

## **Inside Stevens**

April 17, 2008

### **Preparations for the 2008-09 Season**

What a great 2007-08 season! Thank you for being a part of it by skiing and snowboarding with us at Stevens Pass. It was a pleasure to have you visit us at the resort.

Now it is time to prepare for the 2008-09 season. If you haven't already done so, purchase your season pass for next winter now. Our spring sale features the best value on season pass prices for next year. The sale goes through Thursday, May 29th, 2008. After that date the prices go up, in some cases by several hundred dollars.

During the course of the off-season the usual maintenance work on lifts, buildings and other equipment will be done. This work is done to assure everything runs well, and safely, when we start up for next season. We'll also be doing brush cutting on several trails to ensure we can groom them early when the snow starts accumulating in the fall.

The biggest project we have planned for this off-season is the implementation of a new point of sale system across the resort. This system will be implemented for ticket sales, season passes, rental, retail and ski & snowboard school. The most visible aspect, and most exciting for our guests, of this new system will be direct access to the lifts. All tickets and passes will be checked electronically rather than a visual check by an individual. Electronic checking will be easier and more beneficial for skiers and snowboarders when accessing the lifts.

For season pass holders, after the 2008-09, you'll be able to renew your pass for subsequent seasons on the internet, by phone or in person and keep your existing pass from year to year. That means no waiting for your pass to arrive in the mail or waiting in line to get your pass on the first day of the season. Just imagine using that time to be on the slopes instead of waiting to pick up your pass.

For Advantage Card holders, you'll be able to "back" your card with a credit card. This will allow you to go directly to the lift when you arrive at the resort instead of waiting in a ticket line to get your daily ticket. When you arrive at the lift, your Advantage will be read electronically and your credit card automatically charged the discounted price for your lift ticket. Not only will you get discounted lift tickets you won't wait in a ticket sales line to get it – clearly an Advantage Card!

For people who purchase a daily lift ticket you'll be able to purchase that at the resort or off mountain. The methodology for this is still being worked out. As we progress through the summer those details will be announced on our web site, so keep watching we are expecting the ticket purchasing process to be a better experience all around.

While not for the 2008-09 season, some important work will be done on our Master Development Plan during the off season. With the snow gone, we'll be conducting environmental studies on our mountain bike park trail system. This data will be analyzed over the winter and put into a report. It will then be open for public comment. Hopefully all this work will be completed and approved by May 2009 so we can begin building trails in the summer of 2009.

We're already looking forward to next winter and hope you are too. We'll keep updating progress on our projects and preparations next season via the web site. So check in once in awhile.

Enjoy your summer!  
John Gifford  
General Manager