



August 28, 1886

Ryan Sparks
Peak Accommodation & Management
3320 Village Way
Sun Peaks, BC V0E 1Z1

Dear Ryan,

On August 21, 1997 the Sun Peaks Mountain Resort Association Board of Directors discussed the SPMRA's Code of Ethics and Standard of Practice. It was agreed by the Board that all SPMRA members are expected to operate in accordance with the code of ethics and that any breach of these ethics will be taken extremely serious.

In the past 6 months, I have received numerous letters of complaint regarding your conduct. As the Executive Director of the SPMRA, I am issuing you notice that any further transgressions of the SPMRA code of ethics will result in expulsion from the SPMRA membership. Please be aware that you are not the only recipient of this notice.

Thank you for your attention to this matter.

Yours sincerely,

Mike Duggan
Executive Director
Sun Peaks Mountain Resort Association.



Gillespie
Renkema
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OUR FILE REFERENCE: JEB 19 0331 000

June 10, 1996

VIA FAX

PEAK SEASON PROPERTY MANAGEMENT
Louis Creek Road

Attention: Ellen Paczkowski

Dear Madame:

Re: Ryan Sparks

COPY

Please be advised that we act for Ryan Sparks who operates the business known as Peak Accommodations & Management. We understand that you run a competing business.

We have been provided with correspondence from Kevin Halls of Kirkland, Washington. Mr. Halls was recently staying in facilities managed by Mr. Sparks and his mother and father-in-law had booked facilities managed by you. Mr. Halls has advised that during the course of discussions with you you stated that Ryan Sparks was "not all there" and "not to be trusted". These comments are clearly defamatory and capable of injuring our client's reputation and his business. Defamation of this nature is unlawful in this province and can give rise to an action for damages.

We wish to formally request that you refrain from making any further defamatory comments with respect to our client. If such further action persists then legal action may be brought against you for any damages suffered by Mr. Sparks. Should that be necessary then we would intend to draw this letter to the Court's attention in support of a further claim for punitive damages.

Please govern yourself accordingly.

Yours truly,

GILLESPIE RENKEMA BURKE
Per:

JOHN E. BROADWAY

JEB*tm



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December 18, 1997

By Fax

Mr. John E. Broadway
Gillespie Renkema Burke
#200 - 121 St. Paul Street
Kamloops, BC V2C 3K8

Dear Mr. Broadway:

Re: Sun Peaks Mountain Resort Association ("Association") and Ryan Sparks

This is to confirm we are lawyers for the Association. We recently received a copy of your December 1st, 1997 letter to Mr. Duggan of the Association. We are presently reviewing the matter and expect to be in contact with you soon.

All further communication in respect of this matter should be directed to us, not the Association.

Yours sincerely,

DAVIS & COMPANY



P. Anthony McArthur
PAM:adg
cc: Mr. Mike Duggan



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PEAK ACCOMODATIONS
P.O. BOX 262
HEFFLEY CREEK B.C. CANADA VOE-1Z0

TO WHOM IT MAY CONCERN,

The purpose of this letter, is to let you know about the outstanding long weekend we had at your Todd Mountain facility.

The accommodations were clean and more than adequate. I think that can be found in other places on the mountain. Although, I travel extensively for business and have yet to come across the level of service provided by the property manager Ryan Sparks. Not only did he take the time to introduce us to him self and the property. He made a obvious extra efforts to make sure we were aware of what was offered in other area's of the mountain. Also he made sure that while I was skiing, my wife and children were aware of other thing that could be done on the mountain. Making it easier for me to what I had gone there for, to Ski.

With this high level of attention to our needs, I was taken back by comments made by the manager Ellen Paczkowski at Peak Season Property Mg. about Ryan. My mother and father in-law had reservations there. They arrive a few days after us, upon there arrival they found that there building was not finished. When we mentioned how overwhelmed we were with where we were staying. Ellen told us that Ryan was Quote: not all there, that he was involve in a accident and on some days he was good and on other days not to be trusted.

My first response was to tell Ryan of what had transpired. He reaction was professional, although I could sense his frustration when he told me this had happened before. She obviously did not want them staying in your facilities. I felt as a business owner my self, you should be aware of the current business practices of your nabor.

True or not , Ryan Sparks was by far the most accommodating manager that I have had the good fortune of coming access. I have already made reservations for this coming ski season and look forward staying at Sun Peaks Resort.

Sincerely,

Kevin C. Halls

Nancy Greene's
CAHILT LODGE
SUN PEAKS RESORT

3220 Village Way, Sun Peaks, B.C. V0E 1Z1
Phone: 250/578-7454
Fax: 250/578-7451

MEMO

To: Jardine's, McSportle's, Bolacco Café, Bagglo's, Bottom's Bar & Grill, Mountain High Pizza, Alpine Images, Servus, Java Net Café, Lone Wolf Gallery, Bagg's Sweets

From: Al Raine

Date: February 7, 2003

Re: SUN PEAKS VALUE PAK PROMOTION

Dear Resort Partners:

The attached advertisement in SPIN is positioned as an exclusive offer to Peak Accommodation guests.

We would have no issue with your offer to Peak Accommodation guests if the exclusive arrangement were a private offer to each guest. However, any offer that is placed on Sun Peaks community cable ads and in SPIN, is aimed at those guests staying in other accommodations and not Peak Accommodation guests. If the ad was aimed at Peak Accommodation customers exclusively, an information sheet given to each guest would be sufficient to fully inform their guests. There is no question that this campaign is aimed at guests staying at other properties.

As you all appreciate, each property manager has spent considerable time and money marketing with the objective of bringing new guests to Sun Peaks. If we are all to grow our businesses, our collective success is completely dependent on developing new customers, not cannibalizing our existing customer base.

I believe that none of you knew that Peak Accommodations was going to market these discounts to anyone other than their own guests. You all have unwittingly given one accommodation provider an exclusive offer to steal our guests and render us second class resort partners.

Now that all other property managers are at a competitive disadvantage, I trust that you will, in good faith, immediately take one of the following steps:

1. Confirm that these same discounts apply to all accommodation companies and that you will immediately confirm your discount to each accommodation provider.
2. Cancel this program immediately.

We trust that the other property managers are supporting your business by informing their guests as to what your business offers. We certainly hope that you hold us all at the same level of respect and appreciation and will make a similar offer available for our guests.

Quite frankly, I don't understand why one company is considered more valuable than any other. I don't think the discounts are necessary period! Let's support those who are trying to bring more new business to the resort, not focussed on taking other people's clients.

If we do not have your immediate confirmation of similar discounts for our clients, we will be forced to join into alliances with those businesses not named in the exclusive Peak Accommodation offer. Your actions have put us in an awkward disadvantage that forces us to react aggressively.

Why do you want to help one partner pick us apart? Why offer discounts at all? Let's focus on bringing more customers, developing new markets and growing this resort and all of our businesses.

At Cahilty Lodge, we have tried to fairly and objectively inform our guests as to what you offer. We spend nearly \$250,000 per year marketing with our direct advertising and sales efforts and through our contributions to Tourism Sun Peaks.

If your margins are so good, consider joining some marketing campaigns to develop more low season business. Get your full price and join the effort to grow the business. We don't need a reputation that 'we eat our own'. Let's work together on a fair and level playing field.

If you have any questions, please call me at your earliest convenience.

Yours sincerely,



Al Raine

cc: Ryan Sparks
David Deol
Bear Country Lodging
Top of the Mountain Accommodations
Tourism Sun Peaks Board of Directors
Jeff Putnam