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Clay James of Grand Teton Lodge Company Named the International Resort Managers Association's 2001 Resort Executive of the Year

GRAND TETON NATIONAL PARK, Wyo. – April 15, 2002 – Clay W. James, vice president and chief operating officer of Grand Teton Lodge Company, has been named the International Resort Managers Association's 2001 Resort Executive of the Year. The announcement was made during the 2002 Resort Management Conference April 15, 2002 at the Broadmoor Hotel in Colorado Springs, Colo. The prestigious honor is sponsored by the International Resort Managers Association and Yesawich, Pepperdine & Brown, a marketing, advertising and public relations agency specializing in the travel and leisure industries.

The Resort Executive of the Year recognizes a resort executive who has demonstrated "superior management ability, a commitment to staff training and motivation, active participation in lodging industry association activities, support of legislation beneficial to the resort industry and community leadership." James is the 28th individual to be honored as Resort Executive of the Year. Previous winners have included Michael Glennie of the Boca Raton Resort & Club, Stephen Bartolin, Jr. of the Broadmoor, Ted Kleisner of the Greenbrier and Jack Vaughn, Clay W. James Sr. of the Opryland Hotel.



As vice president and chief operating officer of Grand Teton Lodge Company, James is responsible for three facilities inside Grand Teton National Park and one just outside. In-park accommodations include the rustically elegant AAA Four-Star, Mobil Four-Diamond Jenny Lake Lodge; 385-room full-service Jackson Lake Lodge; family-oriented Colter Bay Village & Marina; and just outside the park, the Jackson Hole Golf & Tennis

Club, an 18-hole Robert Trent Jones, Jr. redesigned course, rated the No. 1 course in Wyoming.

During his tenure, Grand Teton Lodge Company has hosted numerous dignitaries such as President and Mrs. Clinton, President George H. Bush and Secretary of State Colin Powell. In 1989, United States Secretary of State James Baker and Soviet Foreign Minister Eduard Shevardnadze met at Jackson Lake Lodge for initial negotiations that eventually led to the end of the Cold War.

James joined Grand Teton Lodge Company in 1971 as manager of visitor accommodations. James left the company for other hospitality positions throughout the country, but he returned to Grand Teton Lodge Company in 1984.

A native of Missouri, James earned a bachelor's degree in business from Arizona State University. After working entry-level positions in the hospitality industry in Arizona and Wyoming, he joined the U.S. Marine Corps Reserve. In 1964, he became assistant manager of the acclaimed Little Dix Bay in the British Virgin Islands. He later held hotel management positions in Hawaii and the U.S. Virgin Islands. In 1971, he joined Grand Teton Lodge Company as manager of visitor accommodations. His career also took him to Puerto Rico, Washington, Texas and Florida before he returned to Grand Teton Lodge Company, where he has been for the last 18 years.

Highly respected by the National Park Service, James is active in the National Park Hospitality Association, has served on the board of directors for the American Hotel & Lodging Association for 10 years and is active with the Wyoming Restaurant & Lodging Association and the Wyoming Business Council Steering Committee. In 1995 James served as Wyoming's representative to the White House Conference on Tourism and the following year he represented the state at the Western Summit on Tourism and Public Lands. In 1995 he was named Wyoming Travel Person of the Year.

James is also very active in promoting Jackson Hole and has served as a board member for the Grand Teton Natural History Association, the Community Foundation of Jackson Hole, the Grand Teton National Park Foundation, the Rotary Club and the Grand Teton Music Festival. He is also a strong supporter of the local school system, St. John's Hospital and the Chamber of Commerce.

Under his leadership, the Grand Teton Lodge Company has developed an aggressive recycling program and a focus on environmental issues. The company annually recycles an average of 218,000 tons of materials.

James and his wife, Shay, are parents of son, Scott, and daughter, McKenzie. They have two grandchildren, Emma and Cole.

The Grand Teton Lodge Company is owned and operated by Vail Resorts, the premier mountain resort operator in the United States.

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TRAVEL

Jewel of the Tetons

They were the prime movers behind the great Wyoming park. This summer, the Rockefellers are donating a final 1,106 acres, a spectacular parcel to be open to the public for the first time in 75 years

By Tony Perrottet
Smithsonian magazine, June 2007



This summer, one of Jackson Hole's most sublime wilderness parcels will finally open to the public.

Aaron Huey

Who doesn't love the tart taste of forbidden fruit? Hiking through a pine forest high in Wyoming's Teton Mountains, I felt as if I'd been issued a pass to a secret world. This particular slice of the West, a scenic parcel of lakeside wilderness known as the JY Ranch, has been off-limits since 1932, when philanthropist John D. Rockefeller Jr. claimed it as a summer retreat. Few people have ever seen beyond its entrance, a discreet gate on the gravel Moose-Wilson Road, or the wooden buck-and-pole fences that mark its boundaries. But this September the property will be open to the public—as a new Rockefeller donation to the Grand Teton National Park. Clay James, the longtime Rockefeller family associate overseeing the transfer, was giving me a tour.

Even by the breathtaking standards of Jackson Hole—a 55-mile-long, high-mountain valley dominated by the 13,770-foot Grand Teton—the JY is extraordinary. "There are seven different natural environments on the ranch, from open meadows to lakefront to woodland," James was saying as we walked. "It's rich with huckleberries and hawthorns. You can see moose, eagles, coyotes, black bears. There are wolves in the area...."

It was a classic summer morning, the Wyoming air crisp and clear, the sky an almost electric blue. We arrived at an overlook just above the water, and the trees suddenly parted to reveal jewel-like Phelps Lake framed by Mount Albright Peak. "This is where the main lodge once stood," James said, indicating a spot at our feet where purple wildflowers now burst between bare rocks. "The Rockefeller guests would gather here before dinner to enjoy the view." I followed James down to the lake: along its shallow shore, crystal water rippled over pebbles as smooth and pale as eggs; an osprey cruised high overhead.

The donation of the JY Ranch marks a kind of coda to the family's involvement in Jackson Hole, which began when John D. Jr., son of the founder of Standard Oil, first visited here in 1926. The next year, he started secretly acquiring land in the area with the eventual aim of giving the entire valley to the government, which would protect its dramatic scenery and wildlife within the national park system. He purchased the JY, a working dude ranch, in 1932 for \$90,000. Over the years, various members of the Rockefeller family fell in love with the rustic retreat; John D.'s son Laurance S. Rockefeller honeymooned here in 1934, as did another son, David, in 1941. As a result, the JY Ranch was the only parcel John D. held onto when, in 1949, he gave more than 33,000 acres to the government, which established the park as we know it today. Just over 50 years later, in 2001, Laurance, then 91, announced he would give the JY to the park. This final gift will include a state-of-the-art, 6,500-square-foot visitors center crafted from recycled Douglas fir and pine, as well as a spectacular four-mile loop trail to Phelps Lake.

What visitors won't see are the JY's 30 log buildings, many of which dated to its pre-Rockefeller days as a dude ranch—the first in Jackson Hole—from 1908 to 1932. The buildings, along with seven miles of asphalt roads, were removed in 2005 and 2006; twelve were given to the park service and the remaining 18 set aside for a new Rockefeller family ranch outside the park. "The log cabins were not ostentatious," says Jackson Hole

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Grand Teton Lodge touts its "green cred"

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The Grand Teton Lodge Company shares how it has turned unique circumstances into environmental success through its achievements in renewable energy, waste reduction and cooperative partnerships in the second edition of its Envision Sustainability Report.

Purchasing wind power credits equal to 100 percent of overall energy consumption and maintaining a 50-percent, waste-diversion rate by recycling or reusing everything from food waste to horse manure are just a few of [Grand Teton Lodge Company](#)'s (GTLC) environmental achievements outlined in the second edition of the company's [Envision™ Sustainability Report](#). GTLC celebrated Earth Day by releasing the report in an effort to encourage continuing dialogue within the tourism industry on best practices for reducing environmental impacts.

With a mission to preserve, protect and inspire, GTLC runs the equivalent of a small town in the remote Grand Teton National Park location providing the lodging, food and beverage, activities and retail services to the park's estimated 2.6 million annual visitors. The nearest town is located 45 minutes from GTLC's facilities, and major supply channels are on average two to six hours from its operation. With only 40 year-round staff, the GTLC team hires, trains and houses nearly 1,000

seasonal employees yearly to provide these services all while embracing the company culture of reducing its impacts on the environment. Even with a complex hospitality operation, GTLC's environmental achievements far exceed that of the typical hotel company.

Report Highlights

- Nearly 200 tons recycled annually including more than 40 tons of paper saving 680 trees and 280,000 gallons of water
- Served approximately 90,634 pounds of sustainable cuisine
- Offered biodiesel fuel to guests with more than 17,000 gallons sold in one operating season
- Uses green products throughout entire operation for cleaning and chemical needs
- Implemented purchasing standard for printing and office supplies requiring 100 percent recycled-content paper and soy-based inks
- Replaced traditional to-go containers, plastic cutlery and straws with eco-tainer disposable products made from sugarcane, potato starch and that are fully compostable
- Saved the equivalent of 7,232 trees by diverting paper from the landfill, providing paperless transactions and supporting American Forests in their effort to plant trees

Education and cooperative partnerships have helped GTLC overcome these challenges and facilitate its sustainable actions and success. The company strives to cultivate a new appreciation for the environment by creatively imparting green knowledge to guests throughout their stay. Through subtle messaging and interactions with GTLC employees, the company showcases positive examples of eco-friendly actions and alternatives that guests can adopt in their own homes and communities. In addition, the company partners with Leave No Trace for Outdoor Ethics to promote responsible outdoor use and began a "Go Green, Get Green" incentive program in 2006 for meeting planners to host an environmentally-friendly meeting.

GTLC's commitment to expand its sustainable cuisine offerings has benefited other companies along the way. The challenge of locating sustainable food from area providers that could accommodate the volume the company needed was solved when GTLC partnered with U.S. Foodservice in Salt Lake City to convert several product lines to regionally-grown and environmentally-friendly selections. Because of GTLC's high-volume purchases, these same products have now been made affordable and available for other U.S. Food customers.


"Earth Day provided the perfect opportunity to reflect on how we operate as an environmentally-responsible company, our accomplishments to date, and ways we can improve in the future," states John W. Rutter, senior vice president and chief operating officer for Grand Teton Lodge Company. "Through partnerships with like-minded organizations and the dedication of our employees, we work every day to turn environmental ideas into actions that protect our natural resources. We hope that our endeavors inspire others to join in the effort."

By publishing this second edition of Envision™ Sustainability Report, Grand Teton Lodge Company is supporting its goals to offer a transparent account of the company's continued commitment to operate as a socially, economically and environmentally responsible company. The company's environmental program is certified to ISO 14001 standards. To view a copy of the entire report, go to www.gtlc.com/envision09.


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