



MOVING UP

Congratulations to Dehlia Wright.

Congratulations to Dehlia, newly appointed Communications & Marketing Coordinator.

Dehlia is as Raised Jay as anyone can be. She's been in and around the resort nearly all her life and officially joined the team in November 2013. Dehlia has worked on and off across the years, finding time between soccer practice and school to work and learn in departments including the Ski & Ride School and Food & Beverage. Dehlia is an accomplished snowboarder, having competed throughout high school at various regional and state events.

Following the completion of a Bachelor's of Science with a major in Psychology at Plymouth State, where she also trained and played soccer at the collegiate level, and a Master's Degree in Social Work from UVM, we managed to convince Dehlia to spend the winter with us covering snow reporting and supporting events. It became clear, quickly, that Dehlia was wildy overqualified and had so much more to offer Jay Peak generally, and the Marketing team specifically. Over time, Dehlia took over all guest facing communications, including all Jay Peak social media channels and emails, helped with both HR and Marketing updates, and manages jaypeakresort.com.

In this latest re-imagination of Dehlia's job description, she will also be responsible for more traditional PR, including all media inquiries and related events, and perhaps most importantly, proactive outreach to local, regional, and national outlets to further expand where and how we tell the story of Jay Peak. Dehlia's deep knowledge of Jay Peak and its surrounding communities, background in skiing & snowboarding, ability to learn and execute new things with unreasonable speed and precision, and generally kind and welcoming demeanor makes her an ideal representative for Jay Peak.

Thanks for taking a chance on us, Dehlia. It's been a pleasure watching you grow into this role, and we all look forward to working with and supporting you in this next chapter.

Kim Hewitt

Director of Marketing & Resort Sales

