

Where Hospitality Meets Imagination

An Interview with Maggie Hardy, Owner and Chief Executive Officer, 84 Lumber, and Owner & Chief Executive Officer, Nemacolin

EDITORS' NOTE Maggie Hardy has been a part of Nemacolin since its beginning in 1987, continually reinvesting her creativity and innovative imagination into Nemacolin for more than 35 years. Since 2002, she has been leading the team as owner and CEO of Nemacolin, and she has overseen 84 Lumber since 1992. Her energetic approach, aggressive goals, and spirited vision have been critical success factors in the operation and growth of the resort. She inherited her father's mindset that "nothing is impossible" and has embraced that perspective to make "Real Life Magic" a part of Nemacolin's approach in curating one-of-a-kind, elevated experiences and luxury stays for guests and



Maggie Hardy

members. With recent resort recognition in Vogue, Daily Front Row, Golfweek, Golf Digest, Forbes Travel Guide, Condé Nast, Travel + Leisure, Robb Report, Architectural Digest, and other publications, Hardy's leadership has positioned Nemacolin to become a world-class destination for luxury travel. In her personal time, Hardy enjoys traveling, outdoor activities, fitness, and spending time with her son, PJ, and her dogs, Tootsie and Ajax.

in southwestern Pennsylvania, showcasing a range of Forbes Travel Guide's award-winning accommodations from the grandeur luxury of The Chateau and the modern sophistication of Falling Rock to the elevated luxury of The Grand Lodge, The Homes, and The Estates. With magic all around, Nemacolin comes to life with show-stopping dining and lounges, two Pete Dye-designed championship golf courses, award-winning Woodlands Spa and Salon, Holistic Healing Center, Orvis-endorsed fly fishing, and a collection of outdoor activities. Highlights include snow sports, shopping, wildlife experiences, art tours, magical seasonal events, and fun for all. Nemacolin celebrates and inspires with 35,000 square feet of space for meetings and special events, bringing the most magical moments to life from weddings to corporate retreats.

RESORT BRIEF A getaway like no other, Nemacolin (nemacolin.com) has been creating magical moments in Pennsylvania's Laurel Highlands since 1987. The four-season playground is nestled on more than 2,200 acres



Maggie Hardy and WVU students at the opening of the Nemacolin Hospitality Lab in 2024



The Chateau at Nemacolin

Will you provide an overview of Nemacolin?

Nemacolin is a place where hospitality meets imagination. What began as my father's dream of creating a retreat in the Laurel Highlands has grown into a world-class resort known for remarkable service, extraordinary experiences, and a commitment to doing things differently. Today, Nemacolin spans more than 2,200 acres and features luxury accommodations, championship golf, fine dining, spa and wellness, art, outdoor adventure, and year-round entertainment. At its core, Nemacolin is about people – our guests, our associates, and our community – and creating moments that stay with you long after you leave.

How do you describe the Nemacolin experience?

The Nemacolin experience is immersive, personal, and unlike anything else in hospitality. Every detail is designed with intention, from the way our associates greet you to the creativity woven into every activity, meal, and memory. Luxury at Nemacolin feels warm, joyful, and welcoming. Guests come to reconnect, celebrate, explore, and be inspired, and we take great pride in helping create their most meaningful moments. Nemacolin is a world of its own, yet it is also a place that feels like home.

What was the vision for creating Nemacolin Hospitality Lab at West Virginia University (WVU)?

The vision came from a simple idea: if we want to elevate the future of hospitality, we need to invest in the next generation. We set out to build a space where students could learn differently, where they could experiment, innovate, and gain real-world experience in a dynamic environment. Partnering with WVU

allowed us to merge academic learning with the pace and creativity of a working resort, creating a pathway for young professionals to grow, lead, and shape the future of our industry.

How do you define Nemacolin Hospitality Lab's mission?

The mission is to cultivate talent, inspire creativity, and prepare students for

meaningful careers in hospitality. We want students to feel empowered to take ownership of their learning, understand the impact of exceptional service, and see hospitality as a purposeful and rewarding profession. The Lab is designed to bridge the gap between education and real-world application, giving students the tools and confidence they need to thrive.

How is Nemacolin Hospitality Lab redefining hospitality education and hands-on training?

The Lab is immersive by design. Students are not simply reading about hospitality; they are experiencing it firsthand. They collaborate with our resort teams, observe real operations, and contribute to projects that influence the guest experience. The combination of classroom learning, mentorship, and real-time problem-solving gives them a level of exposure that traditional programs cannot typically provide. It is a learning environment that invites curiosity and encourages students to explore every aspect of the industry.

What are your priorities for Nemacolin Hospitality Lab as you look to the future?

My priorities focus on growth for the Lab and for the students it serves. We want to expand academic offerings, deepen hands-on learning, and continue creating clear pathways that lead to fulfilling careers. I am also committed to keeping the Lab innovative. Hospitality is always evolving, and I want students to have access to new technologies, new ideas, and modern approaches to service and leadership. Above all, our goal is to help develop future leaders who are passionate, confident, and ready to make a lasting impact on the industry. ●



Falling Rock at Nemacolin