



PRESS RELEASE

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InnSeason Resorts, one of the Northeast's premier resort development and management firms has recently launched a new recruiting and employee retention program titled, "Careers InnMotion. "Careers InnMotion" features a logo and tagline; "Tell Us Where You Want To Go", created to evoke the spirit of the program's goals. The program provides credibility and consistency in Inn Season's efforts to find exceptional recruits and to promote exceptional employees. A key component of the program is the identification and development of optimal paths of professional advancement for every employee in the organization, giving each the ability and incentive to work toward career goals in the resort development and operation industry.

In 2008 "Careers InnMotion" expanded to support recruiting and hiring efforts within its own sales department. InnSeason Resorts executives began examining the structure of the company's sales division in order to strengthen it from the foundation. In doing so, they called upon the company's **Director of Human Resources, Allison Frommeyer** to identify ways to support the sales organization through the entire process - recruiting, hiring and ongoing training. The result, a new program was born- "Fast Track". "Fast Track" can be described as a comprehensive and strategic approach to staffing and retention through the use of a position title, Sales Manager in Training. Using the brand to strategically recruit and hire, "Fast Track's" Managers In Training are immersed in a 6-month training and work experience schedule that exposes them to perspectives throughout the organization with a focus placed on corporate programs and customer service. In addition to in-depth industry, product, sales and management training, "Fast Track" candidates gain knowledge through work in our Owner Services and Purchase Relations departments. The goal is to graduate well trained and responsible candidates into the role of Sales Managers. This pilot program was launched in September 2008 with two recruits, **Frank Famularo** and **Bobby Andrade**, in the sales organization but it will be expanding further in 2009. Interested internal and external candidates may submit resumes to hr@innseason.com. For more information, go to www.innseason.com or call 1-866-873-2766.