A Message from Jerry Blann

JHMR Ambassadors -

It is with great pride that I address you today on the topic of Guest Service. As you know we set a very ambitious Net Promoter Score goal for the season of 89%. With report #10 having been received, we stand at an 89.2% season to date, with the week ending score totaling 88.9%.

Here is what our guests are saying:

What do you like best about JH?

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<th>Score</th>
<th>Comments</th>
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<tr>
<td>10</td>
<td>ambiance and experience its world class everything is top notch</td>
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<td>10</td>
<td>friendliness; overall extremely satisfied</td>
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<tr>
<td>10</td>
<td>great people on the mtn - nice community feel</td>
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<tr>
<td>10</td>
<td>people and well organized</td>
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<tr>
<td>10</td>
<td>The kindness of everyone, and the skiing is amazing</td>
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What makes JH distinctive as a ski trip destination?

- great attitude of visitors and staff on the mtn - relaxed vacation feel here
- reputation for service and variety of skiing is top notch

Last year we finished the season with a NPS of 87.6. We are well on our way to topping that number as well as achieving our overall goal. But like most worthy journeys we have one more major challenge ahead. All indicators are that the business will be soft through about 3/14 and then we will need quite a team effort to make a strong service push as business jumps with Spring Break dramatically from 3/15 - 3/27 (Easter Sunday).

My confidence is high that this team will rise to this challenge. You have proven time and again your ability to provide an outstanding experience for our guest and I look forward to working with you until the last guest departs on April 3rd.

Again, thank you for all that you do -

Jerry
With Daylight savings beginning March 13th and a seemingly larger number of people lingering on the mountain at night, snowcat operators are reminding people stay off the mountain after closing and to stay clear of the winch cats.

“The danger is — to be honest — it will kill you, it will cut you right in half.” says Earl Ward, JHMR Grooming Manager. “The cable can move quite suddenly and dynamically with a large, working machine attached to it.”

JHMR winch cats are essentially groomers equipped with a powerful winch that can pull 10,000 pounds using nine-sixteenths-inch steel cable. These machines are being used every evening throughout the winter season.

When a winch cats works on a run, crews connect the machine’s cable to one of the many concrete anchors located on the top of steep runs. The concrete anchors are on the mountain year-round and are buried about six feet deep.

When the cats are headed down the ski runs, the cable connected to the top of the run keeps the machine from sliding. At the bottom of the run, the cable rotates to the front of the cab and helps pull the machine back up the hill.

During routine grooming, the 3,000-foot cables can span the length of the ski run under high tension. The cable is difficult to see, even during daylight, and can be virtually invisible at night. The cable can violently jump out of the snow when it is pulled by the machine. It could be deadly should a skier or hiker come in contact with the cable. With 10,000 pounds of tension, it’s easy to understand why.
Can you believe that it is March already? The seasons go way to fast around these parts and here is your chance to make the most of the last month. Lots of fun things going on starting with Dick’s Ditch this weekend and then in two weeks we have the biggest and best Rendezvous Concert Series ever! Let’s turn all of these events into some great positive personal energy moving towards our guests. We all get to have fun every day and we can pass this energy on to the folks coming over the next few weeks.

Bookings are a bit light for the next couple of weeks, take this lesser volume as an opportunity to double down on your department’s guest service initiatives. Say hello to everyone and help folks around the campus as needed, keep up the excellent ambassador moments that JHMR is known for.

Our Net Promoter Score last week was 88.9 which brought our season to date total to 89.2, .2 above our goal of 89! Way to crush it Ambassadors, but let’s keep that score above that 89 mark! We have just over a month left and this is an opportunity to try and reach a 90 score, I feel extremely confident that our team can achieve this goal. Make it your goal each day to seek out a guest that you can make a difference in their vacation experience.

Please be safe and smart out there and keep smiling!

Larry
2016 JHMR Employee Olympics

Employee Olympics Medal Count

MSS Kids Ranch - 3 Gold; 3 Silver; 3 Bronze
Parking - 1 Bronze
Tram Ops - 2 Gold; 2 Bronze
F&Base - 1 Silver; 1 Bronze
Ticket Office/Mtn Access - 2 Gold; 1 Silver
MSS Sales - 1 Silver; 2 Bronze
JHS - 2 Gold
Lift Ops - 1 Gold; 1 Silver
OSP - 1 Silver
EMPLOYEE OLYMPICS SCHEDULE

PHOTO CONTEST
Tuesday March 1st Submission Deadline at 12:00 pm
• Take pictures of JHMR employees having fun at work, skiing/riding, Jackson scenery, and anything else related to life as a JHMR employee. Photos must be appropriate- no offensive or obscene pictures.
• Submit a maximum of 3 photos to: ali.stabler@jacksonhole.com by NOON, with your team name as the subject line.
• Voting opens on Tuesday March 1st at 5:00pm online on the “Always an Ambassador” Facebook page.

Wednesday, March 2nd Online Voting Closes at 4:00pm
• The top three photos with the most “Likes” on our “Always an Ambassador” Facebook page https://www.facebook.com/jacksonholeambassador by 4:00pm win the Gold, Silver and Bronze medal.

CARDBOARD BOX RACE
Thursday, March 3rd, 4:30pm (Bottom of Gondola for judging)
• Teams may ONLY use cardboard, tape and glue to build their boxes.
• Teams are allowed ONE run down the course.
• Two pushers are allowed to give the box a starting push but cannot cross the starting line.
• No pushing with hands or feet once passed the starting line or you will be disqualified.
• A maximum of only TWO riders per box is allowed, and they MUST wear a helmet.
• No offensive or obscene box themes. Guests and children might be watching!
• One set of medals will be awarded for “most creative design”; determined by a random set of judges; and another set of medals will be awarded for the fastest time down the course.

CLOSING CEREMONIES
Thursday, March 3rd, After the Cardboard Box Race (Events Tent)
The team with the most Gold medals at the end of the Olympics wins! There will be beer and snacks for all employees! (We will be carding but everyone is welcome).

**Scoring- 1 Gold, 1 Silver, and 1 Bronze medal will be awarded to the top three teams for each event.
“Overall Participation” medals will be awarded to the team or teams that participate in the most events.
The team with the most Gold medals at the end wins the JHMR Employee Olympics Trophy. In the event of a tie in the Gold medal count it will go to the Silver medal count and then Bronze medal count.
In the event of an overall tie, the Employee Races individual wins will break the tie***
Check out the current medal count standings at https://www.facebook.com/jacksonholeambassador

**All participants and observers must show appropriate behavior during all events. While these events are intended for fun, inappropriate actions such as drinking, profanity, snowballs, etc., take away from the good natured spirit of the events. Participants exemplifying inappropriate behavior and abusing the rules may have lift privileges suspended or subject to disciplinary actions, up to and including termination.**
The Wyoming Lodging & Restaurant Association (WLRA) and Wyoming Office of Tourism (WOT), on behalf of the entire tourism industry, is proud to announce this year's recipient of the annual "BIG WYO" award was Jerry Blann of Jackson. The entire tourism industry came together to recognize Blann Tuesday night during a gala at the 2016 Wyoming Governor's Conference on Hospitality and Tourism at Little America in Cheyenne. The Big WYO award is sponsored by the Wyoming Lodging & Restaurant Association (WLRA) and is given out each year to an individual who has done an exceptional job with the promotion and advancement of the tourism industry on behalf of the state of Wyoming.

Wyoming Governor Matt Mead introduced a video shown at the ceremony and presented Blann with the prestigious award with heartfelt congratulations.

"The Wyoming Lodging and Restaurant Association could not be more proud and appreciative of Jerry’s tireless efforts. He is a universally respected leader not just in the ski industry, but within the entire Wyoming tourism community. Our most sincere thanks and congratulations go out to Jerry, his family and his amazing team at Jackson Hole Mountain Resort," said WLRA Executive Director Chris Brown.

After viewing a video with friends adding their messages of congratulations, Blann was excited and humbled while he graciously accepted the award Tuesday night. "I want to say thank you to everyone who helped put this together," Blann said. "I wouldn't be right without properly sharing this with the 1800 employees at the Jackson Hole Mountain Resort, our incredible marketing team sitting right here as well as all the partners we work with day in and day out."
Shoutouts and Announcements

Don’t Want To Leave Jackson Hole???

JHMR HAS JOB OPENINGS FOR THE SUMMER!

We offer fantastic benefits to our Summer Ambassadors, including:
• Bike Park, Tram, and Ropes Course Season Pass
• START Bus Pass
• Discounts on: Food & Beverage, Retail, Rentals (mountain bike, stand up paddleboard, etc.), Paragliding, Mountain Sports School- Bike Park Guides, Daycare, Kid’s Camps, plus Grand Fishing Adventures, and many more local discounts throughout town and the village

If you return for the Summer you may qualify for Dual Seasonal Status, with even more benefits including:
• Paid Time Off and Sick Time
• 401k Plan with a company match of 50 cents on the dollar, up to 6%
• Health Insurance or Health Insurance Reimbursement
See Tyler for details (ext. 2668 or tyler.montgomery@jacksonhole.com)
• Company provided Life Insurance

INTERESTED? COME BY HR & SAFETY OR GIVE US A CALL AT: 307-739-2728

JHMR Current Openings

Year Round
Jackson Hole Resort Lodging
Homeowner Relations Account Manager

Mountain Operations
Mountain Operations Director

Vehicle Maintenance
Vehicle Mechanic (start date: June 1, 2016)

Winter Seasonal
Food & Beverage
Barista
Busser
Cashier
Cook 4/Prep Cook
Corbet’s Worker
Dishwasher

Group & Conference Services
Group Coordinator (Wedding & Catering Focus)

Lift Operations
Lift Operator

Marketing
Market Researcher

Mountain Sports School
Ski Instructor
Pioneer Instructor

Retail/Rental
Jackson Hole Sports, CPED Boot Fitter
Jackson Hole Sports Jr., JHS Jr. Staff

Ski Patrol
Winter 16/17 Hiring Clinic- March 18th, 2016
For application email hr@jacksonhole.com, applications accepted until March 6th

Summer Seasonal
Hoback Sports
Bike Builder (starting now)
Shoutouts 
and Announcements

TRAVEL SURVEYS

To All employees: When the Teton Village Master Plan was approved in 1998, a requirement that all employees working in Teton Village fill out a travel survey every other year. Your department heads will have surveys available for you to fill out or you can go to Survey Money at the following web address.

https://www.surveymonkey.com/r/2016JHMRtravelsurvey

The survey is for your modes of travel to work today February 17th and for Saturday the 20th. The Teton Village Associations thanks you for taking the survey.

Celebrate Spring Break in the Rockies!
Invite Your Family to Jackson Hole -- Kids Ski Free*

*Buy an adult day lift ticket, get a junior day lift ticket for free! Valid March 1,2016 - March 17,2016. Up to 7 day lift ticket available.

OFFER ONLY AVAILABLE WHEN BOOKED ONLINE

To The Groomers:

I would like to give all my workers a big ‘way to go!’ It’s been a tough season with illness and injuries, it’s been hard to keep a full crew out there, but my groomers have stepped up and taken on extra shifts and I really appreciate that! It’s March now and we can see the end, but typically as the weather warms up and the snow gets wet, our job gets a lot more challenging! Most of us have been at this point many times and once again it’s time to stay focused and make it to the finish line!! Thanks again for making the Winter Trail Grooming Department stand out!!

-Earl S. Ward WTG Manager
Thank you to all the employees who have completed 5+ years of full time service. We appreciate your dedication and commitment to the Jackson Hole Mountain Resort.
Name: **Crazy Tom**  
Department: **Kid's Ranch**  
Where are you from? **South Suburbs of Chicago with about half my life in Saratoga Wyoming**  
How long have you worked for JHMR? **12 seasons**  
Favorite thing about your job? **Skiing everyday. Sharing a Passion for adventure with kids. Working with my best friends. Not many jobs where singing and being goofy is a bonus and brings you closer to your customer base.**  
Favorite run at JHMR? **TeeWhyNot or Upper Ampitheater**  
If you could spend a day experiencing another JHMR dept, what would it be? **I wanna be a Tram Ninja and ride on top of the tram.**  
Most memorable moment at JHMR? **The Gaper Day I won a Pair of PBR skis dressed as Buddy The ELF. Or the last party for the Old Tram.**  
What's your favorite song right now? **My favorite outta town clients wrote a version of "I can't feel my face" About skiing with Crazy Tom. It's called "I can't feel my toes" It's Hilarious and catchy**  
Favorite outerwear brand? **I miss my 90s Columbia Bugaboo**  

Name: **Steven Thomas**  
Department: **Mountain Sports School**  
Where are you from? **Hopedale, MA**  
How long have you worked for JHMR? **7 Years.**  
Favorite thing about your job? **Our incredible Kid's Ranch crew. Supervisors, instructors, sales, daycare, and all our support staff are incredible.**  
Favorite run at JHMR? **ET-PB-TB (Elephant tree to Paintbrush to Toilet Bowl)**  
If you could spend a day experiencing another JHMR dept, what would it be? **Grooming**  
Most memorable moment at JHMR? **Sad but definitely most memorable was celebrating the life of Billy Baker last season following his fatal paragliding accident. The way our crew supported each other through the loss of a close friend really solidified our sense of community.**  
What's your favorite song right now? **Bruce Springsteen - Thunder Road**  
Favorite outerwear brand? **Burton AK**  
What did you eat for lunch yesterday? **Skipped lunch to make the Team FIGJAM snow sculpture.**
This Week in Pictures

photo by Maggie Liebowitz
CONGRATULATIONS TO THE
JANUARY '16 AMBASSADORS!

Congratulations to our new Ambassador Club members for January '16 in recognition of their demonstration of and commitment to the Jackson Hole Mountain Resort's values – Always an Ambassador, Be Safe, Be Green, and Have Fun!

Alex Mudder- Customer Care & Reservations
Valentina Hubner- Ticketing Services
Patrick Nelson- Marketing
Tim McNulty- RTP Accounting
Santiago Romero Perez- JHRL Maintenance
Jenn Nederman- Hoback Retail
Adam Page- Hoback Repair
Lorraine Adams- TVS Rental
Nikko Grambow- TVS Retail
Marley Horne- JHS Retail
Dan Razzolini- JHS Retail
Sherry Sailor- Parking
Federico Lopez Villagran- Lift Operations
Ryan Pinson- Lift Operations
Greyson Hopkins- Lift Operations
Steve Martin- Mountain Sports School
Sorcha Miles- MSS Daycare
Finn Bondeson- F&B Couloir

Ryan Bennett- Lift Operations
Michael Brunner- Lift Operations
Rick “Frosty” Frost- Ski Patrol
Sandy Buresch- Janitorial
Andrew Jones- Buildings & Areas
Justin Gerard- Park & Pipe
David Lymburn- MSS Sales
Chase Moulton- Mountain Sports School
Drew Hayes- Mountain Sports School
Shelby Scharp- Mountain Sports School
Joe Graig-Tiso- Mountain Sports School
DJ Donahue- Mountain Sports School
Kiley McGahan- MSS Mountain Operations
Renato Carbone- F&B Rendezvous
Frank Thollis- F&B Corbet's Cabin
Shayna Powers- F&B Piste
Jesse Johnson- F&B Piste
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Keeping up with JHMR Benefits

Employee Assistance Program (EAP): Free, confidential counseling for a wide variety of personal problems, issues, and concerns for employees and their families.

www.apshelplink.com Company Code: EAPNOW
For an appointment call: 1-800-999-1077
24-Hour Crisis Line: 1-800-833-3031

10% off for JHMR employees at Quiznos, must show current employee pass

Start your day off right with free transport to and from work, $1.00 coffee (with your own mug), and end your day with a $1.00 beverage at Nick Wilson’s Cowboy Café.
Teton Trivia

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: When did Yellowstone become the world’s first National Park?
A: Email your answer to firsttracks@jacksonhole.com!

Last week’s question: What is Wyoming’s state dinosaur?
Answer: Triceratops
Postive Feedback

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

Great mountain with the wide variety of terrain in a beautiful setting. Liked the laid back vibe of The Village too.

I have been a longtime supporter of Jackson Hole and truly feel that it offers the most unique skiing experience in the country.

"Rental staff at JH Sports was friendly and very helpful. Our instructor, Hunter Otterson, was awesome. Kids had a great time and learned a lot from him. He really knew where to take us on the mountain."

Everything about the mountain, resort, and people was fantastic, and magical. The trip turned out to be better than expected.

It was beautiful--surrounded by mountains, everyone was so friendly, the food was amazing, the downtown was walkable and not too big, there were great trails for every level skier, the snow was great, it wasn’t too crowded, and there are a lot of other things you can do there as well, like snowshoe through the Grand Teton National Park.

Challenging mountain that may not support a full family and friends vacation with a variety of levels for skiing.

"Friend Mark Mulligan has been coming here since 2010 and he convinced me to come, stating it was a skiers mountain and not pretentious like some others. Village feel and friendly people I would add. Bring on the snow which is falling as I write this. Good vibe."

I was really impressed with how efficient and NICE everyone at the Resort was.

Thad, Ski Patrol, was great in assisting me getting off the mountain after I broke my leg hitting slush on last run. It was a very difficult situation but he was excellent as were the other ski patrols that assisted me.