



COZY LODGING

BRAD PREISSEL

BLACK HAWK MOTEL, ALL STAR VALUE INN

Brad Preissel and his family live across the street from Black Hawk Motel which was owned by his grandfather and then his parents. "I was about 10 when I started working here, with my dad telling me to pick up anything that wasn't growing with the exception of weeds," said Brad. When occupancy at Black Hawk Motel approached 100%, Brad purchased a second hotel and renamed it All Star Value Inn for the many youth sports teams using it as home base during tournaments. "My grandfather always said you have to spend money to make money so we reinvest." Most heartwarming of all is to hear Brad speak of his late mother. "I promised her I would run the business the way she did and I intend to keep that promise." He and his wife hope their two sons might follow in the same footsteps. "My oldest is already cutting the grass and filling pop machines just like I did when I was his age."



Brad Preissel & Family