February 18, 2009

To Whom It May Concern:

Please accept this letter as a personal and professional character reference for Mr. Joe Moore. While working with Joe for the last 9 years, I have grown great respect for the responsibilities he has taken on and the breadth of knowledge he has gained. Joe has taken on substantial professional and personal challenges and has achieved great success. I have watched Joe take Intrawest to new levels of effectiveness through his technical, strategic and business insight.

Over the last 9 years Joe successfully led various Intrawest business areas, always showing a great balance of leadership, technical skills, process improvement and business acumen. Joe’s sharp eye for talent and ability to assemble this talent into a high performing team is indicative of his strong leadership skills.

Joe’s has an envious list of professional and personal accomplishments. Joe’s achievement of Six Sigma Black Belt status empowers him with skills that have greatly benefited Intrawest and would be of tremendous value to any organization. On a personal level, Joe recently completed an Ironman competition. While a great personal achievement, it speaks to Joe’s commitment, diligence, tenacity and competitive drive.

Joe is truly a quality individual with a tremendous work ethic and a passion for quality and excellence.

If I can provide further information please do not hesitate to contact me personally at 604-328-0733.

Sincerely,



**Doug Feely**

Chief Information Officer

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