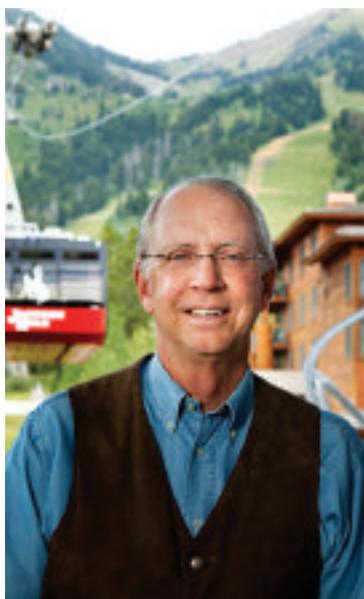


Investing in Wyoming

Jay Kemmerer Honors Family Tradition at JHMR

WORDS KRISTEN POPE

As a teenager, Jay Kemmerer spent his summers bouncing along Wyoming's back roads, packed into an aging Chevy Suburban with his father and four other geologists, in search of the motherlode. The men were prospecting for oil, gas and minerals, and the experience gave Kemmerer a taste for southwestern Wyoming, along with the opportunity to explore tiny out-of-the-way hamlets such as Lysite, Atlantic City, Opal, Quealy and Hanna.



Mining was a Kemmerer family tradition. Jay's great-grandfather first came out to the southwestern part of the state in the late 1890s, opening coal mines to add to the family's collection of mines back east. The town of Kemmerer, known for its fossilized fish and nearby Fossil Butte National Monument, is named for the family, who sold their mines in 1981.

Seeking to reinvest in Wyoming, Kemmerer purchased the Jackson Hole Mountain Resort in 1992. Since acquiring the resort, he has focused on reinvesting within JHMR and making improvements, including the addition of the Gondola in 1997 and a brand new Tram in 2008. A whole slate of new projects are on the horizon, including new lifts, and the resort is celebrating its 50th anniversary in 2015. All the hard work and investment has paid off, with the resort named *SKI Magazine's* 2014 top resort in North America. "It's an honor, we never really ever expected to reach #1," Kemmerer explained. "We don't overly concentrate on our rankings and we try to do the best job we can. It's an honor and we're very proud of it." He credits his dedicated team with the success, including Jerry Blann, who has served nearly two decades as President of the resort. "Our senior staff have been with us a very long time," Kemmerer said. "The retention of good people, motivating them and letting them do their jobs is important. Jerry is doing a wonderful job for us. In any business, it comes down to people—it's partnerships and people that make the difference." ■

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