



2011-2012

Ambassador Manual

AMBASSADORS OF THE SUMMIT

<http://home.centurytel.net/aosnews/>

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Ambassadors serving as a public relations arm providing
information to guests engaging in snow sports at
The Summit at Snoqualmie



Tubing
Alpental
Summit West
Summit Central
Summit East



Nordic Center @ Summit East





Sales Department Overview

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Sales Manager

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- ♦ The group activities office is located on the bottom floor of the Welcome Center at Summit West across from Guest Services.
- ♦ The primary responsibility of the Group Activities Department is the solicitation, booking, and coordination of group of twenty or more participating in winter activities at The Summit. This includes ski and snowboard groups, Nordic groups, private events and catering.
- ♦ Groups of twenty or more people participating in activities at The Summit receive 15%-20% discounts on lift tickets, rentals, lessons, and more. Groups are responsible for making reservations in advance. There must be a designated group leader and all payment is required in one form.
- ♦ The Group Activities Department is also responsible for the Military Ticket Program, Military Appreciation Day, and base area buyouts such as Boeing Night, Microsoft Night, Eddie Bauer and Alaska Airlines Night.
- ♦ One of the main aspects of the Group Activities Department is the internal coordination with all necessary departments to provide the best possible service and to ensure a trouble-free, successful visit to our mountain.





AOS Mission Statement

To promote the best snow-play experience for the entire family at
The Summit at Snoqualmie because **SNOW HAPPENS**

YOUR PRODUCT:

Provide Information
Customer Satisfaction
Employee Satisfaction
Streamlining the Process
Positive Area Image Maximizing Satisfaction

LEVEL OF SERVICE:

Excellent

OUR GUEST:

Summit Staff
Snowsport Enthusiasts

Qualifications/Type of People Wanted as Ambassadors

1. Most important, you must have a friendly, outgoing personality and enjoy working with the general public.
2. Courteous and thoughtful and responsible.
3. Observant of what is going on at the whole area, not just one spot, so you can be flexible and move to areas of “need” when the necessity arises.
4. Service/public-relations oriented.
5. Well-groomed. AOS uniform should be worn only on volunteer days. Uniforms should not be worn outside The Summit ski area.
6. Real interest in promoting area and not just wanting to ski for the huge discount.
7. Any age over 21 years meeting all other requirements and there is an available uniform that fits your size.
8. You must be willing to commit the time to learn about The Summit at Snoqualmie operations and policies.
9. The AOS organization must adhere to The Summit at Snoqualmie policies regarding grooming, dress code and rules about alcohol and drug consumption.
10. If accepted to hold a position as an Ambassador, you agree to adhere to the Rules of Conduct set out in the Agreement with the AOS organization.
11. You must be willing to serve the area at least one full day (approximately 8 hours) every other week for at least 9 weeks, and in addition serve the area 3 full days during Christmas vacation and/or Monday holidays, for a minimum of 12 days service. We are not looking for people who want to come up



Saturday or Sunday of one weekend, not show up for two weeks, then show up again one day the third week – we need consistency in the number of people working every weekend.

12. Be willing and able to volunteer for outdoor work where weather conditions and environment vary from cold and wet to warm and sunny.

Please note there will be a supervisor at each area and you will be assigned specific duties during the peak hours at the area you have selected and been accepted at.

Through the AOS organization, you will be provided an Unlimited season pass for a processing fee of \$40.00 (plus tax) and use of a uniform. Details will be provided at the November training day.

You will also be able to purchase discounted dependent passes if you have dependents.

Volunteer - \$40

1st Dependent (any age) - \$40

Adult Dependent (age 13+) - \$100

Youth Dependent (age 7-12) - \$100

Child Dependent (age 0-6) - \$40

Please add 8.6% tax to prices listed above. Prices subject to change





Duties of the Ambassadors

1. Ambassadors serve as public relations arms providing information to guests engaging in snow sports at The Summit at Snoqualmie.
2. Your uniform will make you visible to all skiers/riders and as such you may be approached by guest needing information, directions and assistance. You should be available at all times while presenting a positive and friendly personality.
3. Be alert and aware of what is happening. What you see and hear is valuable information to The Summit at Snoqualmie and our program.
4. Monitor crowd flow at the lift ticket, ski rental, and cafeteria lines and assist to expedite the flow of guests.
5. Direct people to the proper ski school meeting place and answer questions as to what is available in regard to lessons.
6. Give lift and ski run information/maps to new skiers; emphasize the Safety and Behavior code at the area. When necessary, direct skiers to a slope more appropriate to their ability level. Offer to ski with skiers who are new to the area to show them the runs they might be interested in.
7. Provide skier assistance on the mountain: 1. Contact ski patrol. 2. Help fallen skiers by gathering their scattered clothing and equipment. 3. Do not let them obstruct oncoming skiers. 4. Avoid physical contact with skiers.
8. Reset signs, bamboo and do rock picking as necessary.
9. We suggest you carry wax, ice scraper, emergency blanket, tissues and maps.
10. If people look lost either in the lodge or on the hill, stop and ask them if you can help. If on the hill, give them a trail map and assist them. Provide assistance to lost children by assisting them to nearest Summit personnel.
11. Ride the chairs individually and interact with guests. Try not to dine in groups larger than four. Avoid noon to 1pm lunch rush.
12. Be an example of good skiing etiquette, and a model of the Safety and Behavior Code.
13. Assist at special events in volunteer capacity.
14. Verbally welcome people to the ski areas at main entrances and ask if they need any information or directions. Hand out lanyards in the beginning of the season.
15. At the end of each day, write down observations and guest suggestions that could result in better guest satisfaction on time sheets provided. Occasional survey taking.





AOS Policies and Procedures

The following is a list of policies and procedures fundamental to the success of the AOS organization. It is felt that it would be useful to every to have these in writing to clear up any confusion. Please take time to review these policies and procedures.

• * **Critical Note** **

Please visit the AOS web site every Friday for weekly updates!

<http://home.centurytel.net/aosnews/>

1. Ambassadors will be friendly, courteous, and considerate.
2. While in uniform, ambassadors will be well-groomed and clean-shaven (beard OK if well-established and well-trimmed).
3. Ambassadors may wear their uniforms as patrons of the taverns/bars only if they are not consuming any alcohol. If you wish to have a beer, wine or other alcoholic beverage after shift, you must be out of uniform.
4. Smoking is to be confined to designated smoking areas only. Due to numerous comments regarding hosts smoking outdoors, we request you keep your smoking to the designated areas and while out of uniform.
5. Any drug or alcohol abuse, sexual harassment or irresponsible behavior while in uniform will be dealt with by immediate dismissal from the program.
6. All ambassadors agree to commit to 88 hours (not including training) by the end of March: December – 20, January – 30, February – 20; March – 18.
7. If you do not meet the minimum hours by the end of each month, it is understood that you will be on probation for one week. If it is not possible for you to make up the time and keep the commitment, you will be dropped from the program, surrendering your uniform, season pass and other benefits.
8. Be aware that our policy states you can only have a maximum of 8 hours of time per day.
9. Ambassadors must be available to work 3 days over the Christmas holiday.
10. All ambassadors must be available to work their assigned shift on Saturday and Sunday of the first two weekends of ski school in January. Please do not plan vacations for the first two weeks of January.
11. Be aware that we need ambassadors to commit to President's Day and Martin Luther King Day each season. This is a good way to make up hours missed over the Christmas Holidays.
12. You are assigned a shift on Saturday or Sunday and must check in with your area supervisor by the assigned time. If, due to sickness, business, etc., you cannot make it to the area on any given weekend, it will be your responsibility to NOTIFY YOUR SUPERVISOR so the area can be staffed with enough ambassadors.



13. We would recommend all ambassadors put in a shift at one of the other areas on their free day at least once during the season to get a feel for the other areas and how to recommend them to the guests. We also recommend that everyone ski all the crossover trail systems between areas and ride the shuttle bus at least once a season. If you work at another area on a float day, you must contact that supervisor and be at the morning meeting to get credit.
14. If you want credit for a shift at an area other than your designated area on your free day, check in with the area supervisor when you arrive and have your time sheet signed.
15. Typical day: “move with the crowds”
 - ♦ Greet cars or buses in the parking lots
 - ♦ Work the ticket lines and season pass lines, and hand out lanyards
 - ♦ Work the rental lines answering questions and helping people register
 - ♦ Move with the crowd up to the base facilities until they move to the lifts
 - ♦ Spend late morning in/around base facilities or base of lifts
 - ♦ Move into base area and lodges during lunch hour to direct traffic and answer questions
 - ♦ Mid afternoon on lifts with guests
 - ♦ Late afternoon/early evening in base area and parking lots
16. Ambassadors are to mingle with guests if at all possible. Do not ride lifts with other hosts unless there are no guests in the line. Always seek out a single or break up a pair.
17. If you have a phone number or address change during the season, please inform your supervisor and Cay Shoemake of the new information.
18. Time sheets can also be mailed, sent on-line via AOS web page, or e-mailed to Cay within two weeks. Time sheets over 2 weeks old will not be accepted.
19. Please actively recruit all season long for responsible ambassadors for the next season. We find people that we know often work out best as ambassadors.
20. The policy for the all-area training is that those who miss the training will need to add an additional 8 hours to their minimum requirement of hours.
21. There will be a meeting before the end of each season with area supervisors regarding suggestions for the ambassador program, suggestions for area improvements. Please be thinking and recording ideas as the season progresses.
22. Instructions will be posted on turning in your uniform at the end of the season.
23. Incumbent ambassadors are not guaranteed a position; however, the individuals will be given priority over new applicants in the case of equal talent. Decisions concerning selection will be made by the Ambassador Selection Committee.





Five Points of Great Guest Service:

1. Feel positively toward guests
2. Encourage guest feedback
3. Listen and direct for positive outcome
4. Develop guest relationships
5. Seek to exceed guest expectations

How to achieve 5 points of guest service:

1. Feel positively toward guests.
 - ♦ Increase employee and guest contact – the more you do, the easier it becomes.
 - ♦ The more interaction you create, the more positive feedback you will receive, which will make the negative situations seem easier to deal with.
2. Encourage guest feedback.
 - ♦ Have guests fill out applause/complaint forms (available in Guest Services).
 - ♦ Always encourage guest feedback on both negative and positive.
3. Listen and direct for positive outcome.
 - ♦ Be expedient in responding to problems.
 - ♦ Direct guests to guest services locations and staff.
 - ♦ Follow through in dealing with problems.
4. Develop repeat guests.
 - ♦ Make first impressions positive by assisting skiers and non-skiers (parents of kids in ski schools) with information and conversation.
 - ♦ Try to remember the names of guests you come in contact with and greet them again when you see them.
 - ♦ Always have correct information or find it for the guest. Never say “I don’t know.”
5. Seek to exceed guest expectations.
 - ♦ Initiate contact when you perceive a potential problem.
 - ♦ Check back with customers you may have assisted earlier in the day.
 - ♦ Anticipate customer needs before they make them known to you.
 - ♦ Don’t just talk with guests – ski with guests as well.

INFORMATION FOR HOSTS ON CHAIR EVACUATIONS

Ambassadors should report to area where evacuation is taking place and can assist in the following ways:

1. Talk with people and let them know what is happening and keep spirits lifted.
2. Refer any questions to Guest Services at the base area and management will handle each case individually. Most evacuations are handled quickly and no refunds are necessary.
3. Ski Patrol is in charge at all times and we are to follow their directions when asked.





GENERAL INFORMATION: BASE MANAGER – SAM FLEMING – 425.434.6715

Morning meetings at the Alpental Lodge (2nd floor) 8:30am sharp on Saturday and Sunday depending on your scheduled day. Daily updates and other important information will be distributed by your shift lead.

BASE AREA DUTIES GENERAL:

- ♦ Assist in Parking lot areas. Parking and traffic control are provided by paid parking lot staff.
- ♦ Assist guests by answering questions. Offer directions to base area facilities such as rental shop, food services, Summit Learning Center, guest services desks and private ski schools.
- ♦ Assist guests in rental shop: filling out forms, line control and pass out maps.
- ♦ Help to keep area clean by picking up trash.
- ♦ Direct guests to other Summit ski areas and snowsports activities as needed.
- ♦ Assist guests on ticket windows by correcting lines and distributing area maps.
- ♦ Meet ski school busses and help direct students to appropriate area.
- ♦ Be proactive with guests.

ALPENTAL DUTIES:

- ♦ Greet guests at foot of the bridge and pass out maps.
- ♦ Be familiar with restaurant and base area facilities changes from last season.
- ♦ Ski the runs and assist guests with directions.
- ♦ Check lift operations for any changes in daily lift operating schedule.

ALPENTAL FREQUENTLY ASKED QUESTIONS:

1. ***Is Chair 2 open and is the backcountry open?*** There are several ways to find out. As you cross the bridge to Alpental, look for the information sign that shows the status of all the ski runs. You can also ask at the ski patrol office. The lift operator at the Armstrong Express will also know. Ticket Booth and Guest Services have information on backcountry too.
2. ***Where is Lost and Found?*** Lost and found is in the Guest Services office located at Alpental Lodge in the retail store next to the main door.
3. ***Is there an ATM Machine?*** ATM machine is next to the main door on the same floor as Ticket Windows.
4. ***Where is the rental shop?*** After crossing the bridge to Alpental the rental shop is in the first door on the right in the Denny Mt. lodge. Entry is only accessible from outside. They can not get to the rental shop from inside the Denny Mt. lodge. The Denny Mt. Lodge is the lodge on the right as you walk across the bridge.
5. ***Do you have lockers?*** Yes, day lockers are available in the Rental Shop. Seasonal lockers are located on the back side of the Alpental lodge around the corner from Ticketing.
6. ***Where is Ski Patrol and First Aid?*** Ski Patrol is downstairs in the main lodge. The Aid Room is located next to the rental shop on the lower back-side of The Denny Mt. lodge. You must check in with ski patrol at the bump station on the top of Chair 2 first if you plan on skiing the backcountry. **Backcountry Passes** are issued here (top of Chair 2).





Summit West

GENERAL INFORMATION: BASE MANAGER – MATT CUPP – 425.434.6720

Morning meetings at the Alpenhouse Lodge –Rositas, 8:15am sharp on Saturday and 8:30 sharp on Sunday depending on your scheduled day. Daily updates and other important information will be distributed by your shift lead.

BASE AREA DUTIES GENERAL:

- ♦ Assist in Parking lot areas. Parking and traffic control are provided by paid parking lot staff.
- ♦ Assist guests by answering questions. Offer directions to base area facilities such as rental shop, food services, Summit Learning Center, guest services desks and private ski schools.
- ♦ Assist in Guest Service with “Will-Call”, line control and information.
- ♦ Assist guests in rental shop: filling out forms, line control and pass out maps.
- ♦ Help to keep area clean by picking up trash.
- ♦ Direct guests to other Summit ski areas and snowsports activities as needed.
- ♦ Assist guests on ticket windows by correcting lines and distributing area maps.
- ♦ Meet ski school busses and help direct students to appropriate area.
- ♦ Be proactive with guests.

SUMMIT WEST AREA DUTIES:

- ♦ CHILD CARE is NOT provided –ski school does have an awesome Kid’s Club for ages 3+.
- ♦ Check trail condition and report back to ambassadors stationed at The Summit West Sign.
- ♦ Assist guest with information and area directions at Summit West Sign.
- ♦ Assist Outdoors for All participants with special equipment. Disabled parking is located in front of the Slide-In Lodge. Also within this area is the “Red Zone” where staff with Parking Passes only can temporarily park. We monitor the horseshoe between Alpenhaus Lodge and the Chapel. This is a 15 minute parking area.

SUMMIT WEST FREQUENTLY ASKED QUESTIONS:

1. *Can I park in the 15 minute area to drop off my kids and equipment?* Yes, but please stay with your car in case we have to ask you to move.
2. *Do you have disabled parking?* Yes, directly in front of the Slide In Lodge.
3. *Where is the rental shop?* Rental shop is located on the top floor of the Welcome Center.
4. *Where can I get change for this dollar?* The Retail Shop, the Rental Shop, or Guest Services.
5. *Is there an ATM machine around here somewhere?* Stan’s Café.
6. *Where is Lost and Found?* Guest Services/Season Pass office in the Welcome Center on the first floor.



Summit Central

GENERAL INFORMATION: BASE MANAGER – FRED KINCAID – 425.434.6743

Morning meetings at the Central Lodge (2nd floor) 8:30am sharp on Saturday and Sunday depending on your scheduled day. Daily updates and other important information will be distributed by your shift lead.

BASE AREA DUTIES GENERAL:

- ♦ Assist in Parking lot areas. Parking and traffic control are provided by paid parking lot staff.
- ♦ Assist guests by answering questions. Offer directions to base area facilities such as rental shop, food services, Summit Learning Center, guest services desks and private ski schools.
- ♦ Assist guests in rental shop: filling out forms, line control and pass out maps.
- ♦ Help to keep area clean by picking up trash.
- ♦ Direct guests to other Summit ski areas and snowsports activities as needed.
- ♦ Assist guests on ticket windows by correcting lines and distributing area maps.
- ♦ Meet ski school busses and help direct students to appropriate area.
- ♦ Be proactive with guests.

SUMMIT CENTRAL AREA DUTIES:

- ♦ Assist guests & the cross walk attendant with crossing SR 906 to and from the parking lot.
- ♦ Assist guests with information at the base of the heated walkway.
- ♦ Be familiar with changes in restaurant and lodge facilities.

SUMMIT CENTRAL FREQUENTLY ASKED QUESTIONS:

8. **Where is the Powderpig Chair?** Easy Street Chair #7 is located SE of the Ski Patrol parking lot.
9. **Where is the sledding area?** The Tubing Area is at the East corner of the parking lot behind the maintenance building.
10. **Where is the rental shop?** Skis/snowboards are available at the Rental Shop behind the ticket booth.
11. **Where are the beginner slopes?** Holiday, Gallery, Reggies and Easy Street.
12. **How do you get to the crossover trail?** To get to Summit West from Summit Central: take Triple Sixty lift to the trail above Parachute face. To get to Summit East from Summit Central: Take the Outback run off of the Silver Fir chairlift. Follow the S-90 signage.
13. **Where is Guest Services?** 2nd floor of the upper Central Lodge to the left of the cafeteria.
14. **Where do you catch the bus?** At the crosswalk to the main parking lot. Shuttle bus runs every 10-20 minutes when other base areas are open.
15. **Additional parking located behind the Tubing Center and across from Silver Fir!**





Nordic Center at Summit East

Summit East

GENERAL INFORMATION: BASE MANAGER – JOSH FLATEN – 425.434.6799

East Peak Chair – a triple chairlift that starts right in the base area and goes to the top of Mt. Hyak.

Hidden Valley Chair - is a double chair that is located on the backside of Mt. Hyak. For Nordic Skiers, lift access is available (with trail pass) at Silver Fir and East Peak Chair for a two time ride up the lift. Silver Fir is the recommended lift due to it being a detachable lift. Downloading is allowed on East Peak during the last half hour of the day.

Morning meetings are at the Old Milwaukee Lodge at 8:45am on Saturday and Sunday. The person on duty at Silver Fir should go to Silver Fir by 9am Saturday and Sunday and should call their lead on Friday night to confirm where they will be and check in the weekly update on the webpage or with their lead.

NORDIC CENTER DUTIES AND INFORMATION:

- ♦ Lift tickets for Nordic and Alpine are sold in the rental shop of the Old Milwaukee Lodge and at Silver Fir. (There are no rentals available at Silver Fir.)
- ♦ Know about Nordic Ski School information.
- ♦ Direct folks to self-waxing area.
- ♦ Give out information on Nordic and Alpine Trails and pass out maps.
- ♦ Greet people as they arrive from main parking lot.
- ♦ Josh Flaten is the new Base Area Manager. Terry Glaze is the head of the Nordic Ski School and all things Nordic, trails, maps signage etc. Tami Thornton is the manager of the Rental Shop.
- ♦ Private Walk-ins for lessons are accepted on weekdays and weekends, if an instructor is available. There are also the regular 10:30am and 1:00 pm classes.
- ♦ Help with lines and information on rentals. Summit East rents Nordic skis and snowshoes. There are no alpine skis or snowboard rentals available at Summit East.
- ♦ Advise Nordic skiers how to access chairlifts. (Snowshoers are not allowed on the chairlift.)
- ♦ Ski upper and lower Nordic trails and ski alpine runs and answer questions
- ♦ Help out with information at Grand Junction, top of the main chair, warming hut, and cross-over trail areas.
- ♦ Direct people to shuttle stop area.
- ♦ Check on the status of the yurt. (No yurt at time of this writing.) Brooks hut up when sufficient snow is present.
- ♦ Walk-in Nordic ski lessons begin at 10:30am and 1:00pm.
- ♦ Pre-registered Nordic lessons begin at 9:00am, 10:00am, or 1:00pm .
- ♦ Promote the use of the lower parking lot.
- ♦ Promote the skier and rider “Responsibility Code”.... Heads up!
- ♦ Direct people to the start of the Lower Mt. Catherine Trail (Cold Creek)
- ♦ Direct people to the start of the Nordic trails from the top of the East Peak Chair.
- ♦ Snowshoe trail begins just above the exit from the Lower Crossover to Silver Fir.



- ♦ Snowshoers may snow shoe, up the edge of the Creek Run and then around the upper area.
- ♦ Direct snowshoers to only snowshoe in the margin of any groomed Nordic trails. Not down the center of the trail.

DOWNLOAD:

- ♦ Downloads may be done at the last ½ hour of the day on East Peak Chairlift. No downloads on Silver Fir.

NORDIC CENTER RULES AND INFORMATION:

- ♦ Know rules and have maps of both Nordic Center and Summit Central and Summit East alpine areas.
- ♦ Ski lower and upper Nordic Center runs and help your skiers and answer questions.
- ♦ Help out with information at Grand Junction area.
- ♦ Please enforce no sleds, except Nordic Pulks (sled designed for Nordic Trails) or dogs.
- ♦ No non-skiers on trails. Snowshoers okay, but must stay off tracks.
- ♦ If you have to walk down a run please stay to sides and don't go down middle or in tracks.
- ♦ Always give right of way to groomers.
- ♦ All skiers are allowed on the Serpentine trail.
- ♦ Shuttle bus stops every 15-20 minutes.

UPPER AND LOWER TRAILS:

- ♦ Mt. Catherine Loop – 12.5k loop
- ♦ Lower trail system is 4k. However, if you include lower Cold Creek Road, it expands to 10+k