

Breckenridge Marketing Advisory Committee Applicants

9.14.10

9.13.10 (alpha order)					
	<u>LName</u>	<u>FName</u>	<u>BizName</u>	<u>Category</u>	<u>NOTES</u>
1	Babich	Toby	Resort Managers	Lodging	
2	Cain	Kieran	Breckenridge Ski Resort	At Large	
3	Carleton	Dick	Storm Restaurants	Rest/Retail	
4	Cronin	John	BTP Media/Beetle Blockers	At Large	
5	Henderson	Stephen		At Large	
6	Horii	Bruce	Beaver Run Resort & Conf Center	Lodging	
7	Jacobs	Roland	AspireUp	At Large	
8	Lapinsohn	Steve	Breckenridge Ski Enterprises	Rest/Retail	
9	Lassek	Michael	Premier Shopping & Service Guide	At Large	
10	Lebsack	Rachel	Summit Mountain Rentals	Lodging	
11	McMahon	Ira	Tang Web Studio	At Large	
12	McQuade	Brian	Space Cowboy	Rest/Retail	
13	Miscisin	Michael	Accenture	At Large	
14	Neyland	Rob	Breckenridge Associates Real Estate	At Large	
15	O'Connor	John	Krystal 93	At Large	
16	O'Neil	Larissa	Breckenridge Heritage Alliance	At Large	
17	Palmer	Alison	Western Exposure Prod/Breck TV	At Large	
18	Perry	Brad		At Large	
19	Raitman	Dena	Art on a Whim	Rest/Retail	
20	Roberts	Brooke	Land Title Guarantee Company	At Large	
21	Rogers	Peyton	Great Western Lodging	Lodging	
22	Sadler	Stephanie	Teal Art Gallery/Tang Web Studio	Rest/Retail	
23	Sanchez	Stacy	Petal & Bean	Rest/Retail	
24	Scofield	Carl		At Large	
25	Shelton	Sheri	Hand & Glove	Rest/Retail	
26	Sosville	Richard		At Large	
27	Stillman	Dave	AMR Ski Shop	Rest/Retail	
28	Wachman	Chris		At Large	
29	Weiss	Mitch	Pine Ridge Condo Rentals	Lodging	



100 S. Main st. / Box 1778
Breckenridge, CO 80424
800-765-0727 ph.
800-465-8212 fax
www.RMLodging.com

To: Breckenridge Town Council

From: Toby Babich, owner of Resort Managers

RE: Intent to serve on Town Marketing Committee

Ladies and Gentlemen of the Council,

I would like to first express my appreciation in taking the initiative to form this committee that will shape the future of Breckenridge marketing efforts. As many of you know, I have been involved in every aspect of the development of the current lodging tax/marketing committee initiative and do not feel my job is complete; I feel it has just begun. This marketing committee has been a priority of many of us in the lodging community since this discussion started at Beaver Run and many members of the Town Council and BLA have come together to make it a reality. Whether the lodging tax ballot measure is passed or not, The Breckenridge business community and Town Council have much work to do to ensure every dollar spent on marketing is utilized to its fullest potential and brings the most return possible to our town. We also need to pull together as a business community to ensure our guests experience all Breckenridge has to offer as well as to set a new precedent in business interaction to ensure a unique guest experience, this can all be accomplished through the BMC. Strong and diverse leadership is a necessity to ensure the functionality and direction of the initial BMC. I believe I would bring a unique and knowledgeable perspective to the BMC and be a tireless and passionate advocate for Breckenridge and all of its marketing efforts. My robust and diverse experience and the success of my business in the current economic crisis make me a qualified candidate for the Breckenridge Marketing Committee, I appreciate your consideration.

Company Bio-

Resort Managers was formed in June 2008 as a different type of rental Management Company focused on solid revenue, low fees, and personal owner and guest services. We started very humbly, with one unit at River Mountain Lodge, a shared office space, and a commitment to our business model. As the economy deteriorated in August 2008 our little company was put to the test, of which every company faced, but not all came out of. We are proud of our growth in the face of such humble beginnings and difficult rental market. Over the past two years we have grown from managing one property into a company representing 40 properties, accounting for over 400 reservations and approaching half a million dollars in rental revenue generated so far this year. We have been able to accomplish this while maintaining a genuine and personal relationship with our owners and guests. The past two years has also brought an exponentially growing, and vast web presence which is largely unprecedented in our highly competitive market. Our growth, although fortunate, is no mistake. We commit, and deliver, personal service to owners and guests alike while positioning our company at the forefront of the internet based vacation rental world as a new breed of Management that focuses on what works: service, knowledge, action, and hard work.

Prior to founding Breckenridge Resort Managers I owned and operated a successful commercial/residential/REO real estate franchise in Baton Rouge, LA; Realty Executives. My responsibilities included every facet of business startup, operations, marketing, accounting, and management. Much like Resort Managers, I handled every aspect of my business and saw it grow from an idea to a business representing all manner of corporate and individual clients, accounting for several million dollars a year in real estate transactions, and having a staff of 9 dedicated agents.

Below is a condensed list of my business experience and qualifications for the position.

- 2004- current- Broker/Owner of Realty Executives Integrity First.
Residential/commercial/corporate real estate brokerage on Baton Rouge, LA.
 - Residential and commercial real estate sales and leasing
 - Corporate sales, REO portfolio manager
 - Local, regional, and internet marketing
- 2008- current- Owner of Resort Managers in Breckenridge, CO.
 - Short term Rental Management
 - Property Management
 - Local, regional, nationwide, and international Online marketing

List of Memberships and Certifications, and licenses

- Member- National Association of Realtors (NAR), Louisiana Association of Realtors (LAR), Baton Rouge Association of Realtors (GBRAR)
- Member- Community Associations Institute (CAI)
- Member- National Board of Certified Community Association Managers (NBC-CAM)
- Member- Vacation Rental Managers Association (VRMA)
- Certification- Certified Manager of Community Association (CMCA)
- Certification- Resort and Second Home Property Specialist (RSPS)
- License- Real Estate License, Colorado
- License- Real Estate License, Louisiana
- Board member- Timberline Learning Center
- Board Member- Breckenridge Central Reservations

Being a current member, licensee, and certified professional in these organizations gives me a great understanding of the vacation rental market it's totality as well as a thorough understanding of the many different intricacies of property management, vacation rental management, and online/ traditional marketing. Each of my qualifications listed requires me to have a cumbersome amount of initial, as well as continuing education. The combination of my qualifications, education, experience, and desire to serve my town, and enrich my community make me an ideal candidate for the BMC.

Thank You,

Toby Babich

From: Kieran Cain [KCain@vailresorts.com]
Sent: Thursday, September 09, 2010 11:58 AM
To: DiLallo, Kim
Subject: Breckenridge Marketing Advisory Committee

Dear Kim,

I would like to submit my name for possible consideration for the newly-formed Breckenridge Marketing Advisory Committee.

As the new Director of Marketing for Breckenridge resort, I am very keen on playing an active role in the way we market and activate promotions through our town. Although I am new to the position here, just having taken over this week, I have several years' experience in marketing, most recently in major league sports.

Prior to my current position, I served as Senior Director of Marketing for the Colorado Rapids Soccer Club, a division of Kroenke Sports Enterprises. This position also gave me the opportunity to work very closely with our local city and neighborhood organizations of Commerce City, Northfield and Stapleton to cross-promote, drive visitors, collaborate on community events, and to help forge and re-work the brand identities of those communities.

Personally, I have an extensive background in creating advertising campaigns, brand strategies, and hosting large-scale public events.

If you need any more information on my background or references, please let me know.

Thanks for any consideration you can give me regarding this new opportunity to help serve our community; it sounds like a great project!

Sincerely,

Kieran Cain
Director of Sales & Marketing
Breckenridge Ski Resort
PO Box 1058, BK 3
Breckenridge, CO 80424
Direct: 970.453.3218
Fax: 970.453.3217
www.breckenridge.com
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STORM RESTAURANTS

MI CASA MEXICAN & CANTINA / HEARTHSTONE RESTAURANT

September 10, 2010

Mayor Warner
Town Council
Town of Breckenridge

Dear Mayor Warner:

Please accept this as my letter of interest to be considered for a seat on the Town of Breckenridge Marketing Advisory Committee. I am an elector and currently hold two BOLT licenses. I have also owned and operated restaurants and a catering company in the Town of Breckenridge since 1982. I have a Marketing degree from Virginia Tech. Throughout my years in Breckenridge I have served on numerous boards, served on several ad hoc committees and been involved with many events. I have attached my current resume outlining these activities for your review.

As a community we are in an extremely competitive market and we need to work hard to be true to our brand and to continuously ensure our brand is prominently positioned. To do this we need to continue to strengthen and develop new partnerships with a focus on national sales, group sales and world class events. Our focus should be on the destination guest and fill down periods with the drive market. Success is not packing more people in our town during peak periods, but stretching the season and filling the gaps. January is a great example of successfully taking a traditionally down month ten years ago and building it into one our best months today.

Sustainable funding for marketing is one of our greatest challenges. I support the lodging tax as a solution to this. For our community to continue to thrive as it has since I have lived here we need to continue our economic vitality. This will require we keep our brand fresh and relevant while delivering an experience which offers value to our guest. We need to drive our message in new and cost effective ways.

I hope you will find me qualified to serve our community on the Marketing Advisory Committee and look forward to answering any questions you may have of me.

Sincerely,

Dick Carleton
Managing Partner
Storm Restaurants Inc.

RICHARD MORGAN CARLETON

PO Box 1613 / Breckenridge, Colorado 80424
970.453.0524 home / 970.453.1023 office / 970.418.3997 cell

WORK EXPERIENCE

Storm Restaurants, Inc. Breckenridge, Colorado

1982 - Present, Managing Partner

Currently operating two award winning restaurants:

Mi Casa Mexican Restaurant & Cantina Breckenridge, established 1981

Hearthstone Restaurant, established 1989

Hearthstone Catering 1992-2010

Mi Casa Mexican Restaurant & Cantina Keystone 1997-2003

Dick & Jane Enterprises, Inc. Summit County, Colorado

1989 - Present, Managing Partner

Real Estate Management & Development in Summit County.

Mountain View Plaza Management, LLC Keystone, Colorado

1998 - 2005, Manager

Real Estate Management & Development in Keystone

EDUCATION

St. Christopher's High School - Richmond, Virginia
Graduated 1975

Virginia Tech - Blacksburg, Virginia

B.S. Business Management/Marketing, graduated 1979

ServSafe & BarCode Certified

Numerous Continuing Education Programs through Colorado Restaurant Association,
National Restaurant Association, Culinary Institute of America and Other Trade Seminars

AWARDS & ACHIEVEMENTS

National Restaurant Association *Restaurant Good Neighbor Award, State Winner*

The Governor's DUI Task Force *Local Hero Award*

Honorary Board Member *Breckenridge Outdoor Education Center*

Summit Foundation *Outstanding Business First Annual Philanthropy Day*

Summit Foundation *Outstanding Board Member of the Year*

Breckenridge Resort Chamber *Business Leader of the Year*

Breckenridge Resort Chamber *Business of the Year*

Breckenridge Resort Chamber *Best Employer Award*

Friends Welcome *Business of the Year*

BOARD SERVICE

1987 - 1994 Breckenridge Outdoor Education Center (President 1989-1990)

1992 - 2000 Topsy Taxi (President 1997 - 2000)

1996 - Present Breckenridge Chapter of the Colorado Restaurant Association (currently Treasurer)

1997 - 2007 Summit Foundation

2002 - Present Town of Breckenridge Police Advisory Committee

2009 - Present Breckenridge Resort Chamber Marketing Committee

2010 - Present Summit Youth Hockey

Numerous Homeowner's Boards

Personal References Available Upon Request

Town of Breckenridge
Attn: Kim DiLallo
PO Box 168
Breckenridge, CO 80424

Re: Marketing Advisory Committee

Dear Kim:

I wanted to write to express interest in one of the at large seats within the Marketing Advisory Committee. I have an absolute passion for the town of Breckenridge as well as business and marketing. I believe that based upon my career within marketing and media as well as my history within the town as a tourist (1993-5) weekend visitor (1996-2003), part-time homeowner(2004-2006, 2008), full time homeowner (2009-present @ 537 Moonstone Rd), Breckenridge Resort Chamber member as well as licensed business owner of Beetle Blockers, LLC that I would be an excellent addition to the committee.

I am not sure where to start as it relates to my career...do I start with the fact that I built my whole career on my passions in life or that one of my most recent corporate roles was as the Regional Director for Plum TV (think RSN/Outside Channel) with stations in Aspen, Telluride, Vail, and Sun Valley, ID. I have worked in and owned multiple companies that all lend credible experiences that will benefit the committee in charge of the strategic direction relating to Breckenridge. Below you will find a basic resume over the past 15+ years:

Board Member
Saugatuck Media (JingRing Mobile Advertising Platform)
June 2010 – Present

CEO
BTP Media
May 2010 – Present

President/Founder
Beetle Blockers, LLC
April 2010 – Present

Regional Director
Plum TV
October 2009 – May 2010

General Manager
CBS Collegiate Sports Properties
July 2007 – November 2009

Senior Vice President
Score! Marketing Group
December 2005 – December 2006

Partner
Forge Sponsorship Consulting
April 2004 – December 2005

Americas Sponsorship Manager (VP)
BP Lubricants USA Inc
April 2002 – April 2004

Managing Director
Strategic Marketing Solutions
December 1999 – April 2002

Event & Program Manager
USA Cycling - (NORBA)
January 1997 – December 1999

Events / Golf Manager
Polo Ralph Lauren
June 1992 – January 1994

My whole career has had a focus on sales and marketing within sports, and media. Having managed global budgets of roughly \$30M all the way down to focusing on entrepreneurial efforts such as Beetle Blockers which is dedicated to the safe, and environmental protection of our trees and forests, I know that I would provide significant value and experience to the committee, Town Council, business owners, and our residents. My major focus will be to maintain and grow the equity of the “brand” of Breckenridge while making recommendations that have a focus on economic vitality.

In terms of my personal background on boards: I have served as VP and President of a HOA in the past as well as served on sponsorship committees for a pre-school in Colorado Springs. My wife and I recently joined the PTSA for Breckenridge Elementary and intend to get more involved with the Little Red Schoolhouse, Team Summit, and volunteer for the BRC.

I am excited about the opportunity to join the Marketing Advisory Committee and I look forward to meeting you.

Sincerely,

John Cronin

DiLallo, Kim

From: Stephen Henderson [heepster15@msn.com]
Sent: Thursday, September 09, 2010 1:01 PM
To: DiLallo, Kim
Subject: Marketing Advisory Committee
Attachments: RESUME.doc; Local Economy.doc

Hi Kim,

I am very interested in one of the at large positions on the newly established Marketing Advisory Committee. I have attached my resume and comments from the recent SustainableBreck survey promoting Breckenridge as a year round Arts destination. Emphasizing our Arts, Cultural and Heritage offerings could attract a new audience to Town.

I moved to Breckenridge five years ago after retiring from 3M Company with 30 years marketing experience. My marketing focus has been matching products and services to identified customer wants and needs. I have managed sales, product and market development, customer training, advertising, trade shows, promotions, digital communications, digital marketing standards and brand operations. I have been successful working on multi-functional teams formed to achieve a common goal.

Since my retirement, I have concentrated my time on volunteer opportunities, including participating the last 5 years in the Town's clean-up day, 4 years as a host/co-host of a team competing in the Int'l Snow Sculpting Championship, 4 years as a Breckenridge Ski Resort mountain ambassador, 3 years with the Breck Film Festival, SustainableBreck sessions and a multitude of arts activities.

I currently serve as the Chair of the Breckenridge Public Art Commission and am a Friend of the Arts District.

I look forward to interviewing for this position.

Sincerely,

Stephen E. Henderson
Chief Strategist
Maribu Enterprises
Strategic Communications
970-547-4875

Stephen E. Henderson
P.O. Box 3343
Breckenridge, Colorado 80424
970-547-4875
heapster15@msn.com

**Summary of
Qualifications:**

International marketing, communications, sales and customer training experience in industrial, government and adjacent, customer focused markets. Adept at motivating, mentoring and developing personnel. Experienced in managing marketing communications, brand management, electronic productivity processes, eCatalog data standards, budgets, sales territory development, strategic planning and directing cross-functional teams. MBA degree in finance. Six Sigma green belt trained. Fluent in the German language.

Experience:

3M Corporate Marketing

2001 – 2005. St. Paul, Minnesota
Brand Operations Manager, Corporate Brand Department

1997 - 2001. St. Paul, Minnesota
Manager, Data Quality Standards & Processes, eBusiness

3M Occupational Health and Environmental Safety Division

1985 - 1997. St. Paul, Minnesota
Manager, Customer Focused Marketing,
Marketing Communications and Customer Training

1984 - 1985. St. Paul, Minnesota
Marketing Supervisor for new product development,
Thinsulate[®] Thermal Insulation

1983 - 1984. Buffalo, New York
Sales territory management for respiratory products

3M Deutschland GmbH, U.S. Government Services Europe

1974 - 1983. Heidelberg, Germany
Account Executive, Visual Products and Educational Markets.
Managed sales and marketing operations to U.S. Government
accounts throughout Europe

Education:

Master of Science Degree in Business Administration,
Boston University, 1981

Bachelor of Science Degree in Chemical Engineering,
Denver University, 1971

SustainableBreck (Local Economy)

I attended two of the SustainableBreck sessions, focusing on local economy issues, with stated goals of attracting new tourists and encouraging “lingering”. The first step in developing a strategy should be to segment the market and match their interests with targeted Breckenridge offerings. I submit that Breckenridge should be promoted as an Arts destination.

I was disappointed by comments from a BRC representative referring to art & culture as a “good filler for shoulder seasons”. The town’s marketing efforts are missing an entire population of art enthusiasts who may not travel for outdoor sports activities or drinking events.

From a recent SDN opinion page letter, “Art patrons are the type of people that the town needs. They have more money to spend, eating out, staying overnight, and shopping...”, facts statistically confirmed by the Travel Industry Association.

According to the Colorado Creative Industries, several recent studies show that arts and culture have a sizable impact on local and regional economies in Colorado. Colorado ranks 5th in the nation for concentration of artists. The arts are Colorado’s fifth largest employer, 3.9% of total employees, earning about \$5 billion.

During the Summer 2010 schedule, despite the economy, attendance for the Arts District classes rose 6-8%, and out of town visitors doubled from last year, now representing 40% of the total. The Arts District not only attracts visitors, but is also supported by the local community.

Aggregating the Town’s year round Arts & Heritage offerings, based on the customer perspective and not organizational structure, would provide another audience with incentives to make Breckenridge their travel destination.

There was also a short discussion about marketing the “Breck” brand and the need for a strategy that residents, second homeowners, employees and retailers could support and help promote. Since a brand lives in the mind of the beholder, what does the Town’s brand mean to its target audiences?



BEAVER RUN
RESORT & CONFERENCE CENTER
Breckenridge, Colorado

Ms. Kim Dilallo
Town of Breckenridge
P.O. Box 168
150 Ski Hill Road
Breckenridge, Co. 80424

Dear Honorable Town Council:

Having served on the initial “Blue Ribbon” committee I feel a strong need for sustainable marketing funds and would like to submit my name for consideration for the Marketing Advisory Committee. As the election nears and the prospect of passing an additional lodging tax to support Breckenridge’s marketing funds I feel a strong desire to lend my sales and marketing background and experience to support the oversight of this spending and assist in setting a favorable direction for our “new marketing plan”.

I am involved in destination marketing of the Breckenridge product on several fronts and would like to share some of those involvements:

1. Currently, I am the Director of Sales and Marketing at Beaver Run Resort and Conference Center. For the past 10 years I have served in this capacity and am responsible for the direction of all advertising, promotions, public relations and sales efforts at Beaver Run. Areas of sales concentration include group sales (both leisure and conference), individual reservations, and food and beverage sales. Promotional direction includes print and electronic media on a local and national level. Being a year round resort allows the opportunity to market in multiple market segments and to a wide variety of audiences.

2. I serve on the Board of Directors and am a past President of Destination Colorado, which is an association focused on the promotion of Colorado as a location for group meetings and incentive programs. This organization works to generate interest in Colorado through trade shows, sales missions, print media, electronic marketing and industry relationship building. Destination Colorado is a significant source of leads in a variety of group markets.

3. I served 6 years on the Colorado Tourism Office’s Tourism Promotion Committee (Colorado’s Marketing Committee) which acts as the oversight and advisory committee for Colorado’s marketing campaigns. We worked with the advertising agencies of PRACO (previous agency) and MMG Worldwide (current agency) in the areas of public relations, media fulfillment, both print and electronic (TV, Radio and Internet), and website management.

4. I served two years on the Colorado Tourism Office's International Promotion Committee promoting Colorado to the International Market. Emphasis was placed heavily on working with tour operators and the representation companies that represented Colorado in the United Kingdom., Germany, Japan, and France.

5. Locally I was on the Central Reservations Board for 9 years and have recently moved over to the Breckenridge Resort Chamber Board of Directors. My main interest and motivation to change was to offer more "Big Picture" direction and to help grow the business into Breckenridge for the entire community not just lodging through Central Reservations. I maintain that goal and would like to have a further impact in that direction through the Marketing Advisory Committee.

6. Recently, I was involved with the reincarnation of the Breckenridge Lodging Association. The goal of this move was to bring together communication from the local lodging companies on issues that we share. We plan on keeping this group meeting on an informal basis to represent our companies similar to the restaurant and merchants associations. We are also striving to communicate between these associations.

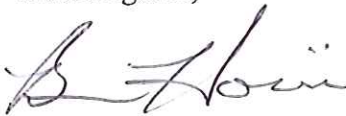
6. I also maintain active affiliation with TIAC (Tourism Industry of Colorado), CH&LA (Colorado Hotel & Lodging Association, and CADMO (Colorado Association of Destination Marketing Organizations), which all offer insights into our industry on a state level, including lobbying efforts, industry updates, working with various convention bureaus, and observing trends and research critical to the pulse of our industry.

7. I have enjoyed working in Steamboat (Sheraton), Winter Park (Central Reservations), Utah (property management) and Fort Lauderdale, Florida as a travel company and tour operator. I maintain relations across our industry to keep a pulse of the ever changing hospitality industry.

I look forward to speaking more to my experiences and how I might assist in shaping the direction of the Breckenridge marketing direction. Through my many industry relations I feel I will bring direction on how we may drive more business to Breckenridge and really enhancing the "Breckenridge Experience" to our guests and turn their positive experiences into future business referrals. My goal is to utilize the added marketing resources to deliver the highest return for that investment and keep Breckenridge as the "Destination of Choice" throughout the tourism industry!

Thank you for your consideration!

Best Regards,



Bruce Horii
Director of Sales and Marketing
Beaver Run Resort and Conference Center

Kim DiLallo, Town of Breckenridge

P.O. Box 168/150

Ski Hill Road Breckenridge, CO 80424

Hi Kim!

I read in the *Summit Daily* that you are putting together a volunteer panel of marketing experts. I think I might be a good addition and wanted to learn more about the expectations for the role.

I'm am CEO of a strategic marketing firm called AspireUp and have worked been advising or executing marketing programs for the past 20 years since completing my MBA at Harvard. I also have experience in destination marketing, both as the former chief marketing officer of Orbitz and on a consulting engagement where I helped the City of Chicago consider how it might strengthen its brand in preparation for the Olympic bid. I regularly guest lecture at two of the country's leading business schools, Northwestern's Kellogg School of Management and the University of Chicago Booth School of Business on the topic of marketing strategy. Prior to founding AspireUp 9 years ago, I held senior executive marketing roles with The Clorox Company, Orbitz, DigitalWork and Petopia.

As far as my community involvement in Breckenridge, for the past five years I've owned and managed two vacation rental properties in Breck and physically live in Breck about 3-4 months per year cumulatively. I am not a voter in the county, but the business license I hold in Breckenridge is an "Accommodation Unit License". I suppose I could qualify as either an operator of a lodging business or as an at-large member.

I also am also passionate about the cause—marketing Breck as a premier destination resort! Before I invested in my business in Breck I did research on many resort destinations around the country and concluded that Breck has much to offer and, in many ways, is still "undiscovered".

I have attached a clean version of my professional bio, and would welcome the chance to discuss this further if you think I might be a good addition to the team. My marketing firm's website is at www.AspireUp.com.

Kind regards,

Roland

Roland Jacobs
President & CEO
AspireUp
312. 804. 9100
www.AspireUp.com

AspireUp Background

AspireUp is a strategic marketing consultancy dedicated to helping organizations grow. The firm works with clients all over the world to develop strategy, strengthen brands, and create new products and services.

AspireUp's team of 30 professionals is more senior than is typical for consulting organizations, with each consultant bringing an average of 17 years experience. Before becoming consultants, nearly all of the team members spent many years as practitioners, directly responsible for a P&L.

In order to bring clients the most current management thinking and best practices, AspireUp has enjoyed a five-year collaboration with faculty at two of the nation's top businesses schools, Kellogg School of Management and the University of Chicago Graduate School of Business, on teaching and consulting projects.

Roland H. Jacobs, President & CEO, AspireUp

Roland founded AspireUp in 2002 and has overseen significant growth in the firm's influence and reputation. He is a recognized expert in marketing strategy and branding and consults with a wide range of clients. Among his past clients are PepsiCo, Honeywell, Wells Fargo Bank, MerckSerono, AAA Motor Club, DeVry, American Dental Association, Nielsen, and Wheaton College.

In addition to his work as a consultant and corporate trainer, Roland teaches marketing strategy as a guest lecturer in the MBA programs at Northwestern University's Kellogg Graduate School of Management and the University of Chicago Graduate School of Business. Roland received an MBA from Harvard Business School.

Roland began his career in financial services, serving as corporate banking officer with Bank of Boston (now Bank of America). Prior to co-founding AspireUp, Roland was the top marketing officer at three different companies that grew rapidly under his leadership. He was the Chief Marketing Officer responsible for the launch of Orbitz, the online travel company founded by the major airlines. At Orbitz, Roland oversaw a team of 500 people to deliver what The Standard called "the most successful e-commerce launch in the web's history." Roland also served as SVP-Marketing & Business Development for DigitalWork and VP-Marketing for Petopia.com.

Additionally, Roland spent a decade with The Clorox Company where he focused on growing brand profitability, introducing new products, and expanding into new countries. During his tenure, he rose to Global Category Director with marketing responsibility for Clorox products across 33 countries.

Attention:

Kim DiLallo,

Dear Kim:

My name is Steve Lapinsohn and I've been living in Breckenridge going on 19 years. My wife and I own The North Face store, The Columbia store and The Main Street Outlet. I have been doing our advertising and marketing all the years that we've been in town. I've served on the Chamber board of directors for almost 10 years and have been the chairman of the board for almost five years. I was on BEDAC for two years and have been on the current marketing committee since its inception.

I know how critical branding, marketing and advertising is to the well being of our town and am most interested in keeping some continuity and momentum created by the current members of the existing marketing committee.

When the town, hopefully in November, is successful in creating a source of sustainable funds for marketing our town, I want to be a part of helping to oversee how that money is spent. Our marketing efforts are what will help set us apart from not only national and international competing ski areas, but also every other destination from beach towns to resorts of all types all over the world.

I believe that the success I've found in my own business through my marketing efforts, along with the help of our exemplary staff, help to uniquely qualify me for a seat on this committee.

Please strongly consider me for one of the seats being offered for the town's new marketing committee. I can be reached at Po Box 5590; Breckenridge, Colorado; 80424; E-mail address: steve@breckgear.com; cell 970-485-0749 and work # 970-453-1613.

Thank you for your consideration.

Most Sincerely,

Steve Lapinsohn

Breckenridge Ski Enterprises Inc.

From: Michael Lassek [michael@thebreckguide.com]
Sent: Friday, September 10, 2010 5:03 PM
To: DiLallo, Kim
Subject: Marketing Advisory Committee

9/10/10

Ms. Kim DiLallo
Town Of Breckenridge
P.O. Box 168
Breckenridge, CO 80424

Re: Marketing Advisory Committee

Dear Kim,

I am writing to express my interest in serving as an at large member of the new Marketing Advisory Committee in service to the Town of Breckenridge.

My background includes 20 plus years of working in advertising, marketing and special events in Colorado. Since 2005, I have served as Marketing Director and Publisher of The Premier Shopping & Services Guide for Gourmet Cabby in Breckenridge. In addition, I've enjoyed working with local businesses to develop creative advertising geared to our important visitor market. In addition, I have had the opportunity to work within the ski industry in multiple resort areas while marketing a skier development program benefiting the US Ski Team in mid 90's.

Service in regard to boards or committees include; The Colorado Ski Ball, Ad 2 Denver and the Denver Advertising Federation.

I look forward to speaking with you and the board concerning your needs and goals for the Marketing Advisory Committee.

Sincerely

Michael Lassek
Publisher
The Premier Shopping & Services Guide

Re: Breckenridge Marketing Advisory Committee

September 9, 2010

Dear Kim,

Please accept this letter as my official request to be considered for one of the Breckenridge Marketing Advisory Committee seats.

Currently, I hold the position of Marketing Manager for the number one property management company in Summit County, as named by the *Summit Daily* 2010, Summit Mountain Rentals. Though I wear many "hats" as Marketing Manager, my main focus is the enhancement of my company's web presence through social media, optimization of the company website with relevant keywords and link building, and seeking new opportunities in our market place. The combination of my passion and skills has greatly paid off with a feature article in the online travel magazine *Destinations Travel Magazine* June/July issue, and the honor of being named the "Best Property Management Company" in Summit County. I was also given the privilege of sitting on the Young Board of Professionals for the Make-A-Wish Foundation of Colorado during 2009.

My involvement in the Breckenridge community is all about creating powerful partnerships to better sell the "Breckenridge Experience." I work closely with big names such as Reservations for the Summit and the Breckenridge Resort Chamber in addition to the ski shops and local vendors in town. These relationships allow me to provide our guests with the best possible experience when they visit this fantastic community. Furthermore, I am currently taking a web design course at Colorado Mountain College to round-out my skills as a marketing professional.

I believe I would be an essential member of the Breckenridge Marketing Advisory Committee because of my success in marketing Summit Mountain Rentals as well as several other clients during the time I was an account manager handling challenging aspects of diverse specialties. Combined with my years of experience in the marketing industry, degree in Mass Communications, and passion for finding new opportunities to better market what Breckenridge has to offer, I believe make me the ideal candidate.

I appreciate your time and consideration of my candidacy, and I look forward to hearing from you.

Kindly,

Rachel R. Lebsack
Marketing Manager
Summit Mountain Rentals
970-279-0005
rachel@summitrentals.com

Rachel R. Lebsack

PO Box 1618 | Breckenridge, CO | 970-279-0005 | rachel@summitrentals.com

EDUCATION

Towson University, Towson, MD

Bachelor of Science and Business Marketing Certificate

Major: Mass Communication Major; Public Relations Track

Graduated Cum Laude

PROFESSIONAL EXPERIENCE

Summit Mountain Rentals, Breckenridge, CO

December 2009 – Present

Marketing Manager:

- Improve organic search placement through SEO techniques
- Develop social media strategies focused on branding
- Responsible for price analysis and implementation for over 150 properties
- Build and expand relationships with wholesalers and community vendors
- Audit and maintain pay per click advertisements with Bing, Google and Facebook
- Issue press releases
- Manage and train sales staff
- Accomplishments:
 - Feature article in *Destination Travel Magazine* June/July 2010 issue
 - Awarded "Best Property Management Company" in Summit County, 2010
 - Acquisition and integration of two companies

The Creative Alliance, Lafayette, CO

August 2008 – May 2009

Client Service Coordinator:

- Managed marketing and public relations initiatives for clients
- Drafted, edited and produced annual marketing plans, project estimates and proposals
- Handled all print and mail house coordination for clients
- Created, implemented and maintained timelines and budgets
- Researched social media opportunities for clients in industries such as private aviation, restaurant, law, higher educations, non-profit and interior design.
- Implemented, monitored, analyzed and reported SEO and SEM strategies

MGH Advertising and Public Relations, Baltimore, MD

January 2008 – May 2008

Intern:

- Produced client events like the annual American Psychological Association conference in Washington, DC
- Drafted press releases and media advisories for clients
- Pitched local, regional and national media outlets
- Developed media lists and updated media databases

HONORS AND AWARDS

LAMBDA PI ETA – Member of National Communications Honor Society

VOLUNTEER EXPERIENCE

Make-A-Wish Foundation of Colorado – Member of the young professionals' board of directors

Alzheimer's Association – Developed community projects to raise money for local Alzheimer's Association

T.U.T.O.R.S. – Tutored underprivileged children in reading and writing in inner city elementary schools

Living Hope – Volunteered to create an AIDS awareness program

Heroes in Our Midst – Produced American Greetings and Hallmark's recent public awareness campaign materials

Priceless Gown Project – Aided in the largest media coverage for this event

Ira McMahon
719.839.5500
ira@tangwebstudio.com

Kim DiLallo
The Town of Breckenridge
kimd@breckgov.com

To whom it may concern:

I am young. I am experienced. I know Breckenridge.

I would like to help make it a better place by being appointed to marketing committee. At 24 years of age, I believe that I would be of great benefit to the town of Breckenridge. I am able to provide fresh insight into the younger portion of Breckenridge's audience. Even though I am young, I have a lot of experience.

After graduating from the University of Denver with a BA in Digital Media Studies, a BA in Mass Communications and a BA in Spanish, I went on to work for several large companies. First I spent a year working on the main websites of the University of Denver. I then went on to build websites with companies such as Malenke Barnhart and The Integer Group, some of the most powerful interactive and marketing agencies in Denver. I now am a partner of Tang Web Studio in Breckenridge, where an essential part of our work is helping businesses market themselves in Summit County and around the country.

Finally, growing up in the area, studying and working in Denver, and now living here has allowed me to watch Breckenridge develop for the last twenty years. I go to most of the events, and have seen the beauty in each aspect of the town.

I believe that I could be a great asset to the marketing committee and to the town of Breckenridge. I would love to help the town reach their goals and help it flourish.

I appreciate your time and consideration.

Sincerely,

Ira McMahon

From: Brian McQuade [breckbmcq@yahoo.com]
Sent: Friday, September 10, 2010 1:08 PM
To: DiLallo, Kim
Subject: Marketing Advisory Committee

Hello Kim,

I am writing this letter to inform you of my intent to take on a position in your proposed marketing committee. I have been the owner of Space Cowboy for the last eight years and have a background in marketing. For three years I headed up the marketing team of Ernst and Company, the broker-dealer branch of Investec in New York.

I was responsible for getting the firm's name out there on 'the street' to sell our correspondent clearing and execution services. I helped in the design of our booth for trade shows and started a company magazine to inform our employees of corporate events. Along with other marketing strategies.

I think that I would be a good asset to your team and have some ideas as to how we could best market our town to tourists. I have a lot of connections in the music industry and am friendly with many people involved with the security and organization of festivals and the like.

I would like to help and could perhaps provide a different perspective to a marketing committee given my background.

Thank you for any consideration.

Sincerely,

Brian McQuade
Space Cowboy
970.389.6378
breckbmcq@yahoo.com

DiLallo, Kim

From: M M [coskier2000@yahoo.com]
Sent: Friday, September 03, 2010 12:33 PM
To: DiLallo, Kim
Subject: Re: Marketing Experts
Attachments: Miscisin Resume v14.pptx

Kim,

I am submitting my resume to the Town Council for consideration for the Marketing Committee. I am an executive with Accenture, a global management consulting company, and have advised companies such as Microsoft, Sprint, PayPal, and Fairmont Hotels and Resorts on marketing and customer strategy. I am currently advising the Chief Marketing Officer of a major silicon valley company on leading practices to measure marketing effectiveness and proper allocation of marketing spend.

I am an 11 year Summit County resident and am very much interested in putting my marketing skills to use to enhance the vitality and success of Breckenridge and the businesses operating here.

Should the Town Council determine that I do not meet the requisite residency or other requirements, I would be happy to assist in an informal capacity as well.

Thank you,
Michael Miscisin
387 Revett Drive
Breckenridge, CO 80424
Telephone: 970-333-9816

Michael Miscisin

Background

Michael is a Customer Relationship Management Expert in Accenture's Denver Office. Michael has over 15 years of experience leading marketing strategy, multichannel marketing, customer insight, data management, and analytical projects to improve customer loyalty and increase customer profitability in a wide range of industries. Michael has extensive cross border and emerging market experience and has lived in Indonesia, Japan, Spain, Australia, and Germany. He has also served as an advisor for projects in China, Malaysia, Brazil, Thailand, and Singapore. Michael's most recent clients include a mobile phone company, a health insurance company, an online retailer, an online payment provider, and an internet security company.

His areas of expertise include the following:

- Marketing Strategy
- Multichannel Marketing Transformation
- Enterprise Multichannel Marketing Systems Implementation
- Customer Value / Lifetime Value Modelling
- Customer Segmentation
- Application of Analytics to Business Strategy
- Event Based Marketing
- Predictive and Risk Modelling
- Multichannel Campaign Automation
- Customer Data Management

Functional Expertise:

- Multichannel Direct Marketing
- Propensity Modeling
- Customer Segmentation
- Customer Insight
- Customer Strategy
- Mergers and Acquisitions
- Data Management
- CRM
- Churn and ARPU Management

Industry Expertise:

- Travel Services
- Wireless
- Retail
- Internet Security
- Banking
- Brokerage
- Healthcare
- High Technology
- Software

Selected Relevant Experience

US Based Telecommunications Company – As part of a merger integration project, led a team of analysts to develop multichannel predictive models for direct marketing campaigns across the merged entity's new customer base. Led the development of a combined customer database to jump start analytic projects upon approval of the merger. Served as the representative of the merged company in pre-merger integration meetings, developing customer strategies.

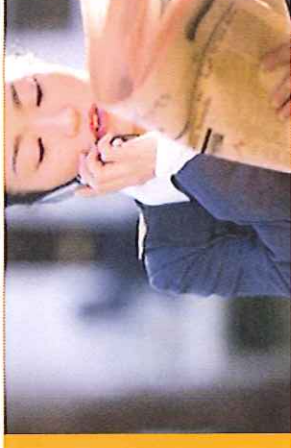
US Based Mobile Telephone Company – Michael led a team to develop new segmentation and predictive models. These models formed the foundation of direct marketing campaigns to reduce churn and increase ARPU across both the prepaid and postpaid customer bases.

Online Payment Provider – This client embarked on a multi-year multichannel marketing transformation program that encompassed a broad set of initiatives and projects to be delivered across multiple phases. Michael led this project to transform the way this company markets to its customers across all channels.

Online Retailer – Michael assessed this company's existing data mining capabilities and developed a data mining strategy and roadmap for senior leadership. This included an assessment of the current state of the data mining organization, customer marketing channel usage, technologies and processes, and development a roadmap to move the company closer to analytic competitiveness across all of its marketing channels.

US Based Health Insurance Company – Michael led the analytics transformation of this company's Consumerism program, including multichannel marketing program development and execution, customer segmentation, and customer analytic record development.

Global Software Company– Michael served as the global program manager for this company's complex implementation of a new SAP payroll system across 32 countries in Europe and Asia Pacific, including India, Malaysia, China, Thailand, New Zealand, Hong Kong, Taiwan, Portugal, and Germany.



September 10, 2010

Breckenridge Town Council
C/O Kim DiLallo

Dear Mayor Warner and Council Members,

I wish to be considered for one of the At-Large positions on the Marketing Advisory Committee. As a 40-year resident of Breckenridge, involved in resort real estate for 30+ years here, I feel that I have contributed a part in shaping the landscape that is Breckenridge and the incredible cast of people (permanent and seasonal part-time) who make our community so vibrant. My entire career has been devoted to the persistent and durable marketing of Breckenridge, the product to its end user; the homeowner.

I feel that it is important that the real estate community have a voice in the branding and messaging of Breckenridge as we move forward. The real estate component of Breckenridge's economic vitality is at the "small end" of the visitor funnel, in that the decision to purchase and own a part of Breckenridge only comes after a number of satisfying return visits to the destination. Every person who owns property here was a First Time Visitor at some point, perhaps even as a child!! Clearly it is not just important that people COME here, but that they have a complete and rewarding experience while they ARE here, so they will RETURN here!

As the Recreation and Leisure markets have contracted recently, it is all the more important for us to focus on Breckenridge, as Product, positioned against an intensely competitive landscape of attractive alternatives for the visitor. It is my sense that the branding and messaging of our community should reflect this premise.

I have served the community through the BRC Board for 5 years, and have a good grasp of the process of our messaging, and it's evolution through trends, administrations and Directors.

I understand the value and importance of Events to our community, and the role they serve in retention and return visitation. These destination experiences are a vital component of our marketing efforts. My company Breckenridge Associates Real Estate has been a durable and ardent supporter of the arts and activities in our resort community for longer than we have had a BOLT license!

I appreciate your consideration of me as a positive influence for the Marketing Advisory Board.

Rob Neyland
Partner/Associate Broker
"Connecting People and Dreams since 1979"
800-774-7970
970-390-1137 CELL
neyland@realtor.com

Dear Kim,

I am pleased to submit my name for consideration for the Breckenridge Marketing Advisory Committee. As a resident of Breckenridge since 2003 and an active member of the business community, I firmly believe this committee will be a valued and necessary element to our future growth.

Currently I am the General Manager of Krystal 93 with direction over all station operations and sales. My career with Krystal 93 began in 2004 as a sales executive, progressing over the years to my current position as of December 1st 2009. During my tenure, I have worked with nearly every marketing entity in the Town of Breckenridge, including the Town Of Breckenridge, Breckenridge Resort Chamber, Breckenridge Ski Resort, the Town of Breckenridge Recreation Department as well as the Main Street Station Merchants Association along with numerous local businesses.

These relationships have allowed me to develop an in depth knowledge of the Town of Breckenridge's events and marketing objectives from a variety of perspectives. Having worked in a marketing and advertising capacity on the majority of events the Town has offered over the last 6 plus years has provided me with a unique skill set and point of view that should prove valuable to the Committee.

My experience also extends to events and marketing initiatives on a county-wide basis, working with the Town of Frisco, Town of Dillon, Town of Silverthorne, Keystone Ski Resort, Arapahoe Basin Ski Area and Loveland Ski Area. Working with each of these entities provides me with an understanding of county's overall marketing strategy - and how each individual town or resort contributes. This has also allowed me to understand where each group excels and where there is room for improvement.

Since moving to Breckenridge in October 2003 I have been active in numerous groups and helped to start two non-profit organizations. In the fall of 2005 I helped start the Summit County Rotaract Club, a "Young Professionals" version of Rotary Club. My main responsibility has been to organize our largest annual fundraiser, The Red Ball Beach Bash held each spring at Arapahoe Basin. This year we formed an ongoing partnership with the Keystone Science School to send local kids to Discovery Camp for one week. Through the success of the event we were able to fully subsidize three campers and partially help another 10 attend camp this summer.

In the spring of 2008, I became a Founding Member of the Summit Independent Business Alliance, a group formed to help local business owners thrive in the challenging resort market. Currently, I hold the title of Vice President of the Board of Directors and my responsibilities include developing effective co-op marketing campaigns for our members, organizing our Business Builders Toolbox seminars that provide free ongoing business training opportunities for all business owners and their employees in Summit County. I am also responsible for ongoing marketing for SIBA in general as we continue to build our brand and educate Summit County about our message and mission.

Breckenridge is a unique place to work and live - and one that I would not trade for any experience from Stowe to Lake Tahoe. I view this Committee as an opportunity to expand the town's profile on the national stage. I look forward to leveraging my experience planning and executing marketing programs within Breckenridge for this purpose - and for the opportunity to collaborate with others on reaching this goal.

Sincerely,

John J O'Connor IV
GM, Krystal 93
Registered Voter Town of Breckenridge

September 10, 2010

Dear Town Council Members,

Thank you for the opportunity to submit an application for the Town's new Marketing Advisory Committee.

I've been involved with the Town's marketing efforts for the past five years. In early 2006, I joined the staff of the Breckenridge Resort Chamber as the Events Coordinator, and my first day on the job came smack in the middle of Ullr Fest. As I ran around those first few weeks, taking in my first Ullr Fest parade and International Snow Sculpture Championships, I quickly grew to love the one-of-a-kind events that make Breckenridge a superior destination.

For the next year and a half, I continued to work in the events department, developing a strong understanding of the BRC's marketing efforts, and building relationships with the local business people who make this town tick. After leaving my position at the BRC for the Breckenridge Heritage Alliance, I continued to work hand-in-hand with the BRC's marketing and events staff as we all jumped into the production of the Breck150 celebration. For nearly two years, I was part of the seven-person organizing committee that brainstormed, implemented and marketed Breckenridge's successful anniversary events.

It's been a year since I took on the role of Executive Director for the BHA. As the heritage tourism arm for the Town, we are constantly brainstorming new ways to market history in such a way that it entices our guests, engages new audiences and generates additional tourism in Breckenridge. This role has given me a valuable, well-rounded view of the numerous reasons Breckenridge is attractive to visitors.

Overall, I feel I could bring a unique perspective to the marketing committee— from the viewpoint of someone who has seen the day-to-day marketing and event efforts of the BRC, to my position as the director of our town's heritage tourism program, to being a representative of our community's vibrant non-profit sector. Breckenridge has so many resources that make it a world-class town, and I'm excited to be part of a committee that will explore and recommend ways to grow visitation, especially during the months when we have the capacity for growth and the appeal to visitors who will take part in a variety of different recreational and cultural experiences.

Thank you very much for your consideration.

Kind regards,



Larissa O'Neil

From: Alison Palmer - Breck TV [alison@brecktv.com]
Sent: Wednesday, September 01, 2010 10:08 PM
To: DiLallo, Kim
Subject: Marketing Committee

Kim let me know if you need anything else from me. Thanks a ton. Have a great Holiday weekend.

I would like to request that I be appointed to the Marketing Committee. I have lived in Breckenridge for 14 years. I own Western Exposure Productions which produces Breck TV. Breck TV has been on the air for 10 years. The station is all about what to do and where to go in Breckenridge. I feel like my background related to Marketing and in particular Breckenridge is extensive. I have been a BRC Ambassador for the past 11 years as a volunteer. I have also served on the BRC Board of Directors since 2007. I can speak to what is going on at the chamber level from a board members perspective and keep that board informed on what is going on with the Marketing Committee and vice versa. I would very much appreciate the opportunity to serve on this committee. I also feel that my ties to the business owners and hearing what they are feeling would be an asset to the committee.

Thanks so Much,

Alison Palmer
970 406-0201
www.BreckTV.com

From: spin@panix.com on behalf of Brad Perry [brad@sleddogcafe.com]
Sent: Wednesday, September 01, 2010 1:19 PM
To: DiLallo, Kim
Subject: interest in the Marketing Advisory Committee

Hi Kim - I would like to submit the following letter of interest and experience to the Town Council for serving on the Marketing Advisory Committee announced in the Summit Daily.

I have been a full-time resident of Breckenridge since 2007 and property owner since 2006. My wife and I built our dream house at 58 Carter Drive in the Sunbeam Estates neighborhood near Carter Park.

My interest in the Marketing Advisory Committee stems from my extensive background in online advertising and customer acquisition. Most recently I was the Founder, Chief Scientist and Chief Technology Officer of Pronto (an online shopping marketplace). Over the 2008 and 2009 timeframe, we ran a \$100 million a year "online advertising and customer acquisition" program at Pronto. This program ran at a minimum 15% profit margin per month, delivered 10-15 million unique visitors a month to our services and propelled Pronto into one of the top 20 most visited websites in the U.S. This work at Pronto is viewed as one of the most successful online advertising programs run during the 2008-2009 economic downturn (Pronto was sold to Internet conglomerate IAC in June 2010). As the key architect of Pronto's programs, I am deeply familiar with the online advertising space and would like to offer this background to the town of Breckenridge.

In terms of community service, I am an active participant in Summit County's "Animal Reading Friends" - a group of volunteers that bring Therapy Dogs into Summit County elementary schools and libraries to establish programs to improve the literacy skills of children. I am also an active volunteer ranger with the Friends of the Dillon Ranger District. I was also a citizen member of the town's "Firewise Advisory Committee" that ran from October 2009 to March 2010.

I have been on the Board of Directors of 3 highly successful Internet companies over the last 12 years (Pronto, Semantic Discovery and Easytrieve). Each of these companies demonstrated significant growth during the various economic downturns of the last decade. I am also a member of the Sunbeam Design Review Board.

Personally, I grew up in Monument, CO (elementary through high school) and built my professional career in Los Angeles, Austin and Boulder before settling in Breckenridge. I have a PhD in Computer Science from the University of California, Los Angeles and a Bachelor of Arts in Computer Science from the University of California, Berkeley. I am an avid skier in the winter (cross country skiing with dogs) and avid hiker in the summer.

As I glance around my resources in online advertising, I see Breck's main competitors (Park City, Vail, etc) have a step up on our town in this segment.

That is an issue I can help resolve and bring Breck to the forefront in the online space.

Thanks,
Brad Perry

brad@sleddogcafe.com
58 Carter Drive (P.O. Box 1124), Breckenridge
cell: 303-725-7877
home: 970-368-0209



September 8, 2010

Dear Town Council,

I am interested in being on the Breckenridge Marketing Advisory Committee either for a retail/restaurant or the member at-large position. I understand that the commitment for this position requires someone available throughout the year. I am a full time resident of Breckenridge as well as a retail owner for the last three years. Breckenridge is already a successful mountain town, but I would like to help it become an even more popular destination spot for tourists and weekenders. With proper marketing we can continue to build on our town's current success and improve our great town. I have already shared many of my ideas at town meetings and the BRC.

My experience in marketing is extensive. I worked for my husband's company in New Jersey, aiding in bringing in new clients. I also owned my own tutoring business for 10 years in Philadelphia and South New Jersey and had to market myself to schools. As a result of my self-marketing I had many school districts referring students to me. I worked extensively with the school districts and helped them out with their special needs students. When I moved to Oregon for 10 years, I worked for the Educational Service District and marketed the different programs I helped create. I worked not only with the different school districts within the state, but with districts in Alaska and even with the Federal Government. Within this program I worked to help special needs children get back to their regular schools. I had to market the program as well as be an advocate for the program and the students. I had to negotiate with the courts, parole officers, social workers, federal programs and the school districts to make sure the student was placed in the correct program. All this work resulted in the program becoming well known and having a high success rate in the Portland area.

I currently do marketing for a property management business back in Philadelphia (mostly from my home in Breckenridge). I work with many realtors and banks to ensure my properties are properly advertised for and rented. Our last property was rented within a week in a tough market.

When I moved to Breckenridge I started doing marketing for my art gallery. I am always marketing the Town of Breckenridge with my customers, ensuring that they come back to Breckenridge through positive customer service and recommendations in the town. I tell people the different events in Breckenridge, where to eat and the different activities that we have throughout the year. I market the gallery by having different events with my artists each weekend to make sure visitors come back to Breckenridge. Some weekends I have the only event in town. My gallery advertises each week and the artists also advertise to bring people to town. With all the marketing I do the gallery has become the "Best Gallery in Summit County" and we have only been open for 3 years. Our ads in the Summit Daily are some of the most recognizable and have received amazing feedback from our clientele.

With all my marketing experience, I feel that I am highly qualified for the position and feel that I will be an asset on the Marketing Committee.

Sincerely,

Dena Raitman
970-547-8399

September 3, 2010

RE: Town of Breckenridge Marketing Advisory Committee

Dear Kim, Breckenridge Town Council and other interested parties,

I am writing to express my interest in becoming a member of the Marketing Advisory Committee for the Town of Breckenridge.

My familiarity living in Summit County for the past 18 years, working as the Breckenridge Resort Chamber (BRC) Membership Director and BRC Director of Sales for 4 years, and part of the BRC Marketing team brings the valuable background and required experience to your table.

For the past 5 years, my position as Director of Sales and Marketing for Land Title Guarantee Company of Summit County has allowed me to grow and bring insight to the town marketing goals on a real estate, mortgage, attorney firm and the bank perspective in Breckenridge. Land Title Guarantee Company is locally owned and operated title company that has been in business for over 40 years. Land Title is a Bolt license holder in Breckenridge.

As a member of the new Marketing Advisory Committee, I bring my B.S. Degree in Marketing, resort sales, Central Reservations, advertising, promotions, public relations, eyes and ears in town, statistics in the real estate market, candid feedback, relationships in the community, customer service and management skills to the Breckenridge Town Council. My link to the proposed committee is connecting the professional business sector to resort sector.

My skills can relate to any type of personality in town. I am down to earth, to the point, speak marketing in lemans terms and can provide a "bridge" to town council to various businesses besides resort related companies with proposed marketing efforts.

My involvement with Mountain Mentors, the Summit County Affordable Housing Advisory Board, Breckenridge Resort Chamber Ambassador Organization and past employment in the sales and marketing local fields will benefit the Town of Breckenridge.

I can also bring new ideas, support, and input from a true local prospective from the slopes, river, Dog Park, wine bar and hiking trails.

Your friend and partner,



Brooke Roberts, long time local and marketing professional

Land Title Guarantee Company, Director of Sales and Marketing, P.O Box 2280 200 North Ridge Street, Breckenridge, CO 80424 broberts@ltgc.com 970. 453.2255



September 10, 2010

Dear Breckenridge Town Council:

My name is Peyton Rogers and I am very interested in being on the Town of Breckenridge's Marketing Advisory Committee. I believe my professional experiences in Breckenridge, coupled with my history of volunteer efforts, make me a great candidate to be a part of this increasingly important committee. I have the time and passion necessary to help position Breckenridge as a premier year-round mountain resort destination.

Since moving to Breckenridge in the fall of 1996, I have worked for multiple lodging properties, as well as a range of ski resorts:

- Breckenridge Hilton
- Collection of Fine Properties/ResortQuest
- Pine Ridge Condominiums
- Great Western Lodging – *current position as Director of Sales*
- Breckenridge Ski Resort
- Vail Ski Resort
- Beaver Creek Ski Resort

My knowledge of both the lodging and ski area industries has provided me with the means to evaluate situations from different viewpoints. This gives me the ability to focus on the details while keeping the big picture in mind.

Qualifications I possess for the Marketing Committee are as follows:

- Creation of promotions and new products
- Ensure that the marketing message is fulfilled
 - No "Selling the dream, only to Service the Nightmare."
- E-Blasts to past guests and database for future stays
- Group Sales and Event Coordination – National Brotherhood of Skiers, Texas Ski Council, Dew Tour, UB Ski, Lifestylez
- Sponsorship advertising and trade agreements with National Repertory Orchestra, Summit Foundation, Keystone Neighbourhood Company
- Set-up and update Facebook and Twitter accounts
- Report and track all promotions, specials, and events to determine rate of success/failure in bringing in revenues
- Website updates with html code and Contribute

My history of volunteer efforts around Breckenridge and in the industry include -

- Breckenridge Ambassador (since Oct. 1998)
- Board of Directors for Breckenridge Central Reservations (since June 2008)
- Board of Directors for Breckenridge Festival of Film (since Nov. 2009)
- Board of Directors for Destination Colorado (Dec. 2006 – Dec. 2008)

I have also been involved with the newly organized Breckenridge Lodging Association and am now assisting with the Yes on 2D campaign.

Thank you for your time and consideration. I look forward to speaking with you all on September 14th.

Sincerely,

V. Peyton Rogers

V. Peyton Rogers

Stephanie Sadler
970.453.4020
stephanie@tealartgallery.com

To: Kim DiLallo
kimd@breckgov.com

To whom it may concern,

I am Stephanie Sadler, owner of Teal Art Gallery and partner of Tang Web Studio, both located here in Breckenridge. I have a vested interest in the marketing success of Breckenridge. My enthusiasm, creativity, and experience would make me an asset were I to be chosen for the Breckenridge marketing committee.

Marketing Qualifications:

1. BS in International Business from the University of Denver along with a minor in Art
2. Cultural Diversity Experience having lived in Spain and England and visited 21 countries of the world
3. Professional graphic designer
4. Custom website designer for companies with individual identities
5. Planner of events for locals and tourists
6. Familiar with print marketing, web marketing and social networking

Involvement with the Breckenridge Community

1. Host of local art groups and classes
2. Organizer of the Second Saturday Art Walk
3. Sponsor of local culture events

Local Boards

1. Breckenridge Public Art Commission
2. Second Saturday Gallery Group Chair

I am a local who attends beer fests, comedy nights, blues, rock and classical music concerts, art openings, wine pairings, community clean up days and more. Instead of just having a house and business in Breckenridge, I really live here.

Sincerely,

Stephanie Sadler

www.tealartgallery.com
www.tangwebstudio.com

From: petal and bean [petalandbean@yahoo.com]
Sent: Wednesday, September 01, 2010 4:44 PM
To: DiLallo, Kim; stacy and dina sanchez
Subject: marketing committee interest

Hi Kim,

I am writing to you to confirm that I am expressing interest in serving on the new Marketing Committee being formed for the Town of Breckenridge.

Our BOLT license is #25997. I have worked for the Town and Ski Area in a number of positions since first arriving in 1996, including the TOB's recreation center, nordic center, Breckenridge Ski Resort, Keystone Science School and have volunteered for the BOEC, and the Snowboard Outreach Society as well.

I have been helping build and maintain Creative Flowers Inc. DBA Petal and Bean since 2004, helping choose and analyze the best ROI for our shop. There are so many chambers, trade associations and industry websites and magazines to advertise, how to choose? It's not been easy, and I've been learning quite a bit.

Most recently, I've been growing our online presence with social media. I am aware of the Town's using Nanoplanet, but am wary of such companies that use auto-follow programs to generate followers. My twitter base is all organic, and same thing with our facebook and linked in pages.

<http://www.twitter.com/petalandbean>
<http://www.facebook.com/petalandbean>
<http://www.linkedin.com/in/petalandbean>

Also, here's a little something that I found without even trying. On twitter, I have a saved search and follow all tweets that mention the word Breckenridge.

Through this tweet from: KeywordTrak1

Keyword List generator gobreck.com (Breckenridge Resort Chamber | Breckenridge, Colorado) <http://bit.ly/b8B5rk>

I found this link:

<http://www.keywordtrak.com/DomainSearch/Overview/gobreck.com#axzz0yJqFGY4H>

So, I was able to see what gobreck.com is up to, how much their spending per day, per click.

I believe we need to have some tech-savvy folks on this board, and I believe I might be able to help. This is such a new evolving marketing area, you need to have folks that have some practice in this.

Please let me know what questions or comments you have. Please confirm receiving this email as well. Thanks!!

Stacy

Dina and Stacy Sanchez // creative flowers inc | petal and bean
970 547 0018
info@petalandbean.com

petalandbean.com
Contact Us

Kim DiLallo
Town of Breckenridge
P.O. Box 168
150 Ski Hill Road
Breckenridge, CO

Dear Kim,

I am interested in volunteering my service on the new Breckenridge Marketing Advisory Committee.

I'm a thirty year resident of Breckenridge. I have a business license with the town of Breckenridge and am a member of the Breckenridge Resort Chamber (BRC). I have worked closely with the BRC, Breckenridge Ski Resort, Vail Resorts, ad agencies, local business, and numerous publications in the development and execution of marketing strategies by providing custom photographic imagery. In over twenty years of business I have photographed events and worked with clients to produced brochures, national ads, web sites, mail pieces, editorial articles and TV commercials. My experience gives me a unique perspective on how Breckenridge is, can be and has been marketed.

As the new resident artist at the Fuqua Livery Stable in the Breckenridge Arts district I am very interested in the marketing of this community as a whole and in helping the arts and the Arts District to realize its potential as a marketing tool.

I served for six years on the board directors of the French Creek homeowners association as head of Architectural control and as vice president.

Thank you for your consideration,
Carl Scofield
P.O. Box 5452
Breckenridge, Co 80424
(970) 453-9430



From the desk of Sheri Shelton

Submission of Qualifications for the Town Of Breckenridge Marketing Committee

With more than 30 years of sales and marketing experience, I believe I am uniquely suited to be a member of the Marketing Committee for the Town of Breckenridge. Marketing is crucial for drawing guests, and revenue from guests is crucial for marketing. Understanding this dynamic is what my 30 years of background has given me.

1986 through 2003 President of Photo Finish / Colossal Images, Las Vegas, NV

Photo Finish started as a commercial photographic finishing company in 1986. It was known as a premier film processing and photo printing facility in Las Vegas. As technology evolved in the mid 90's, the company quickly evolved into a digital imaging production facility, adding billboards and building wraps, to the already extensive commercial printing services.

To better position the company, the name was changed and Colossal Images became the main printing/production facility in Las Vegas. Colossal Images was a fast paced visual marketing facility that was adept at dealing with commercial photographers, advertising agencies, and convention production companies from around the world. The company worked as an "output" production facility and created the most breathtaking images known in the display world. Vehicle wraps, billboards, backlit displays, and convention visuals were all manufactured at Colossal Images. The business was sold in 2003.

2003 through 2007 Marketing, sales, and advertising consultant, Las Vegas, NV

Creating and executing visual marketing and complete advertising campaigns, fund raising events and seasonal advertising for clients as the following; BMW Motorcycles of Las Vegas (2 Locations), Ted Wiens Tire and Auto (12 locations), Michelin Tires (National), Town Pump Corporation (18 Gaming Taverns-Montana).

2007 through Present Owner Hand and Glove, Breckenridge, CO

After extensive market research of Park City, Aspen and Breckenridge, I decided to open a shop in Breckenridge. The decision, in part, was based on my belief that Breckenridge had the greatest appeal, had future growth potential, and had a quality Main St.. Now having been open for 2 years, it has become my passion that to focus on attracting valuable visitors.

I believe it is important to have a member of the Marketing team with experience in the "production" side of marketing. Having a person on the committee that understands where to get things produced, current costs, digital design specifications, and more, will lead to efficient outcome of projects. Marketing and advertising opportunities have evolved from three major avenues (Print, Television and Radio) to dozens. It is important to understand the media options available and how they relate to each other.

I welcome the opportunity to assist in the marketing efforts to further assist Breckenridge to prosper and grow.

Respectfully,

Sheri Shelton
Hand and Glove

Ms. Kim DiLallo
Director of Communications
Town of Breckenridge
PO Box 168
Breckenridge, CO 80424

Dear Kim:

Please accept this letter as notification of my interest in serving as an at large member of the Marketing Advisory Committee. I have attached my resume outlining most of my marketing experience and as you will see, I have spent most of my career in that area. In addition, I'd like to point out some of my direct marketing roles which will enhance my ability to drive marketing efforts for the town of Breckenridge.

- Created and established the global plastics industry e-commerce business. This led to internet leadership for the founding companies: Dow Chemical, DuPont, BASF, Bayer. This e-commerce business included all aspects of supply, pricing and delivery of plastics globally.
- Established an in-house Master of Marketing at The Dow Chemical Co. This was accomplished utilizing the resources of Harvard University, Northwestern University and University of Michigan Master of Business Administration staff to develop and deliver the curriculum.
- Founding Director of the Marketing Science Institute. Its purpose was to share best practices in marketing among companies from all industry sectors.
- Founder and CEO of Scalable Technologies. Developed and marketed a low cost scalable IT process for small and medium size companies to establish internet presence and an internet order system.
- Breckenridge Economic Development Advisory Committee member until the group was dissolved.
- Member of Breckenridge Music Festival Board, serving on Marketing, Fundraising and Board development committees.

Please let me know if I can assist you with any further information or references. I have lived in Breckenridge since 2001 and would love the opportunity to help market our great town.

Sincerely submitted

Richard Sosville
PO Box 3700
36 Iron Mask Road
Breckenridge, Co

RICHARD E. SOSVILLE

PO Box 3700 • Breckenridge, CO 80424 • 970.547.1740 • resos@aol.com

EXPERIENCE

Dow Chemical Company

1996-2001

Global Business Vice President, Engineering Plastics and Polypropylene Businesses

- Responsible for total global performance of this multi-billion dollar portfolio of businesses.
- Directed global activities for over 4,000 employees, 35 plant facilities, and 7 research and development centers.
- Served on the Dow's: Corporate Leadership Board, Diversity Steering Council, and I.T. Leadership Board
- Led the formation and was a Board Director for the Global Plastic Industry's e-commerce business, Omnexus.
- Director for The Society of the Plastics Industry.
- Director for LG/Dow, a joint venture between LG and Dow.

Global Vice President of Sales and Marketing

1992-1996

- Responsible for sales and marketing globally for Dow Chemical's portfolio of businesses.
- Direct responsibility for all advertising/communications, customer service, marketing, marketing research, sales, sales service, and information systems for the global function.
- Established Dow's Global Marketing and Sales Technology Center.
- Director of the Marketing Sciences Institute
- Managing Director Dexco Polymers a Dow and Exxon JV
- Director of the Conference Board

Vice President Sales and Marketing Dow Chemical North America

1989-1992

- Provided functional leadership for sales, marketing, commercial research and communications for Dow's core businesses.
- Member of the Dow North American Operating Board.

Director Sales and Marketing Dow Plastics

1987-1989

- Responsible for sales and marketing for all Dow Chemical's plastics businesses.

Director of Sales and Marketing Polystyrene

1984-1987

- Responsible for all sales and marketing for all Dow Polystyrene businesses.

Prior Experience

1968-1984

- Regional Sales Manager – Plastics
- Product Marketing Manager – Chemicals
- Account Executive – Chemicals

EDUCATION

University of Dayton

1963-1967

- Bachelor of Science in Chemical Engineering

RICHARD E. SOSVILLE

PO Box3700, Breckenridge, CO 80424

Additional Experience:

Scalable Technologies, Founder and CEO 2001-2002

Company developed a low cost scalable IT process for small to medium organization to establish an internet presence and an internet order handling system.

SFIC, CEO 2003-2005

Company established to insure seller financed loans that are commonly generated during sale of smaller businesses.

Non Business Experience:

United Way 1994- 1996: Loaned Executive

Michigan Premier Soccer: 1984- 1995: Coached premier Boys soccer teams. Obtained level C license

National Ski Patrol: 1981- 1995: active member in Ohio and Michigan, ski area training leader

Breckenridge Ski Area: 2002- 2007: volunteer in Guest services 2001-2004, Part time ski Instructor 2005-2009

Christie Heights Homeowners Assn: 2003-2007: served as vice president and president

Breckenridge Economic Development Council: served for 2 years

Breckenridge Music Festival Board: 2009 to current

From: David Stillman [mailto:skiboard@hughes.net]
Sent: Friday, September 03, 2010 9:03 AM
To: DiLallo, Kim
Subject: marketing

Hi Kim,

Inquiring about the marketing board. I own and operate AMR ski shop over by city market for the last 19 years. During that time I have worked with many different lodging companies and individuals who rent and own properties in town. For 10 years I worked closely with AMR lodging and currently I have the Breckenridge accommodations operating out of my store in much the same capacity as AMR did. Also recently I have taken over as the owner of the Barber shop next door. Been in town since 1978 and year round since 1982. You might remember me working at wintersport at Beaver run back then. I also have a RE licence and have been a member of the MLS since 2001. Although I have not been on any specific committees in town, I have a marketing degree from Western State College in Gunnison where I served on several associations including President of the economics club. Not to mention skiing over 100 days a year for the last 25 years.

There have been many times over the years in which I have thought about what the town has done or could have done to create a more stable business environment and what it could have done to create more income through events and through remarketing. Also with all the creative people in town as to why the need to constantly go outside the town to consultants for ideas. Obviously operating a business in town for this long and still being in business is of itself an accomplishment.

In any regard I am willing to assist if needed. I believe I can bring a fresh outlook to things and would be a positive force for the town from a small business owners point of view.

Please feel free to contact me for further information or participation at your convenience.

Thanks for your consideration,

Dave Stillman
Owner/Manager
AMR ski shop
Giuseppe David Studios
City Market Plaza
Breckenridge
ski shop # 453 - 6921
personal cell# 389 - 2375
skiboard@colorado.net
www.amrskiandboardrental.com
skiboard@hughes.net

From: Chris Wackman [candnwack@gmail.com]
Sent: Wednesday, September 08, 2010 3:09 PM
To: DiLallo, Kim
Subject: Marketing Advisory Committee

Hello Kim,

My name is Chris Wackman and I live Summers and Winters in an apartment above the Columbine Restaurant. I saw the ad in today's Summit Daily and would be very interested in having some input to this committee. Unfortunately, I leave tomorrow until early December, am here until early March and then back again in early June for the Summer.

I know it would be difficult to include me in anything your committee is planning to do, but if at all possible, I'd love to try.

My career included years with both Ford Motor Company and Subaru of America where I was Head of Marketing for a number of years. In addition, I was Head of Sales and Marketing for a company called Endless Pools for 7 years.

Having owned in Breck since '95 and having lived 6 months a year here since the beginning of '06, I have watched businesses come and go in the town and have some ideas as to why those who have gone, have gone!

If there is any way that I could be involved with this group I would be thrilled. I also will understand if there is no way.

Best,

Chris Wackman
970-389-7780



Kim DiLallo
Director of Communications
P.O. Box 168
Breckenridge, CO 80424
via email: kimd@townofbreckenidge.com
kimd@breckgov.com

September 5, 2010

RE: Town of Breckenridge Marketing Committee Application.

Kim and Breckenridge Town Council,

Please accept this letter as my application for the Town of Breckenridge Marketing Committee. I believe I meet the qualifications for this position as outlined in the Summit Daily Advertisement.

I have lived in Breckenridge since 1997 and I own several properties in the area. Since moving here I have been the General Manager for Pine Ridge Condominium Rentals, Inc., the Pine Ridge HOA and the Four O'Clock Cable Coop. Prior to that, I lived in Vail managing the Radisson Resort (previously the Vail Marriott Mark Resort) as well as the Chateau Vail for several years.

During my years in Breckenridge, I have served several terms on the Board of Directors for Breckenridge Central Reservations as well as the Breckenridge Resort Chamber Board of Directors. I was also a member of the Breckenridge Marketing Task Force. While in Vail I served as the Chairperson for the Lodging Advisory Board for the Vail Valley Tourism and Convention Bureau. Other affiliations include; membership in the Denver Convention and Visitors Bureau, Colorado-Wyoming Lodging Association and the Metro North Chamber of Commerce.

Having spent 14 years in Breckenridge, several years in Vail and several years in other resort environments I believe I have a sound understanding of Breckenridge's seasonal trends and have a deep understanding of the challenges and opportunities that our community faces both locally and on a broader resort industry basis.

Attached, please find my resume outlining my professional career and education. As you will see I have extensive experience in the hospitality field. I hold a B.S.B.A. degree from the University of Denver with a major in Hotel and Restaurant Administration as well as a B.S. degree in Psychology from Montclair State College in New Jersey. I am also a Certified Hotel Administrator.

Throughout my career a major portion of my responsibilities has focused on sales and marketing in both destination resorts as well as urban business hotels. I have worked with

both corporate hotels and privately held entities. One such company specialized in hotel turn-arounds providing services for lenders that foreclosed on under performing properties. Our mission was to maximize the top line, drive the bottom line, return the property to a healthy position and get the asset sold. This always required an intense focus on sales and marketing. Throughout my career I have worked closely with and /or directed corporate hotel sales and marketing teams both at the property and corporate level. I have also contracted and overseen the efforts of outsourced advertising agencies.

I firmly believe in continuing education and frequently participate in industry marketing seminars/webinars. I annually attend the Mountain Travel Symposium enabling me to continually understand our industry challenges, trends and consumer expectations. I stay in touch with the executive director of CenRes and frequently receive and review copies of the board meeting minutes and offer feedback as appropriate. Accordingly, I am well aware of the challenges that our Resort Chamber and CenRes are facing. I maintain numerous business/community partner relationships and feel that I have a good sense of the community business environment. I consistently monitor the MTrip reports to get the pulse on town lodging activity as well as our competitive resort lodging statistics. The most telling indicator of how our town is doing is the town tax reports. I review these as they are published online. I believe that these most accurately reflect the performance of the town's various tax contribution segments.

My personal style is direct yet professional and I work well in a team environment. I believe in the most effective use of traditional and cutting edge technologies. I am results oriented and will always work to insure a return on investment and an outcome that will serve all members of our community. I understand the challenges that the Town Council and our community are faced with and will commit myself to insuring our mutual success.

Thank you for your consideration of my application.

Sincerely,

Mitchell Weiss, General Manager Pine Ridge Rentals, CHA

Mitchell S. Weiss
Post Office Box 487, Breckenridge, Colorado 80424
Telephone/home (970) 547-0428
Telephone/office (970) 453-6946 ext. 2224
Cellular- (970) 333-1070
E-Mail- mitch@pineridge.com

Overview

General Manager experienced in corporate and resort hotels, condominium properties, business planning, sales and marketing, food and beverage, and major renovations. As General Manager, was instrumental in turning losses into profits, maximizing properties net values and increasing sales at the properties managed.

- * Full P&L responsibility for properties generating in excess of \$20,000,000 per year in revenues.
- * Improved GOP and revenues at properties managed by 644% and 186% respectively.
- * Assisted property owners in exceeding required sales price of their properties by attaining profits above industry standards.
- * Repositioned a 90% leisure transient property into a 50/50 group/leisure destination resort.

Strong in building top and bottom lines while focusing on guest satisfaction and developing and operating within the parameters of a well defined business plan.

- * As the General Manager, improved the operational performance of one of Vail's premier resorts resulting in a 28% NOI, a 9% improvement over prior year.
- * As a team member attained 90%+ positive guest index scores at several properties, one of which was awarded Radisson's Top Performer Property.
- * As General Manager and Director of Sales of Pine Ridge Rentals, Inc. have consistently managed to exceed local/regional occupancy and revenue indicators.

Focused yield manager, excellent communicator at all levels, strong motivational and team building skills, insightful leader who possesses the ability to identify and resolve issues, consistently thinks as an owner and acts in the best interest of the same.

B.S.B.A., Hotel and Restaurant Management, University of Denver, Denver, Colorado.
Bachelor of Science, Psychology, Montclair State College, Montclair, New Jersey.
Certified Hotel Administrator, Educational Institute of the AH&MA, Michigan State University.

Languages: Spanish...fairly conversational

Present and Former Professional Affiliations

Secretary/Treasurer, Board of Directors Breckenridge Resort Chamber
Board Member, Breckenridge Central Reservations
Member, Breckenridge Marketing Task Force
Chairperson, Lodging Advisory Board, Vail Valley Tourism and Convention Bureau
Colorado-Wyoming Lodging Association
Advisor/Member, Vail Valley Occupancy Forecast Program
American Hotel and Motel Association

Vail Valley Summer Air Task Force Committee
Denver Convention and Visitors Bureau
Metro North Chamber of Commerce

Professional Experience

Pine Ridge Condominiums, Breckenridge, Colorado **1997-Present**
General Manager of Pine Ridge Rentals, the Pine Ridge HOA and President of Four O'Clock Cable Coop
*Increased annual revenues by 18% (98/99), 7.5%(99/00) during flat/downward market conditions.
*Outperformed overall market indicators, post 9/11 to present, re: revenues and occupancy.
*Increased guest satisfaction levels to 97%.
*Successfully initiated and completed a total exterior renovation program increasing property values 15% prior to completion.

Hostmark Hospitality Group, Chicago, Illinois **1996-1997**
General Manager
Lake Lawn Lodge, Delavan, Wisconsin
* Successfully repositioned this 118 year old golf and lake resort.
* Oversaw a ten million dollar comprehensive property renovation.

Chateau Vail and Holiday House Condominiums, Vail, Colorado **1994-1996**
General and Area Manager
* Improved Chateau Vail GOP by 15%.
* Improved occupancy by 8% during downward area trend.
* Directed Radisson Graystone Castle's GM in increasing GOP by 250%, 30% increase in room revenues, and converting a 20% F&B loss to a 20% profit within three months.

Radisson Resort Vail, Vail, Colorado **1992-1994**
General Manager
* Increased NOI by 8.95% from 25.7% to 28% within one year after takeover.
* Coordinated \$2,500,000 in renovations.
* Achieved a 97% positive corporate rating after one year of operation.

Hostmark Hospitality Group, Chicago, Illinois **1989-1992**
General Manager
Sheraton Graystone Castle, Thornton, Colorado
* Improved GOP by 644% within eighteen months after takeover.
* Attained 134% of Fair Market Share.

General Manager
Holiday Inn South East, Englewood, Colorado
* Increased occupancy 30% within six months.
* Converted first half losses of (\$131,000) to \$127,000 profit six months after takeover.

Chef Henri's Restaurant and Catering, Denver, Colorado **1983-1989**
President, Owner
* Increased revenues to \$1,500,000 (150% increase) since purchase.

Sheraton ITT Hotels, Boston, Massachusetts **1978-1983**
Sheraton Billings Hotel, F&B Director/Resident Manager
Sheraton Denver Airport Hotel, F&B Director
Sheraton Dallas Hotel, Corporate Trainee and Assistant F&B Director