



March 2, 2015

To Whom It May Concern:

Eagle Pass Heliskiing highly recommends Mr. Ian Ralph as a Sales and Marketing professional.

Mr. Ralph has been a valuable contributor to Eagle Pass since the beginning of the 2010/2011 season, when the operation was acquired by a new ownership team. In the role of Director of Sales and Marketing he was responsible for the strategy and execution of all sales and marketing functions, working directly with the President and Board of Directors. In 2013 Mr. Ralph invested financially in the business, and joined the ownership team on their mission to create the best Heliski operation in Canada.

His responsibilities included development of the sales and marketing strategy, website redesign, rebranding, digital and print advertising, digital media management, coordination of marketing events and partners, client relations, sponsor relations and events, development of new initiatives, pricing strategy, and coordinating the efforts of a small team of support staff and contractors.

As Director of Sales & Marketing, Mr. Ralph helped reduce the total advertising and marketing budget by 50% while breaking previous sales records at the same time. By any objective measure (seat sales, website traffic/conversions, Google ranking, Facebook engagement, advertising ROI, etc.) his team outperformed the industry and helped put Eagle Pass firmly on the radar, establishing the operation as a premier destination for Heliski enthusiasts.

Mr. Ralph was always available and quick to assist with areas beyond his direct responsibilities as well. He could just as easily be found cleaning rooms in the lodge, pouring drinks for guests, ferrying equipment, or shovelling snow from the deck.

He has excellent communication and management skills and great people skills. He is organized, reliable, and a very creative problem-solver in any situation. Mr. Ralph can work independently and is able to follow through to ensure that the job gets done.

Eagle Pass Heliskiing is happy to endorse Mr. Ralph and we recommend him highly.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Wood".

Michael Wood
President

A handwritten signature in black ink, appearing to read "Craig Borgland".

Craig Borgland
Chairman

A handwritten signature in black ink, appearing to read "Scott Newsome".

Scott Newsome
VP Operations/Lead Guide