



# Lies, Lies & More Lies

*“Growing up is not selling out.”*

It's not your father's ski resort: For mid-level and top managers who juggle the core, traditional values of the industry with the realities of modern business practices. Do front-line employees consider managers friend or foe, and what difference does it make?

This presentation by Jack Turner is a thoughtful insider's look at resort operations and customer service from the managers' point of view AND your employees' perspective. It's hard to be on the same page if managers and employees are reading from different playbooks.

Turner's observations about the interaction between managers and front-line employees range from the lighthearted to the serious. During his 45-minute presentation approximately 150 images are shown that will inspire your staff at all levels to consider how their relationship affects the customer and each other.

This program is best suited for mid-level and top managers. It can be tailored to pre-season training sessions or a mid-season re-grounding effort. It is carefully crafted to appeal to a cross-section of departments whether on-hill operations, office staff, or support teams.



There are serious messages about attitude, teamwork, fairness and other issues important to manager-employee relations, but the presentation is really about **perspective** - *"Your heart has to be in the game... and so does your head."*



**WARNING:** This presentation IS NOT for the humor impaired or uptight executive. If you're looking for a dry speaker that wears a suit, discusses statistics, and shows pie charts – don't book this presentation."

**Technical information and references below, to book a presentation, contact:**  
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To see all presentations available, check out: [www.Sirdar.com](http://www.Sirdar.com)

### Technical information

**Equipment needed:** 110 electricity (standard wall outlet), powerstrip, and projector (must connect with standard VGA output), and projection screen (the larger the better). For large groups, a good public address system may be necessary. Please provide a cordless microphone if possible. Presenter will provide his own computer and remote changer.

**Set up:** The audience must face both the speaker and the screen. In order for the presentation to be effective, the room should be fairly dark (definitely not bright).

**Expenses:** The sponsoring organization must arrange for or reimburse Turner for travel expenses (Turner will provide cost prior to purchasing). Resort will either arrange ground transportation or will reimburse Turner for rental car expenses.

**Lodging:** Host must provide lodging for Turner at a location convenient to the presentation site. Such lodging must include use of facilities (exercise room, pool, etc., if any), telephone access fees (but not long-distance charges), and parking.

**Appearance fee:** \$1,500 to be paid as follows: \$750 within ten days of booking and the balance (plus approved expenses) to be paid on site at the completion of the presentation.

Lower rates for multiple appearances or programs may be negotiated.

## **Client List** (Partial)

- Beaver Creek, CO
- Boyne Mountain, MI
- Boyne Highlands, MI
- Canadian Ski Industries Association
- Crested Butte, CO
- Cross Country Ski Areas Association
- Diamond Peak, NV
- Donner Ski Ranch, CA
- Durango Mountain Resort (Purgatory), CO
- Glenwood Chamber Resort Association, CO
- Holiday Valley, NY
- Jackson Hole, WY
- Jiminy Peak, MA
- Killington, VT
- Loon, NH
- Mad River Glenn, VT
- Midwest Ski Areas Association
- Mountain Creek, NJ
- Mt. Bachelor, OR
- Mt. Hood Ski Bowl, OR
- National Ski Areas Association
- Northeast Winter Sports Summit
- NorthStar, CA
- Olympic Regional Development Authority, NY
- Pat's Peak, NH
- Pacific NW Ski Areas Association
- Professional Ski / Snowboard Instructors Children's Academy
- Rocky Mountain Lift Association
- Ski Areas of NY & PA
- SolVista Ski Resort, CO
- Stowe, VT
- Stratton, VT
- Sugarbush, VT
- Sugarloaf USA, ME
- Sunday River, ME
- Vail Resorts, CO
- Vail Valley Chamber of Commerce, CO
- Wachusett, MA
- World Ski & Snowboard Festival; Whistler, BC

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