

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
June 24, 2008 – ANNABELLE INN**

Special Events: Thank you for all of your support of the 2008 FOOD & WINE Magazine Classic in Aspen. This year's event was a tremendous success and we hope you had an opportunity to enjoy the weekend. Please save the date for next year's FOOD & WINE Classic. The event is scheduled to take place June 19-21, 2009.

Aspen's Old Fashioned Fourth of July will take place Friday, July 4. A full schedule of events as well as parade registration forms are posted on www.aspenchamber.org. The parade will begin at 12 noon. Staging begins at 8:30 a.m. on a first-come, first serve basis. Parade participation is free but registration is required. Deadline to register is Wednesday, July 2 by 5 p.m.

Sales and Marketing: We are wrapping up from a very busy and successful Food & Wine. The marketing department had an active role in the PR for this year's event and can add CNN to the credits for the biggest TV coverage for the Classic. CNN's Rob Marciano was on location in Aspen and did a taped segment on farm to table food and the growing movement of organic foods and its relationship to weather. Chef Ryan Hardy was featured in the segment along with local farmer Jennifer Craig. The piece aired over 9 times on Friday East Coast and West and was picked up countless times by the CNN affiliates. We will have full valuation of this soon. Also, press in for the Classic was Peter Greenberg, Travel Editor for NBC's Today show, a friend of Aspen. His radio show aired from The Little Nell on Saturday. Laura Jakobovitz from the social networking site, Asmallworld.net was also here and did a story on Aspen and the event.

Operations: Insurance for the chamber including our Special Events and Directors and Officers Liability policies will be renewed at the end of this month. We will also continue our coverage with Principal Financial Group for our dental and life for our full time employees. New imitation cameras are installed in the front area of the Rio Grande office to safeguard our kiosk. Locks on the entrance doors will be the next step to completing the area.

Visitor Services: Summer has arrived; visitor numbers jumped to over 500 per day at the Guest Pavilion this past weekend. The Pavilion will be staffed with 2 and sometimes 3 staff per shift, June through September. The entire Guest Service Program has added a number of enthusiastic and knowledgeable staff to the frontline. New staff members include Linda Gerdenich, Geri Durnan, Sydney Prikryl, Rosie Wettstein, and Jessica Jensen. The Pavilion will operate 7 days a week 10:00am-6:00pm until Sunday, October 5.

The Wheeler Opera House continues to cater to the local crowd and visitors seeking information on cultural events. With the addition of the Aspen Music Festival selling tickets and the ongoing operation of Aspen Show Tickets, the Wheeler location has become the one stop shop for almost all the Arts and Culture in the Aspen area. The ability to retain the same staff at the Wheeler from season to season, has added an element of consistency which ultimately has enhanced the overall level of customer experience.

The Rio Grande program is please to announce the addition of Diana Morrissey to the frontline. Diana is a 10 year veteran of the Chamber and brings a tremendous amount of energy and knowledge to a very demanding program. This past weekend the daily visitor ranged from skiers to golfers and everything in between. Front range skiers were absolutely ecstatic that the Aspen Ski Company opened the mountain for the weekend. Where else can you ski, bike, golf, raft, and go on a hike all in one day.

Aspen Groups: June has been a month of travel and sales calls for Aspen Groups. The sales mission in Washington DC provided JoAnna access to high level executive planners for publishers, associations and incentive groups. JoAnna also attended the Colorado tradeshow with Smart Meetings Magazine.

Aspen Groups is pleased to announce two hotels have received their Z Green certification from the City of Aspen's Canary Initiative. Congratulations to the St. Regis and Aspen Meadows!

Membership: The Food & Wine Luncheon was a success. The luncheon sold out one week prior to the event! We presented the second annual Molly Campbell Service Award to Pam Cunningham. As well as presented plaques to outgoing board members Jeanette Darnauer and Don Sheeley (Shae Singer was not present). Second invoices were sent out for all members who have not paid their dues and first invoices were sent to the July and August renewal groups. Our focus for the next 60 days is updating all website and membership information and uploading new pages and banners as well as getting started on the advertising sales for the 2009 ACRA Business Directory.

Faces of Aspen/Snowmass: We are pleased to announce the hiring of Neil Camas as Guest Services Manager. He will work with Dorothy on the various aspects of the FACES program at the Airport and also in the community. Neil has worked in group sales for over 20 years in Snowmass Village and joined the Airport Ambassador team this past winter. During the winter season the Ambassadors greeted in person or over the phone an amazing number of people - 42,270! With the program going year-round, they also greeted an additional 919 people in April (after the ski season closed) and 2233 during May. We're in the beginning stages of developing a new English/Spanish version of the "How To Aspen/Snowmass" booklet. Please go through the booklet again as we want to hear your comments and suggestions. Tokens - the Instant Employee Reward - how many do you need for your staff so they can recognize and reward an employee for outstanding guest service? Please contact Dorothy.

This and That: Debbie will begin her third year at the U.S. Institute of Organizational Management at Loyola University in July. Heather will start her first year of the four-year program. All staff reviews have taken place and we are beginning to review the last year of our strategic plan and begin the update process.