October 27, 2015

Bre Shelton
Gunnison County Administration
200 E. Virginia
Gunnison, CO 81203

RE: Interest in continuing to serve on the Tourism Association Board

Dear County Commissioners,

With this letter I would like to confirm my willingness and availability to continue to serve on the Gunnison/Crested Butte Tourism Board. It has been a pleasure to be a part of this Board and serve the entire community in my role. I feel we have made tremendous progress though working with other stakeholders in the County to effectively promote the growth in tourism and support the goal of a sustainable year round economy. I have enjoyed working with the entire TA Board and feel I can continue to contribute greatly to the future success of this organization.

Sincerely,

Ken Stone

Board Member
Gunnison/Crested Butte Tourism Association

Biography - Ken Stone

Ken Stone combines a career in resort operations and management with a background of more than 20 years of integrated marketing experience for a wide range of products and services. Starting from a special events and sports marketing role with World Sports Promotions and McCann Erickson Advertising, Ken worked with Anheuser Busch and its' brands on development of sports properties and special events. Over a six-year period working with Budweiser, Michelob, and Busch brands, he was responsible for supporting the introduction of eight brand line extensions.

Ken's next position was with LaSalle Group Inc. in St. Louis. As Vice President of New Business Development, his focus was directed at creating marketing and partnership strategies for the introduction of new products and the re-launch of distressed brands. At LaSalle, Ken headed account teams for clients such as ConAgra, Ralston Purina, Olin Military, General Motors, Colonial National Bank, Polaroid, and Coca-Cola.

A change in his career path brought Ken back to Colorado where he had spent prior years as a ski competitor and USA ski team national coach. From 1993 through 1998, he was Vice President of Durango Ski Corporation in Durango, Colorado.

After leaving Durango Ski Corporation, Ken work with Starwood Hotels & Resorts in the re-branding and marketing of Tamarron Resort in Durango while serving as regional Director of Sales & Marketing for Starwood Hotels in Colorado ski towns. After leaving Starwood Hotels, he started a consulting firm, Media Associates LLC, which specialized in support of start up companies. Media Associates was directly involved with a number new business concepts and operating companies including the creation and successful launch of www.DestinationCoupons.com and www.SportsExpress.com.

Ken and his wife Kim moved to Telluride Colorado in 2002 where he was employed by Wyndham Hotels to head sales & marketing for The Peaks Resort & Golden Door Spa. In 2004 Ken left the Peaks Resort to become Senior Vice President and Chief Marketing Officer of Telluride Ski & Golf Company.

Ken joined Crested Butte Mountain Resort in August 2007 to lead a complete re-branding of the resort and helped create a new business model. As the company realigned management to support this plan, Ken was promoted to Chief Operating Officer in August 2008.

In August of 2011, Ken left Crested Butte Resort to assume the position as General Manager of Gateway Canyons Resort to direct a re-launch of the resort and repositioning of the Gateway Canyons brand.

Ken became the Managing Director of WestWall Lodge in March 2013 following a consulting role with Telluride Ski & Golf Company in the winter of 2012-13. He currently serves as a Board member on the Gunnison/Crested Butte Tourism Association and is seeking a second term.