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## For Immediate Release

# Schweitzer Mountain Resort Taps UniFocus for Employee Engagement Initiative

*Favorite Ski Resort for Pacific Northwest Selects UniFocus' STAFFScope™*

**DALLAS—DECEMBER 17, 2008**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced an expanded partnership with Schweitzer Mountain Resort to utilize STAFFScope throughout all of their facilities. The popular ski resort selected UniFocus for their employee engagement initiative to build upon their success with GUESTScope™ by correlating all survey analytics together, such as identifying critical issues among staff and relating that knowledge to guest satisfaction.

“We believe there is a direct connection between high guest satisfaction scores and how happy our employees are,” said Tom Chasse, Schweitzer CEO and President. “I’m delighted to announce our partnership with UniFocus for employee engagement to make sure our incredible team stays happy and continues providing great service to our guests.”

Schweitzer is one of Idaho’s largest ski resorts, with 2,900 acres of lift-served terrain that reach as high as 6,400 feet, including 92 trails and two open bowls. It includes The Selkirk Lodge and The White Pine Lodge, nine restaurants and bars, and several retail shops. OnTheSnow.com recently announced that Schweitzer is the overall favorite ski resort and has the best ski resort nightlife in the Pacific Northwest.

“We are thrilled about partnering with UniFocus and look forward to seeing survey results from STAFFScope,” said Scot Auld, Human Resources Director for Schweitzer Mountain Resort. “Our guest surveys have consistently ranked high because we have a great staff that thrives on showing visitors a good time. We want to ensure that they are engaged and having fun while raising the bar for guest satisfaction in the ski industry.”

Schweitzer guests are surveyed out on the mountain and in the village by employees with Palm Pilots, which store large amounts of data about their guest's opinions and level of satisfaction. Based upon results from the electronic surveys, Schweitzer is ranked #1 for guest satisfaction at North American ski resorts that utilize the same survey tool, both in terms of intent to return and intent to recommend.

"It's exciting to work with clients who understand the relationship between employee engagement and guest satisfaction," said Mark Heymann, President and CEO of UniFocus. "More importantly, it is revealing when survey analytics are turned into actionable intelligence that impacts the bottom-line. We look forward to helping Schweitzer Mountain Resort set the standard in the ski industry for engaged employees and satisfied guests."

STAFFScope is a web-based survey solution geared toward helping lodging and resort properties focus on staff concerns, creativity and suggestions, which in turn result in increased employee morale and productivity, higher retention, and top-quality guest services that only a satisfied, highly motivated staff can provide.

Key features of the STAFFScope employee survey solution include:

- Web-based technology that enhances standard paper survey formats for easy and fast deployment across an entire organization.
- State-of-the-art online reporting applications for every level of the organization.
- Roll-up reports for multiple properties.
- Essential benchmarking by market segments.
- Scientifically proven identification of the critical staff factors that makes organizational change occur.
- Integrated goal setting and action-plan tracking functionality
- Training and support by a UniFocus team with decades of hospitality and human resources experience.

## About Schweitzer Mountain Resort

*Schweitzer Mountain Resort is quickly rising in the ranks of the nation's top destination resorts with nearly 3000 skiable acres of amazing terrain and ten different lifts. Located in the rugged Selkirk Mountains of the northern Idaho panhandle and the northwest Rocky Mountains, Schweitzer overlooks the town of Sandpoint and Lake Pend Oreille. Schweitzer is well known for its two massive bowls, breathtaking views and amazing gladed terrain. For more information on Schweitzer Mountain Resort, call 800.831.8810 or visit [www.schweitzer.com](http://www.schweitzer.com).*

## About UniFocus

*Based in Dallas, UniFocus serves hospitality, casino and resort operations in the U.S. and overseas. UniFocus offers full-service operational analysis, management and staff training, financial and labor management applications, as well as staff, meeting planner and guest satisfaction measurement programs, along with a unique mystery evaluation system that can link service standard attainment to guest and employee perceptions. The resulting database allows UniFocus to uniquely correlate and benchmark each client's performance to their particular competitive markets. Enhanced reporting capabilities allow hospitality executives to have a "total picture" overview of their operations, set strategic actions and gain asset value.*

*UniFocus is a Preferred Partner of The Leading Hotels of the World<sup>®</sup>, a member of the American Resort Development Association (ARDA), a member of the Association of Collegiate Conference and Events Directors-International (ACCED-I), a Microsoft<sup>®</sup> Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of the International Association of Convention & Visitors Bureaus, and an allied member of the American Hotel & Lodging Association. For more information, visit [www.unifocus.com](http://www.unifocus.com) or call 972-512-5100.*

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