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**ANGEL FIRE RESORT APPOINTS NEW DIRECTOR OF RESORT AND  
CONFERENCE SALES**  
***New Mexico Resort Expands Marketing Team and Renews PR Firm  
Contract***

Angel Fire, NM - (August 25, 2015) Angel Fire Resort ([www.angelfireresort.com](http://www.angelfireresort.com)), northern New Mexico's premiere family destination, announced today that Christine Wight has been named the resort's new Director of Resort and Conference Sales and will take over the position immediately. In her new position, Wight will report to Mike Hess, CMO, Angel Fire Resort.

Wight has over 14 years of group and international sales experience and wholesale contracting and has held key executive sales positions over the past two decades. Prior to being hired by Angel Fire Resort, Wight was General Manager with Wine Country Inn, as well as Leisure Sales Manager for Vail Marriott Mountain Resort and Group Sales Manager for Vail Racquet Club.

"With Wight's expansive experience in sales and wholesaling, combined with her strong leadership abilities, we are confident that she will be an excellent addition to our marketing team," says Mike Hess, CMO, Angel Fire Resort.

In her new position, Wight will be responsible for directing and executing the group and conference sales department for Angel Fire Resort, Angel Fire Bike Park and the brand new Angel Fire RV Resort.

Angel Fire Resort has also promoted Jim Merritt to Manager of Marketing and Promotions. In his new role he will work in the design and execution of strategic marketing and business development, as well as lead the marketing team on digital and web marketing collateral design. Merritt was the former Visual Media Producer for the resort. Prior to working with Angel Fire Resort, Merritt ran his own video marketing company.

Additional hires in the Angel Fire Resort marketing department also include Sarah Camp who has been appointed Events and Sponsorship Manager and Kaela Rannikar as the new Visual Media Producer. Both Camp and Rannikar will begin in late August.

Angel Fire Resort has also hired Jeff Whiteside as the new Food and Beverage Director and will start the position immediately. In the new position Whiteside will direct the operations of the 7 mountain and lodge restaurant venues, as well as oversee all the special events and banquets. Whiteside was the previous Resort Culinary Director at Crested Butte Mountain Resort and the Food and Beverage Director at Big Mountain Resort. Whiteside will report to John Kitts, CEO, Angel Fire Resort.

Angel Fire Resort also announces today they have renewed a contract with SJ Communications, ([www.sjcommunications.com](http://www.sjcommunications.com)) an Albuquerque based public relations agency, owned and operated by Krysty O'Quinn Ronchetti, as their PR agency of record. The team at SJ Communications tasks include serving as the point of contact for all media, coordinating media and blogger visits to the Angel Fire area, working with the Angel Fire marketing team to secure more favorable deals for advertising and proposing major marketing initiatives for the resort.

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### **About Angel Fire Resort**

Angel Fire Resort is a top year-round mountain resort destination in New Mexico. Situated at over 8,600' elevation in the Southern Rocky Mountains, Angel Fire strives to offer the best value and choice for family outdoor recreation activities to its members, guests and visitors--including skiing, snowboarding, golf, mountain biking, tennis, fishing, hiking and more. For additional information on Angel Fire Resort, resort membership, or opportunities for real estate investment in Angel Fire, please call [800-633-7463](tel:800-633-7463) or visit the resort's website at [www.angelfireresort.com](http://www.angelfireresort.com).