

Stevens Pass Snowsports School

THE WORD

Winter 22-23' | Issue 4 | Oct. 28, 2022

Let's Get Together!



Date & Time: Saturday October 29th, 2pm-4pm in the SSBS locker room

Returning Staff: Lockers- We hear ya, some spots have the perfect lighting and the vibes are just right for you.... So at the Fall Get Together we will be allowing returning staff to reserve their locker location if you have an approved schedule that meets the commitment tier to be eligible! We are not going to be able to move into them yet and after the event has closed, we will assign the rest that are in need of a locker. We will not be taking email reservations but if you coordinate with a fellow staff member to get your name on your spot that is fine.

RSVP HERE- Let us know if you're coming!

Leadership Announcement!

Announcing our new SSBS Manager - David O'Donnell - After an intensive search across the country and around the world, we are so very pleased to announce David O'Donnell will be our new SSBS Manager with responsibility over Daily programs for Youth and Adults and Summer Programs. David started in his position this week, working from Australia. He will join us live and in-person starting November 3rd. 19 highly qualified candidates applied for this position and underwent a rigorous interview process including input from our partners at Northstar and Heavenly.

David has worked as a year-round snowsports professional since 2015. He has extensive experience in our industry as a line instructor as well as having held various leadership positions. His professional experienced includes managing teams of over 100 people and budgets generating in excess of \$52M.

David is an award-winning and highly regarded instructor. He is APSI Level 3 Alpine certified with and ISIA endorsement. He has PSIA Level 2 Alpine, Level 1 Telemark certifications as well as being a CS2, SS2 and FS1.

David's leadership philosophy centers on delivering world class snowsport experiences, promoting positive change, innovation and challenge by leading with a curious mindset.

Welcome to your new role David!

KEY DATES:

- **Saturday, October 29th** – Fall get together! 2pm-4pm
- **Monday, October 31st**- 🎃 Halloween 🎃



Welcome to Season 2022-23!

As we enter our winter prep season, I wanted to take a moment to welcome you back, thank you in advance for being a member of our special community, and to reintroduce myself.

Looking back at the Welcome to Winter message I sent last season, I am struck by how much would ring true. Last season was record breaking. Our operational footprint and reach within the resort grew. We took responsibility for operating chair lifts and carpets. We introduced and reconnected so many people to our sport by creating magical and memorable moments on snow.

I want to take time to say thank you! Our challenges last season were unprecedented. This wore at the fabric of our school, and I understand the physical and emotional toll that this took. Despite this we remained unified as a community, addressed guest concerns and succeeded in a world beating turn-around in perceptions. Our NPS score up by 66+ points!!

Looking forward to this season, we have an opportunity to begin a new and exciting chapter in our resorts history that further elevates our people and our culture in a sustainable way. To live our purpose of nurturing learners and sharing our love of snowsports in the mountains, we must take care of ourselves first. We need to pull down the oxygen mask over our school staff first...so we can better serve our guests.

Those are the thoughts that guide our future planning. We will be simplifying our offerings, creating efficiencies and putting healthy boundaries on expectations so that we can experience a balance of work, play, adventure, community, camaraderie, and development. This is what's needed for us to keep experiencing those daily jolts of joy!

To deliver on this there have been hard choices to make. In our mission to provide an exceptional experience to our guests we have had to streamline our offerings, and this has come at the cost of our snowsport team. Offering a snowsports team with limited resources is not sustainable even despite the passion of our exceptional coaches!

We also made easy choices, choices aimed at maximizing your experience as a member of our school family.

New Multi-Week programs - Base Camp, D Team and Snowsports teams will be streamlined into Base Camp and High Camp. Alicia will be developing these programs with building community as the primary driver

New school organizational structure - The school will function under two full-time, year round managers. Their functions will be divided based on the interaction that our guests have with the school. This can be defined as a daily or "dating" product and a recurring or "relationship" type product. More information to follow in the Word!

New communication strategies - The WORD is now a perennial vehicle for staying connected. We are also initiating a new guest communication platform that streamlines information to guests based on its level of relevance and interest.

This will be supported by new school signage that is clear and concise. Finally, a new POD structure within the school to enabling closer connection with everyone for sharing information and feedback.

Expanded training and development opportunities - lead by world class leaders in snowsports instruction, our on-snow and off-snow training will be expanded and will now include leadership development opportunities!

There is so much more I will be sharing with you shortly!

Thank you for giving it your all last season. You supported each other, the resort, and our school in a way only folks who are familiar with the magic of the Stevens Pass community could understand.

Respectfully,

Tami



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