

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
November 2014**

**Special Events**

The Wintersköl™ committee is pleased to announce Duncan Clauss and Darcy Conover as the 2015 Wintersköl King & Queen. Representing this year's slogan "Drop in and Dream," both Duncan and Darcy are living their Aspen dream as young entrepreneurs, business owners, and avid outdoor enthusiasts. We invite you to join the ACRA in honoring them at the Annual Wintersköl Awards Dinner on Wednesday, January 7<sup>th</sup>, 2015. There is still time to support Wintersköl by becoming a sponsor. ACRA has created a new sponsor packet with many great benefits. Please contact Jennifer Albright Carney at [jalbright@aspenchamber.org](mailto:jalbright@aspenchamber.org) for more sponsor information. For a full schedule for events and more information about the Wintersköl King and Queen, visit [www.aspenchamber.org](http://www.aspenchamber.org).

12 Days of Aspen is right around the corner. ACRA will be kicking off the holiday season with a FREE skating party on Saturday, December 20<sup>th</sup> from 2- 4 p.m. The 12 Days of Aspen takes place December 20 – 31 and features a variety of holiday activities, special treats, and of course, visits from Santa. Visit [www.aspenchamber.org](http://www.aspenchamber.org) for a full schedule of 12 Days activities. Happy Holidays to all!

**Membership**

Membership produced two successful events this past month. The first was a health care seminar co-produced by Aspen Valley Hospital. Over 40 members attended and the program which is currently running on Grassroots TV. Thank you to Ginny Dyche for collaborating with the Chamber on this program and future programs. The second event attended by over 150 members was last week's Business after Hours hosted by Mike Taets and his team at Timberline Bank. Timberline Bank is celebrating 10 years in business and wanted to thank the community for their support. In addition to the Networking Event the Chamber partnered with the Holiday Gift Basket Program and asked attendees to bring gifts. Over 200 toys and \$500 in cash was collected from the membership. December 2<sup>nd</sup> and 3<sup>rd</sup> the Aspen Chamber will be hosting "Spirit in Service" at The Gant. This will be a powerful, entertaining guest service seminar by Holly Stiel. Information has been mailed to entire membership and ads are running on the radio and in the local newspapers. As of November 21<sup>st</sup>, the ACRA membership has signed up 94 new members compared to 58 at the same time last year.

**Visitor Centers**

What a great fall we had with many visitors enjoying the weather and now we are getting ready for the winter season. Aspen Mountain opens on Saturday, November 22<sup>nd</sup> and it will be nice to tell people they can take the gondola to the top of the mountain if they are not skiing or snowboarding. That is one question we get frequently during the shoulder season. As a reminder the road to Maroon Bells is closed for the season as is Independence Pass, both are scheduled to reopen the week before Memorial Day Weekend. The Wheeler Opera House Visitor Center is on their winter schedule 7 days a week from 11 a.m. – 6 p.m. but closed on National Holidays. The Guest Pavilion will change to winter hours, 10 a.m. – 6 p.m., beginning December 22<sup>nd</sup>.

**Airport Guest Services**

Our new Airport Director, John Kinney starts December 15<sup>th</sup>. Go Rentals (car rental company) is moving their Desk from the private terminal to our terminal. The Ambassadors are looking forward to more winter flights than ever before, and welcoming American and Delta back to the neighborhood.

### **Destination Marketing/Sales**

Destination Marketing presented to City Council on November 18<sup>th</sup> and received budget approval for the 2015 marketing plan. Recent PR exposure includes United Hemispheres Magazine, Houston Chronicle, First tracks online, Mountain online, MSN travel, Health & Fitness, Family Travel and other outlets. The winter brochure was produced in collaboration with Snowmass Tourism focusing on off-slope activities and will be available in town next week. The ACRA group sales team participated in DMAI continuing education training. The team will represent Aspen at trade shows in Dallas and Houston for corporate, association and third party planners and in St. Louis for the Senior Planner Industry Network. The sales and marketing team are brainstorming new initiatives for 2015.

### **Operations**

The Board election process continues. Ballots were mailed to the Retail membership on 11/20. The final day to return ballots to ACRA is Monday December 8.

### **Save the date**

“Spirit in Service”

Tuesday, December 2 or Wednesday, December 3

Time: 8 a.m. registration: Program 8:30 a.m. – 10:30 a.m.

The Gant Aspen

\*Please call 925-1940 to register

### **FOOD & WINE Classic in Aspen**

June 19 – 21, 2015