



# MOVING UP

## **Congratulations to Rob Riedl.**

Congratulations to Rob Riedl who is taking over full management of the Ski & Ride School.

Please join me in congratulating Rob's expanded role and responsibilities as the Jay Peak Ski & Ride School Manager. It will be Rob's responsibility to oversee everything related to the Ski & Ride School (SRS) including rate planning, staffing, scheduling, guest services, and new product development.

All departments juggle complex tasks and competing priorities but perhaps none more so than the SRS Team. The SRS product offering (taking into account, age, ability, and ski or ride preference), scheduling, and constant inventory management is complex. But with Rob's guidance, the SRS Team has, over the years, not only improved their Sales-to-Labor results but has also consistently rated best-in-class by guests on our annual surveys. They become more efficient each season without sacrificing the guest experience.

Rob has been working in the ski industry since he was a teenager and here at Jay Peak since 2009. This latest change in his role is more a continued evolution than a wholesale shift in responsibilities. For many years now, Rob had been a key contributor to the management of every aspect of the Ski & Ride School. Rob has also been recognized repeatedly by teammates across several departments who see and appreciate his work ethic, willingness to collaborate, and measured response to all things - despite the sometimes-frenetic environment of winter operations.

Congratulations, Rob. I look forward to following your continued success.

**Steve Wright**

General Manager

