



It's Not About the Time, It's About the *Energy*

No two days are alike here at Stoweflake... especially in the Group Sales and Conference Services wing of the resort.

There are days when the phone is ringing off the hook and others when the recent snow storm has us itching to head for the slopes... yet, here, in what we call the 'heartbeat' of the resort, there is a constant sense and source of resiliency, of immediacy, of bountiful boisterousness — there is a constant feeling of positive energy.

On any given day

- We are soliciting business from groups, corporations, churches, government agencies, ski teams, weddings, universities and associations
- We are responding immediately to inquiries and doing so with a laser like focus on the immediate conversation
- Showing a prospective group planner around the property to let them know how Stoweflake can fit their needs
- We are working with our colleagues to do an 'all hands on deck' turnover of a ballroom or some break out space
- And, of course, wondering what we can do differently to get your attention!
- (From this glimpse you can see we are busy)

However, we are believers of Tony Schwartz's mantra "It's not about the time, it's about the energy". This founder of The Energy Project puts the focus on all the individual elements of energy: physical, emotional, mental and spiritual. Are we feeling proud about what we are doing? Are we fully committed, or just going through the motions? Do we enjoy and believe in what we are doing? The answer here at Stoweflake every time is a firm, YES.

The Real Question to Ask

Next time you are thinking of a where to book, host, or plan your next meeting - take the time to ask "Do they have the same sort of positive energy that the Stoweflake Sales Team conveys?"... and if not, maybe it's time to bring your next meeting to Stowe.

Get a sense of the ENERGY that each of us brings to Stoweflake every day and take the time to '*get to know us*' to see how we add up to make the Stoweflake Sales Difference.

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