



FOR IMMEDIATE RELEASE: APRIL 10, 2007

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**ASPEN AND SNOWMASS VILLAGE ANNOUNCE RECIPIENTS OF
FIRST SEASONAL GUEST SERVICES AWARD
The Stars Program honors Aspen concierge and Snowmass Village shuttle driver
for contributions as outstanding resort ambassadors**

Snowmass Village, CO. -- Aspen and Snowmass Village are pleased to announce that employees Janice "Rusty" Rust of Snowmass Village and Rachel Huntoon of Aspen have been chosen as the first ever recipients of the Star of the Season Awards for the 2006/07 winter season.

The Stars Program is part of a new joint guest services initiative called the Faces of Aspen / Snowmass whose mission is to improve the level of guest service in the two communities. The 3-part program instituted in the fall of 2006 mandated creating a "How To" book for new resort employees, implementing a mystery shopper program for restaurants, shops and lodges, and instituting The Stars Program, a new service appreciation program designed to reward and recognize community role models who serve as outstanding resort ambassadors.

Since February, The Stars Program has honored Aspen and Snowmass Village employees as Star of the Moment and Star of the Month. Stars of the Moment are acknowledged when they receive a token (redeemable for gifts valued at up to \$15) that may be handed out by any guest who feels an employee has provided excellent service. Stars of the Month (who receive a gift valued at \$150) can be nominated by anyone in the community who feels someone has displayed exemplary service. The Star of the Season Award for each community also is chosen from a pool of nominations and includes a \$500 cash award. This season is the first time the award has been given out and the towns plan to continue the program throughout the year with additional Stars being awarded during the summer season as well.

Snowmass Village Star of the Season

Janice "Rusty" Rust has been a Snowmass Village shuttle driver for the past five years and a valley resident for 28 years working in jobs ranging from banking to preschool teacher. She was nominated by Snowmass Village resident Pat Logan.

"Being visually impaired, I have difficulty getting around Snowmass Village," said Logan in her nomination letter. "All the drivers are great about helping me, but one driver, Rusty goes even more out of her way to help. One example...on a dark night with ice and snow she knew I could not see to walk and she took me to the front door where I was going. She is always upbeat, friendly and ready to help and direct passengers."

Rusty says she is honored by the award but credits her coworkers for bringing out the best in her. "Our organization is absolutely phenomenal, and the great work atmosphere allows us to bring a great attitude onto the shuttle."

Rusty was chosen above other nominees because she has received numerous Star of the Moment tokens this winter and also perfectly represents the "face" of Snowmass Village in the way she treats guests.

“We were looking for someone who would epitomize the Faces of Aspen/Snowmass, someone who consistently reaches out to our guests,” says Beth Albert, Communications Manager for Snowmass Village. “Rusty’s smiling face was perfect. She’s always cheerful, always helpful with guests. She is the ideal ‘Face’ for Snowmass Village.”

Aspen Star of the Season

Rachel Huntoon, a Concierge at The Gant, was chosen as the Aspen Star of the Season for her outstanding dedication to guest service. She started at The Gant three-and-a-half years ago as a front desk agent, was promoted to Manager of the Front Desk, and then transferred her passion for guest service over to the concierge desk. Moving here from Georgia, Rachel had never been to Colorado and had never skied. She accepted the job offer from The Gant because she felt a connection with their sincere friendliness and professionalism during the interviewing process.

“Every moment Rachel is working, her main priority is to accommodate our guests and she is continually trying to find ways to do it better and better,” reads Rachel’s nomination form. One guest commented that “Rachel is one of the top 10 concierges in the country,” while Rachel notes that “great guest service is what we live by at The Gant.”

The Aspen Chamber Resort Association’s Director of Guest Services Dorothy Frommer says, “Part of our mission is to recognize and reward employees like Rachel for their passion for great service. We also congratulate The Gant for their longtime dedication and commitment to the highest level of guest service.”

For more information, visit www.facesofsnowmass.com or call Beth Albert with the Snowmass Village Marketing Department (922-2298) or Dorothy Frommer at the Aspen Chamber Resort Association (948-6319).

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