort	Steele Canyon Recreation Area
Pleasure Cove Resort	Pleasure Cove Resort	Pleasure Cove Resort
Markley Cove Resort	Mahogany Bay Resort	Markley Cove Resort