



Renewal **Mind**
Body Spirit

Honesty
Transparency
Stewardship
Respect
Courtesy

Humility

Sustainability
Passion **Authenticity**
Community
Integrity

Quality
Service
Fun
Profitability



Guiding Principles

The more closely you examine something, especially in Aspen/Snowmass, the more you'll see. This stripped-down 16th edition of our Guiding Principles reflects that idea, as well as today's world of powerful imagery and experiences; of succinct communications where **less is more**.

I encourage you to reflect on these Principles, to look closely at the images and words and visit www.aspensnowmass.com/guidingprinciples for the full text and an assessment of how we're living up to them. Most importantly, whether you are an employee, a valley resident, or a visitor, I invite you to know and embrace them. They define what we do and how we do it— how we truly live. **This is us.**

Mike Kaplan
President/CEO

SNOWMASS + ASPEN MOUNTAIN + ASPEN HIGHLANDS + BUTTERMILK

ASPEN  SNOWMASS®

