

Squaw's Cushing names her successor as resort's CEO

Nancy Cushing, retiring CEO of Squaw Valley Ski Corporation, has appointed Andy Wirth to the position of chief executive officer at Squaw Valley USA.

Wirth will be responsible for all aspects of resort operations at Squaw Valley, and he will report directly to the board of directors at Squaw Valley Ski Corporation. Wirth will succeed Cushing, who has advised Squaw Valley Ski Corporation since 1985 and served as its president since 1994. Wirth's appointment as CEO will be effective Aug, 2.

Wirth brings more than 24 years of experience in the mountain resort and hospitality management industry and a proven ability to enhance customer experiences, to increase revenue, and to drive profitability.

Wirth joins Squaw Valley from Steamboat Ski & Resort Corporation in Colorado, where he most recently had the position as senior vice president of marketing and sales and was a member of the Steamboat executive team. Wirth's career at Steamboat began in 1986, and he has advanced through successive leadership roles in marketing and sales management throughout his tenure with the resort operating company.

In 2007, Wirth joined Intrawest ULC as a result of the acquisition of Steamboat Ski & Resort Corporation and was soon promoted to executive vice president and chief marketing officer with responsibility for all of the marketing and sales functions for Intrawest's portfolio of mountain resorts, including Whistler Blackcomb, Mont Tremblant, Stratton Mountain and Winter Park Resort. In addition, he held a concurrent role in which he oversaw Intrawest's enterprise-wide strategic alliances along with the development and

management of the marketing and sales efforts associated with Intrawest's Hospitality Management division with operations in North America, Europe, Mexico and Hawaii.