



## Sugarloaf 2008 Summer Media Guide



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Please Contact:

Ethan Austin / Multimedia Manager / [eaustin@sugarloaf.com](mailto:eaustin@sugarloaf.com) / 207-237-6899

Summer 2008

Dear Media Colleagues,

It may be hard to believe, but after an incredible winter season that saw more than 18.5 FEET of snow, including a surprise 8 inch powder day on the final day of April, summer has finally arrived in the beautiful mountains of Maine. Flowers are now in full bloom, and the Sugarloaf Golf Club is once again in prime mid-summer condition, offering visitors from around the globe of the most unique and truly memorable golf experiences in the country.

With several off-season improvements, including the widening of the 5<sup>th</sup> fairway, a brand new tee box on the eleventh hole (Sugarloaf's second pearl), as well as a course wide tree-harvesting program, Sugarloaf reaffirms its place atop the Maine golf scene.

With the fame and success the Golf Club has garnered over the years, it is often easy to overlook all of the other myriad activities that Sugarloaf has to offer during the summer months. We will once again offer our highly popular Guided Adventures Program, headed up this year by Maine Guide Bonnie Holding, who brings new life to the program, as well as more than 20 years of experience guiding clients through the woods and rivers of Maine. Sugarloaf also offers guests Moose Watching Tours and Guided Pontoon Boat tours of Flagstaff Lake, as well as all of the natural wonder and adventure provided by the resort's majestic mountain surroundings.

As a newcomer to the communications role at Sugarloaf, I look forward to the opportunity to show you everything that a summer vacation at Sugarloaf can be. You'll find additional information in this year's Media Kit, and please feel free to contact me at any time. I would love the chance to chat, provide you with additional materials, or arrange your visit.

Thank you for your time, and I look forward to seeing you at Sugarloaf this summer.

Sincerely,  
Ethan Austin  
Multimedia Manager  
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<b>The Sugarloaf Golf Club</b>	<b>Page</b>
Facts and Figures.....	5
Ratings and Awards.....	6
Sugarloaf Golf School.....	7
Stay and Play Packages.....	9
 <b>Sugarloaf in the Summer</b>	
Your Gateway to the Great Outdoors.....	11
Explore the mountains with a Guided Adventure.....	14
Just for Kids: The Outdoor Adventure Camp.....	15
Maine Huts and Trails .....	17
Environmental Conservation.....	19
Sugarloaf Weddings: An unforgettable experience.....	21
Sugarloaf Conferences: The Best Gets Better.....	22
The Sugarloaf Team.....	24



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## Sugarloaf Golf Club: Facts and Figures

**Location:** The Sugarloaf Golf Club is located in the heart of Carrabassett Valley, which is surrounded by the 4,000-foot peaks of Maine's western mountains and lined by the Carrabassett River. Maine's largest cities, Portland and Bangor, offer major airport service. Also, Boston, Massachusetts and Montreal, Canada are only four hours away. Private aircraft can utilize the Carrabassett Valley airport.

### How to contact us:

**General number:** (207) 237-2000

**Reservations:** 1-800-THE-LOAF

E-mail: [info@sugarloaf.com](mailto:info@sugarloaf.com)

Web site: [www.sugarloaf.com](http://www.sugarloaf.com)

### About the course:

Par 72                                      Distance: 6,910 yards  
Ratings by tees                      Blues-74.4; Back Whites-72.3; Front Whites-70; Forward-73.7  
Slope ratings by tees              Blues-151; Back Whites-146; Front Whites-141; Forward-136  
By handicap                              #5 most difficult hole / #10 easiest hole

**Tee Times:** Call (207) 237-6812 or reserve online at [www.sugarloaf.com](http://www.sugarloaf.com). To schedule a tee time with lodging or to inquire about the Sugarloaf Golf Club during the winter months, call 1-800-THE LOAF.

**Facilities:** Strokes Bar and Grille, located in the Clubhouse, serves homemade breakfasts and lunches every day of the season. The Pro Shop, open daily mid-May through Mid-October from dawn until dusk, offers equipment rentals plus a full line of apparel and accessories.

**Programs/Lessons:** The Sugarloaf Golf School has been recognized as one of the Top 30 golf schools in the United States. Programs include beginner weeks, short game tune-up weekends, customized women's programs and junior golf camps, as well as the Nike Fitting Center. The practice facilities offer a driving range with designated golf school tees, two short-game areas for pitching and sand wedge practice, and a putting green.

### Interesting Facts:

- The course record is 68 from the championship tees, 69 from the blue tees, and 67 from the white tees.
- The 10<sup>th</sup> tee is 90 vertical feet above the fairway and the 11<sup>th</sup> tee is 125 feet above.
- The front and back nines vary by 300 feet in elevation.
- The greens are Penncross creeping bent grass, the tees are Pen Way creeping bent grass, and the fairways are Penncross, Seaside and Emerald Astoria creeping bent grass.



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- Roughly 100 bat houses, (50 male and 50 female) and 100 swallow houses are around the course.
- Wildlife includes deer, moose, red-tailed fox, grouse, pileated woodpeckers, black bears, rabbits, broadwing hawks, various species of ducks, Canadian geese, minks and the eastern coyote.
- The first six holes of the back nine frame the Carrabassett River and were named by Robert Trent Jones Jr., as the “String of Pearls.”

**About the Sugarloaf Resort** – Located in Carrabassett Valley, ME, Sugarloaf is recognized as one of the top winter and golf resorts in the world and is home to the only lift-serviced above treeline skiing and riding in the East and one of Golf Digest’s America’s 100 Greatest Golf Courses. Sugarloaf is a member of the Boyne Resorts family of resorts and attractions.



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## Sugarloaf Golf Club Ratings and Awards

<b><i>Golf Digest:</i></b>	#45 of America's 100 Greatest Public Courses, 2007 #1 Golf Course in Maine every year since 1985 #30 of America's 100 Greatest Public Courses, 2005 #45 of America's Top 100 Greatest Public Courses, 2003 Top 10 Courses in the USA for Memorability and Aesthetics, 1997 #1 Upscale Course You Can Play in New England, 1996 #23 of the Top 75 Upscale Courses You Can Play in the USA, 1996
<b>Golf Styles Boston NE Journal of Golf</b>	Top 100 Must Play Courses of New England, 2005 #1 of the Top 100 Courses You Can Play in New England, 2004, 2003
<b><i>Links Magazine:</i></b>	#14 of the Hidden Gems that Anyone Can Play, 2000
<b><i>Golf Digest For Women</i></b>	Top 100 You Can Play in the USA, 1999 #16 of the Best Places to Play in America, 1998
<b><i>Golf Magazine:</i></b>	Top 100 Courses You Can Play, 2004, 2002, 2000 #1 Course You Can Play in New England, 1998 #20 of the Top 100 You Can Play in the USA, 1998
<b><i>Golfweek:</i></b>	Golfweek's Best Resort Courses, 2007 #41 of America's Best 100 Golf Resorts, 2005 #1 Public Course in Maine, 2003 #1 Public Course in Maine, 2002 #1 Golf Course in Maine, 1997
<b><i>Best of Northeast Golf:</i></b>	Best Overall Courses, 2006
<b><i>Boston Magazine:</i></b>	Top 10 Golf Holes in New England (11 <sup>th</sup> Hole), 1996



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## Let the Sugarloaf Golf School Raise Your Game

**CARRABASSETT VALLEY, Maine** – The Sugarloaf Golf Club is known for its beauty and challenge. The pros at the Sugarloaf Golf School can provide the tools on how to meet that challenge and take home new skills and confidence. The industry low student-to-pro ratio of 4:1 ensures the personalized attention needed to raise a player’s game to a new level.

“The inspiring views make players want to be at the best of their game,” said Scott Hoisington, Sugarloaf’s director of golf, “Our experienced pros work with players on skills that will help them enjoy the unique challenges of the Sugarloaf Golf course and will also lead to more effective play at home.”

Over the years thousands of golfers have participated in the school and have improved their game and become better golfers. The Sugarloaf Golf School program includes five hours of instruction each day, videotape analysis and critique, unlimited use of practice areas, powered golf carts and, best of all, unlimited access to Sugarloaf’s world-famous and spectacular golf course.

In addition, guests are invited to stay at the Sugarloaf Inn or The Grand Summit Hotel, relax at the Sugarloaf Sports and Fitness Club, and enjoy the indoor and outdoor pools and hot tubs. With enrollment in the golf school, guests receive a complimentary welcome gift bag, breakfast and lunch each day, a cocktail party and welcome dinner, and a personalized video tape.

New to the Golf School this year, Sugarloaf has partnered with Nike to offer the Nike Fitting Center, ensuring that every student uses the precisely right sized clubs. Sugarloaf pros will work with each student to provide the proper fit – from loft and lie on irons to loft and shaft specifications for drivers, fairway woods, and hybrids.

Sugarloaf offers a variety of Golf School Packages, each tailored to meet the specific needs of the guest, including

- Two Day Weekend Golf School
- 2-5 Day Midweek Golf School
- Fall Special Clinics
- Weekend Tune-Ups

Packages are all inclusive, with lodging , daily breakfast and lunch, use of demo clubs, video swing analysis, sports and fitness club access, tennis courts, and more.



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Sugarloaf also offers custom golf clinics, which allow guests tailor lessons to specific areas of their game that they wish to improve. Clinics are 1-2 hours in length, and guests can schedule them before or after a round.

**About the Sugarloaf Resort** – Located in Carrabassett Valley, ME, Sugarloaf is recognized as one of the top winter and golf resorts in the world and is home to the only lift-serviced above treeline skiing and riding in the East and one of Golf Digest’s America’s 100 Greatest Golf Courses. Sugarloaf is a member of the Boyne Resorts family of resorts and attractions.



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## Stay and Play Packages

**CARRABASSETT VALLEY, ME** – At Sugarloaf guests can enjoy the challenge of world-class mountain golf and experience the rugged beauty of the Western Mountains, all while being pampered during their stay at the luxurious Sugarloaf Mountain Hotel. The awe inspiring views and unique adventure opportunities at Sugarloaf will provide guests with memories they will never forget, and Sugarloaf's unique Stay and Play packages make it easier than ever to plan that special summertime getaway.

**Sugarloaf Golf and Stay Package:** By day, guests will challenge themselves on Maine's top rated golf course, and by night will pamper themselves in the luxury of the Sugarloaf Mountain Hotel, or other convenient lodging opportunities. Available for as little as \$99 through July 3, and as little as \$115 midweek from July 7-September 25.

**Lodging and Breakfast from \$65:** Enjoy a night at the Sugarloaf Mountain Hotel, complete with a full breakfast at the Double Diamond Restaurant. Guests can custom create their own adventures, choosing from activities such as golf, mountain biking, hiking, guided adventures, children's camps, and more.

**Sugarloaf and Belgrade Lakes Package:** Play the two top courses in New England in one trip. Packages include lodging in the Sugarloaf Mountain Hotel, and an 18-hole round with cart on each course. Rates start at \$179 per person for one night's lodging and one round at each course, and can be customized based on each group's needs.

**Sugarloaf and Sunday River Package:** Experience Maine's two renowned Robert Trent Jones Jr. courses in the same trip, for as little as \$213 per person. Take in Sugarloaf and the awe inspiring String of Pearls and then head to Sunday River, Jones Jr.'s newest creation in Maine, with two nights at the Mountain Hotel of your choice.

**Surf & Tuft:** A Maine experience that is sure to thrill guests. Through Sugarloaf's partnership with Northern Outdoors, New England's #1 Outdoor Adventure Resort, guests can enjoy a special package that combines Raft & Stay with Golf & Stay packages, all at significant savings. Packages include two nights of lodging, one day of whitewater rafting with a riverside cookout, one round of golf with a cart and access to the Sugarloaf Sports & Fitness Club.

All packages include greens fess and a cart, lodging, breakfast and access to the Sugarloaf Sports & Fitness Club. Prices are per person per night based on double occupancy. Maine



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sales tax and service fees are not included. Lodging and Breakfast packages does not include greens fee. For more information or to make reservations, call 1-800-THE-LOAF or visit [www.sugarloaf.com](http://www.sugarloaf.com).

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## Sugarloaf in the Summer: Your Gateway to the Great Outdoors

**CARRABASSETT VALLEY, ME** – While most people recognize Sugarloaf for its unparalleled winter offerings, the resort has long been and continues to thrive as a full four-season resort. And for an ever-growing number of outdoor enthusiasts, Sugarloaf has become a base camp for summer recreation of all kinds, from golf to fishing to hiking and biking.

With its location high in the western mountains of Maine, Sugarloaf is home to myriad opportunities for summer recreation, including golf, tennis, hiking, biking, fly fishing, canoeing, rock climbing and more. And with its abundant lodging offerings, award winning golf course, adventure packages with Registered Maine Guides, as well as programs designed specifically for kids, Sugarloaf is an ideal location for family getaways throughout the summer months.

“It’s all literally right here at our doorstep,” said Frank Guerriero, Sugarloaf’s Director of Marketing, an avid outdoor adventurer himself. “Sugarloaf is home to some of the finest outdoor recreation in the state all year round, and I think more and more people every year are discovering all that we have to offer after the snow melts.”

Outdoor recreation at Sugarloaf certainly starts with the legendary Sugarloaf Golf Club, which is perennially ranked among the top courses in the nation, and has held Golf Digest’s top spot for courses in Maine since 1985, but it doesn’t end there.

The Sugarloaf area is home to some of the finest hiking on the East Coast, including the Appalachian Trail, which passes over the Mountain and continues through the Crocker Cirque and over the stunning Bigelow Range. Hiking opportunities continue to expand as well, with the ongoing construction of the Maine Huts and Trails system, which will open up miles of wilderness for hiking and mountain biking. Guests can hire a Registered Maine Guide to show them the area, or just explore by themselves.

Sugarloaf is home to miles of open mountain biking trails, with all 75 km of Sugarloaf Outdoor Center trails open during the summer months, as well as numerous other local loops and trails.



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Guests will find some of the finest fly fishing in the state in Western Maine's heralded streams and ponds, and even visitors who have never held a rod before can learn with Sugarloaf's Fly Fishing School, offered through the resort's Guided Adventures Program.

Sugarloaf features offerings to keep the entire family entertained, including summer camps and golf schools for children and adults alike. Kids can explore and learn about Sugarloaf's natural environment during the annual Outdoor Adventure Camp, offered this year from July 7-August 15. Campers participate in numerous daily activities, including swimming, tennis, golf, rock climbing, hiking, biking, fly-fishing, and arts and crafts, as well as many others. Sugarloaf also offers a Junior Golf School, with golf instruction tailored specifically to children, as well as a Junior Tennis Camp, taught by the pros from Maine Pines Racquet and Fitness.

Even on rainy days visitors will find that adventures abound at Sugarloaf, with Carrabassett Valley's one-of-a-kind Anti-Gravity Center (AGC). The AGC features a vast array of indoor facilities, including a basketball and volleyball court, trampolines, full service gym, indoor skate park, an large indoor climbing wall, all available at affordable, daily rates.

No matter what the day's adventures bring, be it biking, kayaking, white water rafting, rock climbing, or a round of golf, guests can relax in luxury at the day's end in any of Sugarloaf's abundant lodging offerings. The Sugarloaf Mountain Hotel provides mountain luxury at its finest, with private rooms, suites, or penthouses, as well as a full service spa and fine dining in the Double Diamond Restaurant. Guests can also enjoy the space and privacy of their own house with one of Sugarloaf's many on-mountain luxury condominiums.

With the beautiful and rugged landscape of Maine's Western Mountains just a stone's throw from the luxury and comfort of a true mountain resort, it's no wonder that more and more people every year are choosing to make Sugarloaf their gateway to the great outdoors.

**About the Sugarloaf Resort** – Located in Carrabassett Valley, ME, Sugarloaf is recognized as one of the top winter and golf resorts in the world and is home to the only lift-serviced above treeline skiing and riding in the East and one of Golf Digest's America's 100 Greatest Golf Courses. Sugarloaf is a member of the Boyne Resorts family of resorts and attractions.



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## Explore the Maine Mountains with Maine Guide Bonnie Holding and the Sugarloaf Guided Adventures

**CARRABASSETT VALLEY, ME** – Back for the 2008 summer season, though with a new twist, Sugarloaf's popular Guided Adventures program will once again offer outdoor enthusiasts the opportunity to experience Sugarloaf's rugged mountain environment through the eyes of a Master Guide who has been navigating the area for decades.

Master Maine Guide Bonnie Holding will head the Guided Adventures program this year, and will offer a new variety of programs for guests, as well as some popular standbys from years past.

“This area has been my home for the past 20 years, and I’ve been teaching people to fly fish and guiding them through the wilderness for just as long,” said Holding, who owns and operates Gold Smith Gallery during the winter months, an art gallery and jewelry store located in Sugarloaf's Village West. “I’m truly excited to be able to share my knowledge and my passion for the outdoors with guests at Sugarloaf.”

Holding, who lives in Coplin Plantation, has lived and worked in the Sugarloaf area for the past 22 years and has been a Registered Maine Guide for more than 20 years, guiding and teaching fly fishing for all of that time. Bonnie has led the Tim Pond Fly Fishing School in Eustis for the past 22 years, and has taught fly fishing to clients in Maine, New Hampshire, New York, and Minnesota.

She is active in a number of programs, including Becoming and Outdoors Woman (BOW), and Casting for Recovery, an educational retreat and fly fishing weekend for breast cancer survivors, acting as the retreat leader for the past 10 years.

The following adventure programs will be offered throughout the summer:

**Bullwinkles Wilderness Cookout:** New this season, guests will be able to enjoy a scenic ride up the Bucksaw Chairlift to Bullwinkles, where they can explore the natural beauty of Sugarloaf in the summer, while Bonnie prepares a four course Maine Wilderness Feast. On the ride back down, guests will get a one of a kind view of a mountain sunset.

**Hike to the Poplar Stream Falls Hut:** Part of the exciting new Maine Huts and Trails network, the Poplar Stream Falls Hut is now open to the public. Guests will enjoy a short



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hike to the Hut with Bonnie, where lunch will be served. On the trip back, guests will take in the beautiful Poplar Stream Falls.

**Sunrise Canoe Trip:** One of Sugarloaf's most popular programs in years past, guests will once again have the opportunity to enjoy a mountain sunrise from the gentle waters of the North Branch of the Dead River. Breakfast will be served, and guests will be able to view wildlife up close in its natural environment. It is not uncommon to see a family of otters, bounding deer, or a moose during the trip.

**Fly Fishing School:** Learn to cast, tie knots, and tie flies with Bonnie, who has been guiding guest and fishing western Maine's heralded waters for more than 20 years.

**Twilight Moose Cruise:** The day would not be complete without a drive through the mountains with a local moose enthusiast sharing his favorite moose-spotting sites. Meet your guide at the Sugarloaf Mountain Hotel and then head out to spot one of Maine's favorite forest friends.

**Flagstaff Pontoon Boat Tours:** View the magnificent Flagstaff Lake from the comfortable and unique setting of a pontoon boat. Guests will see striking views of the Bigelow Mountain Range, as well as native wildlife in its natural environment, including moose, loons, and eagles.

Due to popular demand, some programs may be offered at extra times. Through the Guided Adventures at Sugarloaf, people from all over the world are discovering the wilderness beauty of the western mountains of Maine.

For more information and lodging reservations, please call 1-800-THE-LOAF or visit [sugarloaf.com](http://sugarloaf.com).

**About the Sugarloaf Resort** – Located in Carrabassett Valley, ME, Sugarloaf is recognized as one of the top winter and golf resorts in the world and is home to the only lift-serviced above treeline skiing and riding in the East and one of Golf Digest's America's 100 Greatest Golf Courses. Sugarloaf is a member of the Boyne Resorts family of resorts and attractions.



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## **Kids Do Their Own Exploring at Outdoor Adventure Camp**

**CARRABASSETT VALLEY, Maine** – Hike up a different mountain each week, learn to cast a fly rod, or mountain bike along a wilderness path. These are just a few of the challenges that kids can explore at Outdoor Adventure Camp. Established more than 15 years ago, Outdoor Adventure Camp is offered through the cooperative efforts of Sugarloaf and the Town of Carrabassett Valley Recreation Committee.

### **There's Something For Everyone**

Outdoor Adventure Camp is about having fun, making friends, and trying new things. Campers will have the opportunity to take golf lessons at the prestigious Sugarloaf Golf Club, enjoy a game of soccer, learn how to cast during fly fishing instruction, improve their swimming abilities through daily instruction, or showcase their singing abilities at a talent show. Weekly trips will be made to the Antigravity Complex where kids can use the skate-park and bowl, rock climbing wall, and trampolines. Every day is different and campers will enjoy the variety of activities all summer long.

### **Field Trips**

Each week there is a different field trip. Examples include a day at the Attitash Alpine slide, or attend a play at the Lakewood Theatre in Madison. The field trips are offered to kids ages 6-13. Campers ages 4-5 may accompany the older group on some trips, or have field trip destinations of their own.

### **Peak Baggers**

Sugarloaf is surrounded by several 4000-foot peaks. Campers will enjoy the challenge of climbing a different peak each week. In recognition of this accomplishment, campers are given a descriptive tag identifying the peak that they climbed, and a special “bag” to hold all of them. Naturally, the campers who “bag all the peaks” feel a tremendous amount of pride.

### **Weekly Overnight Trips**

This optional adventure is offered at an additional cost. Campers will spend the night at a special overnight destination with appropriate supervision provided. Meals are included in the cost as well. Games and stories are part of this fun camping tradition.



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Outdoor Adventure Camp is offered to kids ages 4-13. Campers can participate for single days, or by the week. Reservations are required to ensure appropriate staffing levels. Same-day enrollment will depend on space availability in each age group.

This year's camp runs from July 7 through August 15, 2008, Mondays through Fridays from 9 a.m. to 3:30 p.m. The Camp Base is at Riverside Town Park in Carrabassett Valley.

For more information contact Marcia White at 207-237-6909 or [mwhite@sugarloaf.com](mailto:mwhite@sugarloaf.com).

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## **Experience the Maine wilderness like never before with Sugarloaf and Maine Huts and Trails**

**CARRABASSETT VALLEY, Maine** – The Sugarloaf area has long been home to some of the finest hiking and mountain biking terrain in the East, with numerous trails and loops mere miles from the resort’s doorstep, including the Appalachian Trail, which passes directly over the backside of the mountain. And now, with the first phase of the Maine Huts and Trails project completed, visitors will find yet another new and exciting opportunity for outdoor recreation.

Maine Huts and Trails opened the Poplar Stream Falls Hut on February 16, giving the public access to the first phase of the groundbreaking new trail system. The location of the first hut puts it within easy access for Sugarloaf guests, and through its Guided Adventures program Sugarloaf will offer visitors guided hikes to the new Hut with Registered Maine Guide Bonnie Holding.

Upon completion, Maine Huts & Trails will consist of a 180-mile recreation corridor from the Mahoosuc Mountains to Moosehead Lake, and up to 12 huts with each designed to accommodate up to 40 guests. Maine Huts & Trails was founded by Maine people with a vision for preserving Maine’s naturally beautiful remote areas while providing outdoor access to the public. The network of huts, trails, and waterway corridors will provide an unparalleled opportunity for present and future generations to enjoy the natural wonders of western Maine.

“We’re very excited about the new Maine Huts and Trails project,” said Frank Guerriero, Sugarloaf’s Director Marketing. “The system is already providing guests with new opportunities for year round outdoor recreation here at Sugarloaf, and those opportunities will only grow and the project continues to expand.”

The trails in the Maine Huts and Trails system are open year round for non-motorized use, providing opportunities for mountain biking, hiking, and trail running in the summer, and Nordic skiing and snowshoeing during the winter months.

Once guests arrive at the huts, they will find comfortable accommodations in spacious bunkhouses (heated during the winter) as well as hot showers, cozy dining room and reading area, a full kitchen, and friendly staff. Nightly rates are available for individuals or groups, and discounts are offered to Maine Huts and Trails members.



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For prices and schedules or to book a guided hike to the Poplar Stream Falls Hut, please visit [www.sugarloaf.com](http://www.sugarloaf.com) or call 1-800-THE-LOAF. For more information on the Maine Huts and Trails program, visit [www.mainehuts.org](http://www.mainehuts.org). Individual or group reservations for the Poplar Stream Falls Hut can also be made at 1-800-THE-LOAF.

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## Environmental conservation is a year round mission

**CARRABASSETT VALLEY, Maine** – Protecting the environment is a year round mission at Sugarloaf Just as the seasons change, so do the challenges of being an environmentally friendly resort. Soon after the winter season ends, Sugarloaf employees participate in a resort-wide clean-up day. Similarly, town residents gather for a community clean-up day that ends with a pot-luck dinner celebration. Additionally, resort crews collect excess sand and salt that accumulates along the access road throughout the winter, preventing it from being washed into rivers and streams.

Spring is also a time when new constructions plans are evaluated by the Sugarloaf design review board. Resort-wide association bylaws require that new construction sites have specific and timely re-vegetation plans to minimize erosion.

Kimberly Truskowski, the resort's environmental steward, has played a key role in introducing numerous methods with which to protect the mountain's surrounding environment. A leader of environmentally friendly practices, Truskowski participated in one of the regional workshops facilitated by the National Ski Areas Association, which led to the establishment of the Sustainable Slopes Environmental Charter. Launched in June 2000, the Charter contains 21 principals that help ski resorts incorporate environmental practices into their operations. Using the Charter's annual assessment form, Truskowski is able to evaluate the success of the resort's efforts and determine appropriate next steps. "We have tremendous support from the Town of Carrabassett Valley and, working together, we've fostered an environment where protecting our surroundings is part of our community's culture," stated Truskowski. In May 2002, Truskowski was invited to speak at the annual EnviroExpo at the World Trade Center in Boston, to share how Sugarloaf has implemented the NSAA's Sustainable Slopes Charter.

A major focus of the resort has been the waste-management program. Since inception, the Town of Carrabassett Valley and Sugarloaf have pooled their resources to establish several recycling centers. The town contributes financial resources and Sugarloaf contributes labor, equipment, and numerous educational forums. Truskowski was awarded a grant from the Maine State Planning Office to create the Carrabassett Compost Program. The objective of this composting program is to collect all food waste and create compost that can be used on the Sugarloaf Golf Course and throughout the resort for landscaping. Started as a pilot program with the local restaurants, it has since been introduced to local homeowners and condo owners. Truskowski holds annual composting workshops at local schools and at the resort. As a result of this effort, more than 40 tons of food waste is composted each year.



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Since introducing these concepts to Sugarloaf, Truskowski has incorporated a variety of practices and methods for both the summer and winter. The Golf Course Superintendent's Association of America (GCSAA) awarded Truskowski for environmental stewardship and cited Sugarloaf for many initiatives including its responsible use of chemicals in pest management.

Roughly 100 bat houses and 100 swallow houses are spread throughout the golf course as a way to control the mosquito/insect population through natural means. The course has also received attention for its irrigation and soil-maintenance methods, which help prevent contamination of the Carrabassett River and erosion along its banks.

The Sugarloaf Golf Club continues to be involved in the Audubon Cooperative Sanctuary System through Audubon International. Through its Adopt-a-school outreach program, the golf course has involved students at local schools in creating wildlife sanctuaries on the school grounds.

Continuing to work with the NSAA Environmental Charter, Sugarloaf is expanding its efforts to improve its energy consumption by finding new and creative ways to conserve electricity and fuel. Sugarloaf and Sunday River have both recently signed on with the Maine Clean Communities, which is funded by the Department of Energy. "The mission of this group is to explore alternative energy sources," states Truskowski. "Our participation in the Maine Clean Communities is an important step toward finding more significant ways for our resorts reduce energy consumption." Truskowski presents concepts on energy conservation at the annual employee training sessions as a way of introducing easy, day-to-day methods of starting on such an endeavor. "Sugarloaf will continue to increase its efforts to reduce environmental impacts that resort operations have on the natural environment.

For more information about Sugarloaf's environmental programs, contact Kimberly Truskowski at (207) 237-6907 or [ktruskowski@sugarloaf.com](mailto:ktruskowski@sugarloaf.com).

**About the Sugarloaf Resort** – Located in Carrabassett Valley, ME, Sugarloaf is recognized as one of the top winter and golf resorts in the world and is home to the only lift-serviced above treeline skiing and riding in the East and one of Golf Digest's America's 100 Greatest Golf Courses. Sugarloaf is a member of the Boyne Resorts family of resorts and attractions.



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## Say ‘I Do’ at Sugarloaf

**CARRABASSETT VALLEY, Maine** – Whether it’s the beauty of the natural surroundings or that it happens to be where the bride and groom first met, Sugarloaf/USA has become the place of choice for many couples to tie the knot. While already known for its ability to host conferences and meetings big and small, the resort can also host weddings of all types and sizes. With an environment that makes for a unique and beautiful location for ceremonies, receptions and post-reception activities, guests will find that Sugarloaf can accommodate most any style wedding.

Sugarloaf has put together wedding packages with a diverse range of tastes in mind. To ease the planning process, guests may choose from a wide selection of pre-arranged packages or they can create their own. Ceremonies can be held outside on the “Bridal Bridge” next to the Sugarloaf Inn, the picturesque Sugarloaf Outdoor Center, on the slopes of Sugarloaf Mountain, inside the Bell Interfaith Chapel or in one of numerous banquet rooms. Catered meals range from gourmet dinners to hors d’oeuvres receptions. Other romantic options that can be arranged include sleigh rides, horse and carriage rides and even a releasing of doves.

All wedding services include guidance from a professional wedding coordinator as well as on-site support and service from staff to help coordinate all of the special moments of the ceremony and reception, from cutting the cake to the champagne toast. A registry table, gift table and cake table are also included along with lights for the stairways at the reception area and centerpieces and complimenting linens for the tables.

Other amenities include a bridal suite, a souvenir menu for the bride and groom, special menu selections for children 10 years of age and younger, vegetarian selections, special lodging rates for wedding guests, and photo opportunities at the “Bridal Bridge”, golf course and Bell Chapel. Sugarloaf can also provide guests with lists of local bands, DJs, florists, hair stylists, photographers, limousine services and more to ensure a ceremony and reception to remember.

For more information contact Tina Wyman at 207-237-6823 or [twyman@sugarloaf.com](mailto:twyman@sugarloaf.com).

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## **Conferences at Sugarloaf: An unconventional meeting place**

**Carrabassett Valley, ME** – Although best known as a top ranking ski resort in the East, Sugarloaf also boasts a four-season resort and conference, which was voted “Best in the East” once again in 2008, for the second year in a row. Guests enjoy the comfort and efficiency of spacious banquet facilities and the exhilaration of being in the heart of the great outdoors – all with the quality of service that has established Sugarloaf as a premier meeting and conference destination. Sugarloaf is committed to the philosophy that combining world-class year-round recreational facilities with the comfortable mountain setting and experienced conference staff will lead to highly productive gatherings.

### **Meeting Facilities**

More than 18 function rooms make up the 25,000 square feet of meeting and exhibit space to accommodate a wide variety of needs with catering capabilities for groups of 10 to 1,000. Most meeting rooms offer dramatic views of the surrounding mountains, and can be set for any meeting style or seating configuration. Catered functions and meals range from basic coffee breaks to lavish theme dinners. But nothing is ever “basic” at Sugarloaf; each food and beverage event is tailored to the individual group’s taste, using the finest quality products while paying the utmost attention to the details of preparation and presentation.

### **Accommodations**

The Sugarloaf Mountain Hotel and Conference Center is at the heart of Sugarloaf’s conference facilities. This world-class full-service hotel evokes the style and spirit of classic mountain lodges and offers superior lodging comfort and guest amenities. Most rooms have two queen beds or one queen bed with a sleep sofa, a wet bar, a half refrigerator, and a microwave. There are also a variety of one-, two-, and three-bedroom suites and two luxurious three-bedroom penthouses with oversized living rooms, fully equipped kitchens and private spas. The suites and penthouses are spacious and flexible, and can be used for social gatherings, conference breakout rooms or VIP quarters. Other mountainside lodging options include the intimate Sugarloaf Inn and a variety of one- to five-bedroom condominiums, most with full kitchens and fireplaces.

### **Activities**

The courteous and well-trained staff of hospitality professionals can arrange recreational activities to suit the needs of every group. The spectacular Sugarloaf Golf Club, known for its dramatic vistas and challenging terrain, has received numerous accolades and is considered to be a premiere course in the United States. Special conference rates are



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available for Sugarloaf's top ranked course, and tee times can be arranged in advance for small and large groups.

In addition to the golf course, Sugarloaf offers many other activities for conference attendees and guests including mountain biking, white-water rafting, kayaking, canoeing, fly-fishing, tennis, volley ball, hiking, moose-watching tours, and more.

- More than 75 km of mountain biking trails are available, including direct access to the exciting new Maine Huts and Trails network.
- Hiking trails and routes to the summit of Sugarloaf and several other 4000-foot peaks, including access to the Appalachian Trail
- The Sugarloaf Sports & Fitness Center provides a complete weight room, Olympic-size pool, racquetball courts, indoor and outdoor hot tubs, and more.
- Carrabassett Valley's Anti Gravity Complex offers an indoor track, basketball court, climbing wall, and indoor skate park.

Activities can be arranged for formal team-building events or just for free time after meetings. The wide variety of programs is sure to offer something for everyone.

A conference center would not be complete without appropriate equipment and a technical support staff. At Sugarloaf there is a full array of audio-visual equipment and free WIFI service throughout most public areas of the resort and in most hotel rooms. Additionally, any special equipment needs are determined during the conference coordination and planning process. Conference coordinators are committed to assisting meeting hosts with all facets of planning to ensure a successful event.

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## Who's Who At Sugarloaf Golf Club

**John Diller, Managing Director:** A native of Skowhegan, Maine, John completed undergraduate and post-graduate degrees in the Midwest. John started out as a freestyle coach and instructor and was later named Vice President of Mountain Operations. He brings to his position an extensive knowledge of the mountain and became Managing Director in 1998. (email: [jdiller@sugarloaf.com](mailto:jdiller@sugarloaf.com)).

**Scott Hoisington, Director of Golf:** Scott has been a Golf Pro at Sugarloaf for more than 10 years and was named Director of Golf in 1997. He attended University of Maine, Farmington and was the first athlete to make the National Association of Intercollegiate Athletic All-Conference Team in two different sports. In July 2000, Scott was inducted into the University of Maine's Hall of Fame for his achievements in both golf and skiing. Scott was presented with the Merchandiser of the Year Award by the New England PGA in 2003. He lives in Kingfield with his wife Melissa and their three children (email: [shoisington@sugarloaf.com](mailto:shoisington@sugarloaf.com)).

**Peter Webber, Consultant:** Peter is considered to be the founding father of the golf course, as he turned his dream of a golf course at Sugarloaf into reality. He played an integral role in the course being built in 1985, including contracting Robert Trent Jones, Jr. as designer of the course. Subsequently Peter has worked closely with raters from major publications such as *Golf Digest* and *Golf Magazine* ensuring national recognition. Most recently Peter has facilitated the partnership of Robert Trent Jones, Jr. with developers of a new golf course at Sunday River. Peter lives on-mountain year round. (email: [pwebber@sugarloaf.com](mailto:pwebber@sugarloaf.com)).

**Kimberly Truskowski, Environmental Steward:** Kimberly is a graduate of the University of Southern Maine with a major in Environmental Science and Business. She was the director of USM Recycles and assisted with many of their work/study programs. Kimberly currently runs the environmental program at Sugarloaf and is also involved in environmental classes at Carrabassett Valley Academy. She also provides education and develops programs for the local schools and communities. (email: [ktruskowski@sugarloaf.com](mailto:ktruskowski@sugarloaf.com)).

**Marcia White, Director of Children's Services:** Marcia moved to Sugarloaf in 1974 after graduating from the University of Maine at Orono with a degree in child psychology. Marcia has held a variety of positions at Sugarloaf through the years. She is currently Director of Children's Services which includes the summer Outdoor Adventure Camp program. Marcia and her husband Steve, who teaches at the golf course, live in Wyman Township with their two children. (email: [mwhite@sugarloaf.com](mailto:mwhite@sugarloaf.com)).



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**Ethan Austin, Multimedia Manager:** A graduate of Tufts University with degrees in English and Environmental Studies, Ethan has been a member of Sugarloaf's Marketing team since 2005. A native of Wales, Maine, Ethan grew up skiing at Sugarloaf in the winters and hiking and fishing the surrounding mountains during the summer months. An outdoor enthusiast, Ethan is an avid skier, cyclist, and hiker, and completed a continuous thru-hike of the Appalachian Trail in 2005. Ethan currently lives in Kingfield. (email: [eaustin@sugarloaf.com](mailto:eaustin@sugarloaf.com))