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NEWS

FOR IMMEDIATE RELEASE



“Hailey Business Leader Walt Denekas Elected to Fly Sun Valley Alliance Board of Directors”

Walter Denekas, CFO of Marketron, a national media software company headquartered in Hailey, was recently elected to the non-profit Fly Sun Valley Alliance Board of Directors and will start his three year term in January 2014.

Denekas has been a strong proponent of improved air service to Sun Valley because he understands that both tourism and non-tourism businesses need to have better air access to grow and succeed. “I see improving our air service here as the number one economic development priority for this valley,” he remarked. “Although Marketron’s business is not tourism based, air service is certainly still critical to us, and the many high-paying professional jobs we provide to local residents. The same is true for other major area non-tourism employers like Power Engineers, Smith Sport Optics and Rocky Mountain Hardware. Better air service access will support all of our valley’s current jobs and help develop new ones.”

Denekas served as chair of the Hailey Connects campaign which lobbied for the successful passage of the 1% Local Option Tax for air service ballot initiative this past November. “Fortunately, because of the passage of the dedicated Local Option tax, we will have additional resources to contract for more air service from more cities. The work of Fly Sun Valley Alliance is now more important than ever, so I am looking forward to providing my support to this very effective organization,” he added.

Denekas moved to the Wood River Valley in 2012 from Belle Mead, New Jersey to take the CFO position with Marketron. His prior experience includes many years of providing financial and strategic advisory services to Fortune 500 and middle-market companies, and to newly privatized businesses in Russia after the collapse of the Soviet Union.

About Fly Sun Valley Alliance:

Fly Sun Valley Alliance is a non-profit organization that works to retain, develop and improve air service access to Sun Valley/SUN airport. Its air service development activities include contracting with airlines for nonstop service between SUN and major markets, air service analysis and research, air passenger economic impact studies, and communication outreach on the importance of air service to the Sun Valley area. Fly Sun Valley Alliance is governed by a volunteer Board of Directors comprised of private sector business and organization members, as well as public sector officials from Friedman Memorial Airport, the cities of Hailey, Ketchum, Sun Valley and Blaine County. www.flysunvalleyalliance.com

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