

For More Information Contact:

Mary Witte  
r.o.i. Design  
1451 Front St. NW  
Grand Rapids, MI 49504  
616-459-3539 Ext 110  
[marywitte@roidesign.com](mailto:marywitte@roidesign.com)

R.C. Hermann  
Tamarack Lodge  
2035 U.S. 31 N. at Four Mile Road  
Traverse City, MI 49686  
231-256-9220

For additional information on r.o.i. design, check [www.roidesign.com](http://www.roidesign.com)

For additional information on Tamarack Lodge, check [www.tamaracklodgetc.com](http://www.tamaracklodgetc.com)

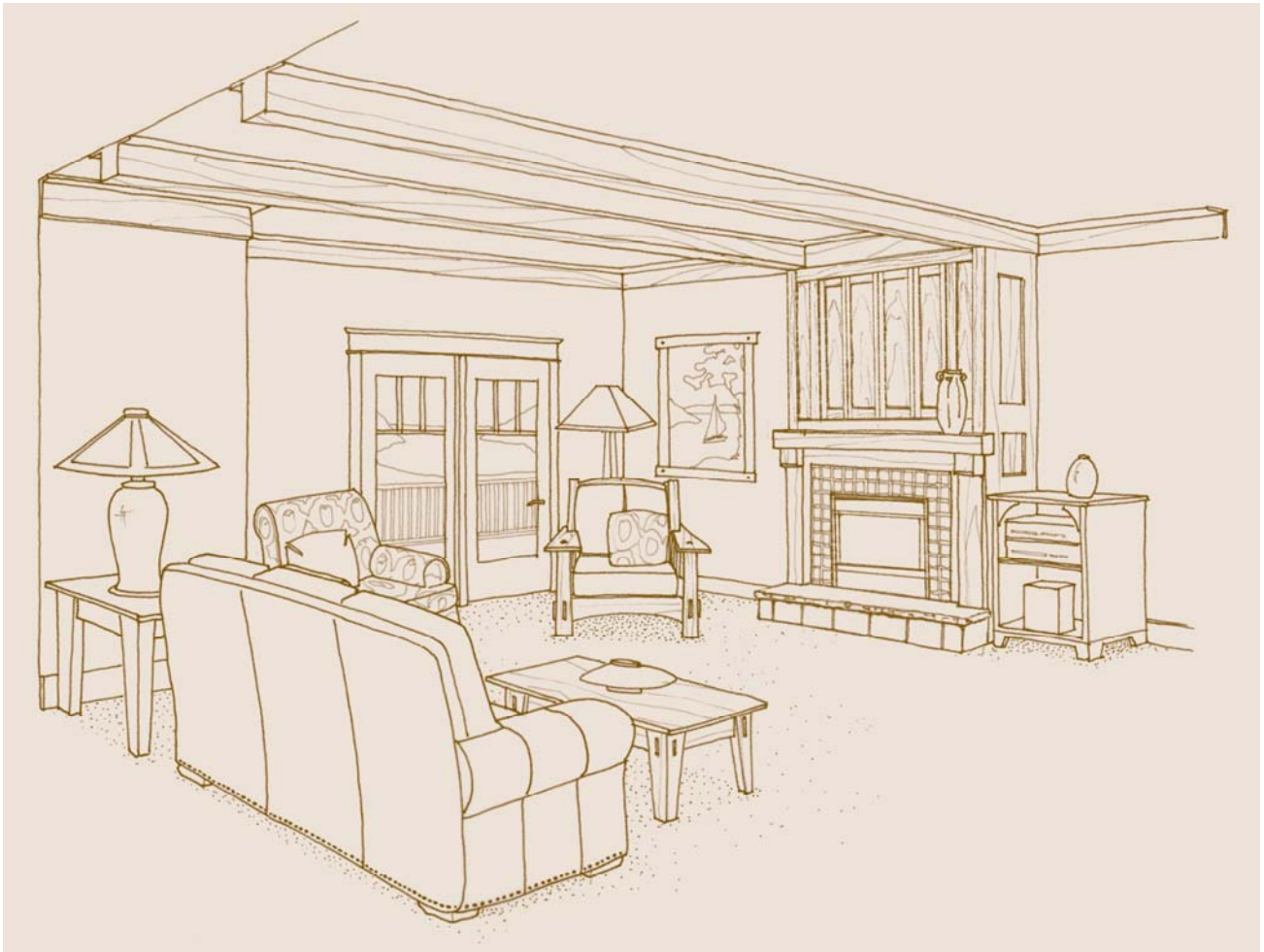
---

**Tamarack Lodge, Traverse City MI**  
**r.o.i. Design called on to help build memories**  
**“When Love and Skill Work Together, Expect a Masterpiece”**

Experienced Chicago developer, R.C. Hermann had a vision to build on his family tradition of creating vacation resorts in the Traverse City area. In the early 1970's, his parents purchased a rustic cabin retreat in the area and what was intended to be a retirement avocation became a new life rich in experiences, friendships and memories. R.C. wanted to create a place where people could look forward to returning to, again and again. So Tamarack Lodge was born.

His personal interest in the arts and crafts style of architecture is reflected in the building from the front door to the tiniest detail on the interiors. And helping him interpret this style for Tamarack Lodge was r.o.i. Design.

“R.C. had a sense of what he wanted it to feel and look like and he solicited our help in planning the condominiums, the overall color palette and detailing, as well as furnishings. We love arts and crafts and at this level of quality it was a pleasure to see it come together,” says Mary Witte of r.o.i. Design.



*r.o.i. Design, formerly DW2 Design, was incorporated first in 1968 and reorganized in 1993. r.o.i. Design collaborates with clients to provide a return on investment. We are a passionate team who enriches the way you live, work, and play. Our team offers a non-traditional approach to design, consulting, and product fulfillment. Their work has been published in national magazines including Coastal Living, Southern Accents and Home.*

*Tamarack Lodge, Traverse City MI, is a Traverse Realty Development.*