



Partnership Frequently Asked Questions

-Who will be managing the ski area for the 2013-14 season?

As of August 19, 2013, under the leadership of General Manager Dave Scanlan, <u>Mountain</u> <u>Rider's Alliance</u> has begun managing the ski area operations.

-Who is Mountain Rider's Alliance?

Founded in 2010, MRA is a global organization of passionate riders whose mission is to create sustainable Mountain Playgrounds.

-Who is the MRA management team at Mt Abram?

General Manager: Dave Scanlan

Assistant GM and Director of Sustainability: Pete Blanchard

Director of Marketing and Community Development: Jamie Schectman

Director of Food and Beverage: Lana Scanlan

-What is a Mountain Playground?

A community owned ski area that focuses on the triple bottom line of people, planet then profit.

-How will the skiing and riding experience change at Mt. Abram?

One exciting new program is the Pass-holder Advisory Board. Elected by passholders, the board will have regular meetings to discuss happenings on the mountain and its president will meet

directly with GM Dave Scanlan. This board will help ensure there is an open line of communication between our loyal customers and management.

-Is there anything else new this season?

Yes, thanks to last season's customer survey, we have identified several key areas requiring attention:

TUBING-We will be bringing Tubing back on the Mini T, located adjacent to the Main Lodge. Tubing hours will be Fridays from 3 to 7 pm, Weekend and Holidays 11 am to 3 pm.

RENEWED RACE PROGRAM-We will be putting a renewed emphasis on the Race Program while ensuring our day guest's needs are meet.

NEW FOOD OPTIONS-We will be evaluating and revamping the dining options for the upcoming season, including increases services at Westside.

SNOWMAKING ON LOWER EASY RIDER-By expanding our snowmaking on Lower Easy Rider, we will ensure better