



# MOVING UP

## Congratulations Britni Malmay

Britni has worked with the Sales Team since 2019. She came to the team by way of the Front Desk where she learned the ins and outs of Maestro and Sirius, important skills that Britni brought with her as a Group Sales Coordinator. When a Sales Rep role opened up, Britni began moving up within the transitioning to Destination Group Sales Rep until this past winter, when Britni was promoted to Group Sales Manager – a role she has earned through years of hard work and dedication.

As part of her expanded role, Britni will continue to help grow Destination Group Sales (groups of 20 or more people who plan a lodging stay with us, including skiing, golf, waterpark or some mix thereof) and will also oversee and provide guidance to the Day Group Sales Rep. She has already implemented better processes and tracking that will allow us more insight into how day sales are pacing. Britni is working with both the Group Sales Director, Rob Vosinek and the Day Group Sales Rep, Rich Gilmore to creatively grow the Day Group Sales segment back to historical revenue numbers. And on top of all of this, Britni is primarily responsible for the critical hockey camp business, Hockey Opportunities for All – a ~\$700,000 piece of business that largely supports summer operations.

Thank you, Britni, for everything you do. This promotion is well earned, and we all look forward to seeing you continue to excel in this new role.

**Kim Hewitt**

Director of Marketing & Resort Sales

