Q: Hey now, what is First Tracks?
A: Great question. First Tracks is a weekly employee newsletter that's full of important announcements, interesting factoids, employee stories, pictures from the week and much more.

Want your photo to be featured in First Tracks? Simply email your photo with the full name of the photographer and you’ll receive a $10 mountain money card!
Dear Jackson Hole Team,

As we approach the excitement of the holidays, it is devastating to experience the loss of the two young and vibrant members of our Jackson Hole Staff. Both young ladies had a bright future ahead of them and though they were first year employees, their addition to the departments they worked in, and the teams they were a part of, feel a great loss.

Like many of us, they moved here to experience the excitement in skiing that Jackson Hole Mountain Resort has to offer. As conditions improve, which they have recently, it is easy to get preemptively carried away to find that stash or ski/board a little too fast. I urge you all to enjoy the entirety and spirit of Jackson Hole but do so with an abundance of respect for the risks which are inherent in the thrill of our sport. As a team, let’s join together to ski and board in a way that will help prevent this from happening again.

One of our core values at JHMR is safety. Safety starts with each one of us and with a heightened sense of awareness. An emphasis and concern for safety is the reason each employee has the opportunity to receive three free lessons with their pass. Jackson Hole Mountain Resort’s terrain presents everything from groomed slopes to dangerous cliffs, and its weather is just as variable. Although accidents can and do happen, there are many things we can do to analyze and reduce our risks on the slopes.

NSAA (National Ski Areas Association) developed Your Responsibility Code to help skiers and riders be aware that there are elements of risk in snow sports that can be reduced by sounds judgement and personal awareness.

Seven Points to Your Responsibility Code:

1. Always stay in control, and be able to stop or avoid other people or object.
2. People ahead of you have the right of way. It is your responsibility to avoid them.
3. You must not stop where you obstruct a trail, or are not visible from above.
4. Whenever starting downhill or merging into a trail, look uphill and yield to others.
5. Always use devices to help prevent runaway equipment.
6. Observe all posted signs and warnings. Keep off closed trails and out of closed areas.
7. Prior to using any lift, you must have the knowledge and ability to load, ride and unload safely.

KNOW THE CODE: IT’S YOUR RESPONSIBILITY.

Accepting the risk of skiing or snowboarding in the backcountry beyond the ski area boundary should only be considered with the following:

- Proper avalanche education
- Proper avalanche equipment & training (probe, shovel & beacon)
- Backcountry travel knowledge and experience
- Knowledge of local conditions including snow pack history

As we enter into our snowy season, I wish you all a very happy holiday and remember to be safe.

Kind Regards,
Treewell Safety

NARSID stands for Non-Avalanche Related Snow Immersion Death. NARSID incidents occur with deep snow or tree well immersions, in which a rider or skier falls into an area of deep, unconsolidated snow and becomes immobilized. The more the person struggles, the more entrapped in the snow they become, and risk suffocation.

- Each skier or snowboarder controls his or her own level of risk and are the only ones that can prevent this type of accident from happening. Always ski and ride with a partner. To minimize your risk, you must know how to travel safely with your partners in these un-groomed deep snow areas.

- Always stay in visual contact so that your partner(s) can see you if you fall. Visual contact means stopping and watching your partner descend at all times, then proceeding downhill while he or she watches you at all times. It does no good if your partner is already waiting for you in lift line while you are still descending the slope.

- Stay close enough to either pull or dig out. If you have any question about what "close enough" to assist someone in a tree well is, hold your breath while you are reading this. The amount of time before you need air may be how much time your partner has to pull or dig you out of danger. Other factors such as creating an air pocket or the position you fall in, may affect this critical timeframe.

- Remember, if you lose visual contact with your partner you could lose your friend. It is important to know that most people who have died in deep snow or tree well accidents had been skiing or riding with "partners" at the time of their accident. Unfortunately, none of these partners were in visual contact so they were not able to be of help in a timely manner.

- If you still have questions, contact JHMR patrol.
I’d like to give a shout out to the 50th working committee that has been working on all the event elements since last spring. So many amazing visual touches around the resort as well as activations through the events themselves. I am so inspired by the teamwork and creativity: from 50th mugs, to large banners, seat embroidery to wreaths, buses to art to wraps and the 50th events to come—Golden Ticket, Grand Reunion and JH Rendezvous. Let the 50th spirit continue and thank you! - Anna Olson

A Message from The Guest Experience Team

Our 50th winter is off to a bang with amazing celebrations, great snowfall and positive energy. This winter, you will continue to hear a lot about Net Promoter and our Net Promoter Score, so the Guest Experience Committee thought we would use our first article to explain a bit about this.

Net Promoter or Net Promoter Score (NPS) is a tool used to evaluate customer loyalty to a brand or company. The main purpose of the Net Promoter Score is to determine the likelihood that the customer will talk positively about their experience and become a return customer. The Net Promoter Score is calculated based on the average responses to one question: How likely is it that you would recommend us to others? This question is part of the survey that the market researchers collect around Jackson Hole. NPS can be as high as 100 if everybody is a promoter of the products and services of a company. Those who respond with a score of 9 or 10 are called Promoters, and are considered likely to exhibit value-creating behaviors, such as buying more, remaining customers for longer, and making more positive referrals to other potential customers. We know that if we increase the overall quality of service this year, we will increase guest satisfaction and Net Promoter Score, which should increase the likelihood of guests recommending and revisiting Jackson Hole Mountain Resort.

This winter, our goal is to achieve a NPS of 89. This goal was set this fall by JHMR’s 50 person leadership team (made up of JHMR directors and managers). In order to achieve this goal, we need everyone’s help. We all know that Jackson Hole offers the best experience around. Let’s work hard to ensure our guests know that, too!
Shoutouts and Announcements

Well we did it, JHMR has officially turned 50 and you and your team helped make Saturday’s celebration possible. I want to take this opportunity to thank everyone for all their hard work and dedication that made it all come together. From the opening of the new Teton Lift, to the celebration at the base of the gondola and on to the owner’s event at the new Piste Restaurant, everything went very well and was a lot of fun. There were so many departments that made it happened, it is impossible for me to single out any one group and it was truly a team effort. I think we did ourselves and the resort proud and our local and destination guests enjoyed celebrating with us. Anyway, thanks again and on to the busy holiday period that lies ahead. Merry Christmas and Happy Anniversary!

-Bill Lewkowitz on behalf of the Sales, Marketing and Events Teams

Congratulations to Teton Village Sports employee Lindsay Jones for co-founding Teton Wildlife Rehabilitation Center, a newly formed non-profit dedicated to increasing the chances of wildlife survival through rehabilitation and education.

Visit the website at www.tetonwildlife.org

Facebook page: Teton Wildlife Rehabilitation Center

MISSION: Increasing the chances of native wildlife survival through rehabilitation and public education.

VISION: We believe it is our responsibility to counter the adverse impacts of humans on wildlife, where possible, and to teach people how to reduce human-wildlife conflicts. We envision fostering the local community’s desire to assist wildlife in need by encouraging an understanding of wildlife ecology, interactions, and human conflicts. Our goal is to establish an educational resource and standard for conservation of native wildlife species through the rehabilitation of injured, sick, and orphaned wildlife. We will increase the chances of wildlife survival through rehabilitation and public education, thereby decreasing future incidents of injury. Our goal is to release all animals that are able to be rehabilitated. Since natural processes are important for healthy wildlife populations, we will only rehabilitate wildlife that is in need of care due to human causes.
Meet the ladies behind First Tracks ‘15/’16. Be sure to submit your weekly content to get it featured in the newsletter!

Name: Sheldon Keegan
Department: Marketing
Sign: Virgo

Where are you from? Jackson Wyo
How long have you worked for JHMR? One and a half lovely years
Favorite thing about your job? The people, hands down. Everywhere I go, there are great, smart people with top notch senses of humor.
Favorite run at JHMR? Central Chute (sup Digi Dungeon)
If you could spend a day experiencing another JHMR dept, what would it be? I’d work with Vase and the tram folks for sure, all in an effort to up my shaky street cred.
Most memorable moment at JHMR? MCing the 50th Movie premiere in Miller Park this fall. My jokes were 100% successful, 60% of the time.
What’s your favorite song right now? Cool answer: The Enemy by Andrew Belle. Real Answer: Sorry by Justin Bieber
Favorite outerwear brand? Skida, Skida, and more Skida.
What did you eat for lunch yesterday? How was it? I had a slice of Spicy Pizza with ranch from Nick Wilson’s. I didn’t share, so it was a fantastic experience. Thanks for asking.

Name: Eliza Van Dissel
Department: Customer Care and Reservations
Sign: Leo

Where are you from? Lexington, Kentucky. Gooooooo CATS
How long have you worked for JHMR? Two Thanksgivings, but no Fourth of July’s.
Favorite thing about your job? I’m the grease on the wheels. I get to play a teeny tiny part in so many different aspects of the mountain, it’s sweet.
Favorite run at JHMR? My favorite run changes almost every time I go out... with less than 50 days on a stick, it’s all about learning new things. Currently, my go-to feel good run is Grand, especially when I’m listening to my favorite song (see below).
If you could spend a day experiencing another JHMR dept, what would it be? For a day? Ski Patrol, no doubt.
Most memorable moment at JHMR? Working the Gondi Gala so late last year that I ended up just spending the night in the Couloir and having to take the first Gondi down.
What’s your favorite song right now? What so not – High you are... it’s honestly a pretty awful song but it really gets me going in the winter.
Favorite outerwear brand? Carhartt and Stio.
What did you eat for lunch yesterday? How was it? Gummi Bears, not the most satisfying... But oh so good.
In celebration of 50 years, Jackson Hole Mountain Resort is hosting “The Grand Reunion,” a first annual staff reunion in Teton Village. Weekend includes department après fun, ski racing, department photos, a throwback band at the Moose and a BBQ lunch on Sunday.

JHMR is extending 50% off lift tickets for the weekend and will bring back the Powder 8’s for some throwback competition.

Sign up at jacksonhole.com/50 and submit your first year of service, your department and you will receive further details of how to enroll for the weekend. On top of ticket discounts, we have arranged hotel discounts for “Grand Reunion” participants and drinks/food specials in a number of bars and restaurants in Teton Village.

Be sure to spread the word to past employees who have since left the valley!
As we enter the busy holiday season, it's important to remember proper radio etiquette at JHMR.

These are Guidelines for Company Radio use as well as Etiquette pertaining to base, portable and mobile radios. It is the responsibility of all persons who operate radios to have read, be familiar with and utilize these procedures.

Radio Guidelines
* Listen before you talk.
* Key-up: Hold the button for a full second before speaking; speak directly & distinctly into the microphone.
* Identify yourself. If appropriate, identify the channel you are using.
* Wait for a response before launching into the issue.
* If you are using a channel that you do not normally use, listen for 5-10 seconds before talking to avoid interrupting a conversation already in progress.
* If the person you are calling does not answer the first time, try again. They may not have heard you the first time.
* If someone is calling you and you cannot respond immediately, take a second to say “Stand By”. Return to them as soon as possible.
* Keep radio transmissions brief and concise.
* If it may be a lengthy conversation and both parties are near phones, use that option.
* Acknowledge that information has been received.
* If going to another channel, check channel assignments first. Some channels require clearance before proceeding. "Is this channel clear?" wait for response. When going back to your channel say: "Back to " to let others know you have left that channel.
* If you are trying to contact a person that scans several channels, please indicate the channel you are calling from so that the party can contact you on that channel.
* Limit conversation to specific business details. Avoid personal comments, never talk back, and never show anger.

Radio Care: Important tips for longevity and efficient use of your handhelds
Due to the expensive cost of replacement parts or new radios, taking an initiative of care & ownership are appreciated by all department managers, as is with all JHMR equipment.

*Note: Two major actions to avoid are:
1) Dropping a radio into water.
2) Leaving a radio turned on in the charger. If a radio is turned on in the charger, eventually the inner components will become damaged over time and the radio will no longer receive, transmit or your transmissions are scratchy and unclear, essentially it is fried. Please make sure radios are turned off when placed in the chargers.

In regards to batteries, always charge a new battery for at least 16 hours to ensure optimal use of that battery. If the battery is not fully charged before use, the life of the battery is shortened and a new one will have to be purchased.

If at any time you find a radio, please turn it in to your supervisor or contact Valley Dispatch for identification.
This Week in Pictures

photo by Franklin Powell

photo by Jess Egenberger

photo by Riley Frances Boone
What is the JHMR Ambassador Club?

At Jackson Hole Mountain Resort, employees are encouraged to exemplify four core values:

1. Always an Ambassador
2. Be Safe
3. Be Green
4. Have Fun

If you see one of your coworkers going above and beyond to demonstrate these values, you can nominate them so that they're recognized! Simply fill out a nomination form found on jacksonhole.com/employee, explain what your coworker did and they'll be in the nomination pool for that month. All nominations forms should be delivered to the Human Resources and Safety office.

Also, don’t forget to nominate your Managers and Supervisors, they will go into the “Super Ambassador Club” pool to be chosen at the end of the season.

Monthly ambassadors will receive company wide recognition and an awesome prize!
KEEPING UP WITH JHMR BENEFITS

The Human Resources (HR) & Safety Department’s responsibilities include recruiting, compensation, benefits, training, human resources planning, employee relations, work force diversity, employee and guest safety and risk management. The HR & Safety staff is a resource for all employees.

As a Jackson Hole Mountain Resort employee, you are eligible for a wide range of benefits that can greatly enhance your day to day experience. Be sure to educate yourself on all of these opportunities. Benefit Brochure can be found on jacksonhole.com/employee.

NEW & IMPROVED SEASONAL SICK POLICY

At the start of an employee’s 3rd consecutive full time winter season, the employee will earn seasonal sick leave on the following schedule:

<table>
<thead>
<tr>
<th>Service</th>
<th>Sick time eligibility</th>
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<tbody>
<tr>
<td>3-4 years</td>
<td>16 hours</td>
</tr>
<tr>
<td>5-9 years</td>
<td>24 hours</td>
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<tr>
<td>10 + years</td>
<td>40 hours</td>
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Seasonal sick time is to be used for the following purposes: illness or injury of employee or immediate family member (parent, sibling, spouse or children), death in the family, and doctor or dental appointments. It is not for any other purpose. Violation of this policy is grounds for disciplinary action. Employees must be scheduled to work in order to use seasonal sick leave.

A regular work week cannot be enhanced with seasonal sick hours to put the employee into overtime nor do seasonal sick hours count towards hours worked for overtime. Employees are not to go into the negative on seasonal sick hours; any hours in the negative will be paid back to JHMR immediately.

JHMR will pay for one-half (1/2) of any unused seasonal sick leave upon favorable completion of the season. Completing the season is defined as terminating no earlier than 3 weeks prior to the end of the season, unless the employee is terminated for lack of work. There will be no carry over from one season to the next.

For a list of employee benefits, visit the Employee Dashboard www.jacksonhole.com/employee.
This season, First Tracks will include weekly JHMR trivia. The first person to email the correct answer to firsttracks@jacksonhole.com will win a mountain money card!

Q: What year was the first Powder 8s competition held in Teton Village, Wyoming?

A: Email your answer!
Postive Feedback

Check out these glowing guest reviews from our post-departure email survey.
Keep up the good work everyone!

Chris in demos/rentals really guided me nicely through my set up to determine which skis were best to purchase. My boots fit perfectly, thanks to the craftsmanship of Jeff’s hands. And thank you to the professionalism of Larry in helping me in my complete set up to be fully equipped to enjoy the best mountain in the lower 48!

"I already have recommended this to others!"
Beautiful resort with amazing staff!"

It's very organized and a great overall feel to the resort. Treated very well there :)

The service workers were very nice, everyone did their part in getting you served. I love the shuttle service. All staff recommendations were spot on. Thank you. Staff members did a very good job. Excellent job.

"Lisa Gentry with tickets. Very professional."

Lucky enough to have Kris Lunde as our instructor at Race Camp again this year--He’s the greatest. We also met Mike Kohler, who was our instructor the second day and we had a blast. I’m bringing my daughter in March and will request both as instructors.

"Great service, rentals, lift operators, super snow, great new lift, great management of crowds."