



ALTA IS FOR SKIERS.
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ALTA POWDER NEWS

Online edition available at ALTA.com

All New Alta Card

Alta Embraces Technology

Exciting news for Alta skiers this season! Alta is working toward a skier-friendly, hands-free ticketing system. All ski products will be loaded on the Alta Card, with an RFID (radio frequency identification) chip embedded in it, which is "read" by antennas at the base of the lifts. For those of you familiar with similar systems, you'll be glad to hear that our system will have two antennas for each gate for optimal reading and authorization. Also, instead of a turnstile entrance, Alta has installed a gate entrance, engineered to open away from the skier.

Advantages for Alta Skiers

The hands-free system means no more showing your pass at every lift. Place your Alta Card, with a valid ski product loaded on it, inside a pocket by itself—the antennas will do the rest. Afterwards, visit alta.com and enter the web ID on your Alta Card to personalize your card or track your ski history. For skiers who don't purchase season-long products, use the web to reload your card so the next time you come to Alta, you can go straight to the lifts and skip the stop at the ticket office.

To ensure that the antennas read the chip in your Alta Card, we ask skiers to do the following:

- Place in a pocket by itself. Ideal location is above the knees & below the shoulders.
- Do not place near cell phones, music players, metal ware or other passes.
- Do not put holes in your card or bend it.



Mt. Superior as seen from Alta

Alta Powder News Returns

It's all about the communication – giving our skiers and employees what they need to know. A few years ago, Alta Powder News went into hibernation with the passing of Will and Jean Pickett, its founders and editors for 25 years. Now we have new ways of production and dissemination and felt it was time for the Alta Powder News to resurface. Hopefully, you will find something helpful in this early winter edition.

Our small production group will be glad to take input about subjects for the occasional issues. We will probably shy away from editorial comments except for opinions and ideas that bolster the passion and commitment to skiing. Our community is very fortunate to have Alta's beauty and spectacular skiing as our common bond.

Onno Wieringa, General Manager

New season pass lobby

This season skiers will find a lobby entrance off Alta's office building's porch leading to an area dedicated to issuing season passes. We are hopeful that the new space will be more efficient for everyone.

Skiers getting the goods on So Long





Friends enjoying an Alta day

Town of Alta news

Goldminer's Daughter Lodge

The Goldminer's Daughter Lodge welcomes Executive Chef William Benner. A native of Philadelphia and graduate of the Culinary Institute of America, William has worked throughout the world, most recently in Sun Valley. He was also involved in catering at the Sydney Olympics. Benner brings a wealth of international flavors and culinary knowledge to the Goldminer's Daughter Lodge Restaurant and Slopeside Café.

Alta Lodge

When skiers arrive at the Alta Lodge this winter they will see a new front desk, lobby and deck room—big changes for the lodge that first opened as a ski hotel in 1939. "We wanted to create a fresh new look while maintaining the feel of a traditional mountain lodge," commented Alta Lodge CEO, Marcus Dippo. "Carrie Snyder, Principal of Avatar Design, worked with us on designing a look using modern touches while combining natural materials with renewable and recyclable building products." The end result is that guests who have been coming for years will still feel the same homey lodge environment while appreciating the new life that has been infused into the historic structure.

Alta's Rustler Lodge

During November 2007, Alta's Rustler Lodge will celebrate its 60th anniversary. The original Rustler Lodge was built in one of Alta's "avalanche free" zones where the General Store once stood. It opened for business in 1947 with only one floor of guest rooms. Lee Bronson purchased the lodge in 1954, and he was joined in business with his son, Jeff Anderson, in 1977. Over the years, the lodge has continued to grow by adding 30 luxury guest rooms in 1997, along with spa rooms, a fitness center, steam room, business center, Jacuzzi, an outdoor heated pool and the Eagle's Nest Lounge with floor-to ceiling windows. Today, Lee and Jeff continue to enhance the Rustler's "Tradition of Excellence." Along with the long-term management team, they are preserving the friendly and relaxed atmosphere for which the Rustler is famous.

Snowpine Lodge

This season marks the 21st year of the Janerich family's stewardship of the "ancient and venerable Snowpine Lodge." It also marks a new chapter in the history of this fine old place that has served Alta's dedicated skiers since the beginning in 1938. The lodge has installed a new water supply system. They have made a renewed dedication to top quality meals with an expanded chef staff, and they remain committed to their motto of "family friendly and affordable." The Janerichs have also begun plans for modest expansions during the next few years. Most importantly, the lodge remains small, comfortable and cozy.



Bill Levitt

Of all the skiers who are a part of Alta's ski community, the one who we will miss seeing on the mountain the most is Mayor Bill Levitt. Levitt served as Alta Town Mayor for 34 years. This January will mark the end of his term on Alta's Town Council. Bill currently spends his time living in Moab and Alta. While he has "hung up his skis," you can still find Bill at the Alta Lodge, on snowy winter evenings in the Sitzmark, telling tales of his remarkable years spent here. We owe a deep debt of gratitude to Bill for all he has done to advance the sport of skiing and for the care he took of our town.

Changes in the Town Office

Marshall Jerry (Jorge) Larson and his wife Annie retired from the Town of Alta this summer after 20 years there, and nearly 30 years in Alta. They moved to their home in Washington. Mike Morey has accepted the position of Alta Marshal.



Families love Alta's ski-in/ski-out lodging

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Alta divas rallying to take a run

Catherine's Quips

- Little Cottonwood Canyon contains 27.7 square miles of watershed for Salt Lake County.
- Alta Ski Area is honored to receive the following accolades:

Ski Magazine October 2007

Voted #25 Resort

Also ranked:

- | | |
|-------------------------|----------------------|
| #1 Weekend Escape | #4 Terrain/Challenge |
| #1 Overall Satisfaction | #5 Terrain/Variety |
| #1 Snow | #7 Scenery |
| #2 Weather | #7 Access |
| #2 Value | |

Skiing Magazine October 2007

Voted #4 Resort (AltaSnowbird)

Also ranked:

- #1 Powder (AltaSnowbird)
- #5 Backcountry (AltaSnowbird)

Freemagazine November 2007

Voted #3 Resort (AltaSnowbird)

Also ranked:

- #1 Powder Skiing (AltaSnowbird)
- #3 Most Average Snowfall
- #3 Biggest Pro Scene (AltaSnowbird)

- Secret Lift and Secret Lake gain their peculiar spellings from a misspelled mining claim filed in 1866. Officials fought for the intended "Secret" after the turn of the last century but the "Cecret" moniker was preserved and continues to be a reminder of Alta's unique past.
- Alta received 400 inches of snowfall last season, 641" in 2005-06, 697" in 2004-05, and about 50" as of November 1, 2007. How many inches will fall this season?

Special Winter Fun

❄️ Ski With The Girls!

Begins December 4. Meets at Watson Shelter in the Baldy Brews coffee shop at 10:00 am every Tuesday. (No program December 25 and January 1). Cost is free! This program supports the casual gathering of women who wish to ski, socialize and meet others with similar skills. It is designed for many ability levels—from those who can ski easy intermediate runs to those who are quite accomplished at skiing more difficult terrain. Ski for a while, and then come in for coffee or lunch. Sign up for an afternoon workshop with the Alf Engen Ski School. Questions? Please visit alta.com for more details, or call 801-799-2263.

❄️ Just For Adults

December 14 & 15. Jump Start Your Groove! Meets at the Goldminer's Daughter Lodge at 8:45 am. Cost is \$380. Start the ski season by brushing up on your skills and finding that groove with the experienced pros of the Alf Engen Ski School. This two-day, early-season clinic is for men and women with upper intermediate through advanced skiing skills. Please visit alta.com for more details, or call 801-799-2271.

❄️ Alta Ladies Day Program

Begins January 10. Meets for six consecutive Thursday mornings. On January 10, please meet at the Albion Grill at 9 am for a continental breakfast. Cost is \$405. Join instructors from the Alf Engen Ski School for the 20th year of the Alta Ladies Day Program, designed for women by women. Set your goals high. Our experienced instructors are committed to helping you achieve them! The mission of Alta Ladies Day is to provide a social and fun learning environment, and to build your confidence by challenging you just enough to stretch your boundaries. Ski with the same instructor and group of women. Please visit alta.com for more details, or call 801-799-2271.

❄️ Goddess Off-Trail Funshop

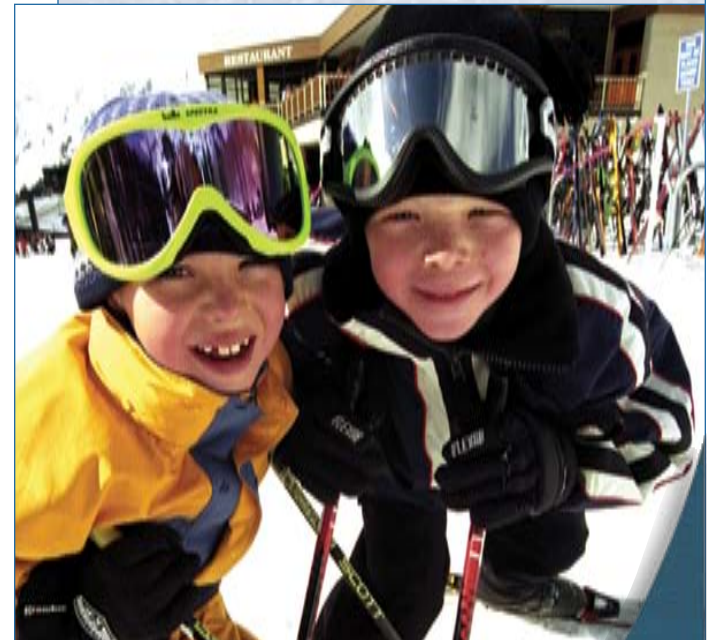
March 3 & 4. Meets at the Goldminer's Daughter Lodge, upstairs at the bar at 8:45 am. Cost is \$380. Inspired by women instructors of the Alf Engen Ski School, this two-day, off-trail women's funshop offers coaching and guiding towards your goals and dreams. Learn the secret nooks of Alta and enjoy the sisterhood of the mountain. Please visit alta.com for more details, or call 801-799-2271.

❄️ Visit ALTA.com and altaarts.org for more events and clinics!

"Ski Free After 3" Continues!

Alta will continue with "Ski Free After 3" every day on Alta's Sunnyside detachable triple lift. Sunnyside provides access to great beginner terrain. The lift has proven to be a wonderful tool for skiers just starting. In addition to slowing down for loading and unloading, the lift gets skiers up into the alpine majesty of Alta's scenic Albion Basin, and then gives them a mile of great learning terrain back to the base.

To participate in this year's "Ski Free After 3" you can register at the Albion Base Ticket Office and make a one-time \$5.00 purchase of the Alta Card. Each new day, you can reload "Ski Free after 3" at a kiosk near the base of the lift. With your Alta Card you will not have to show a pass every time you ride Sunnyside. Visit alta.com and enter the web ID on your Alta Card to personalize your card or track your ski history.



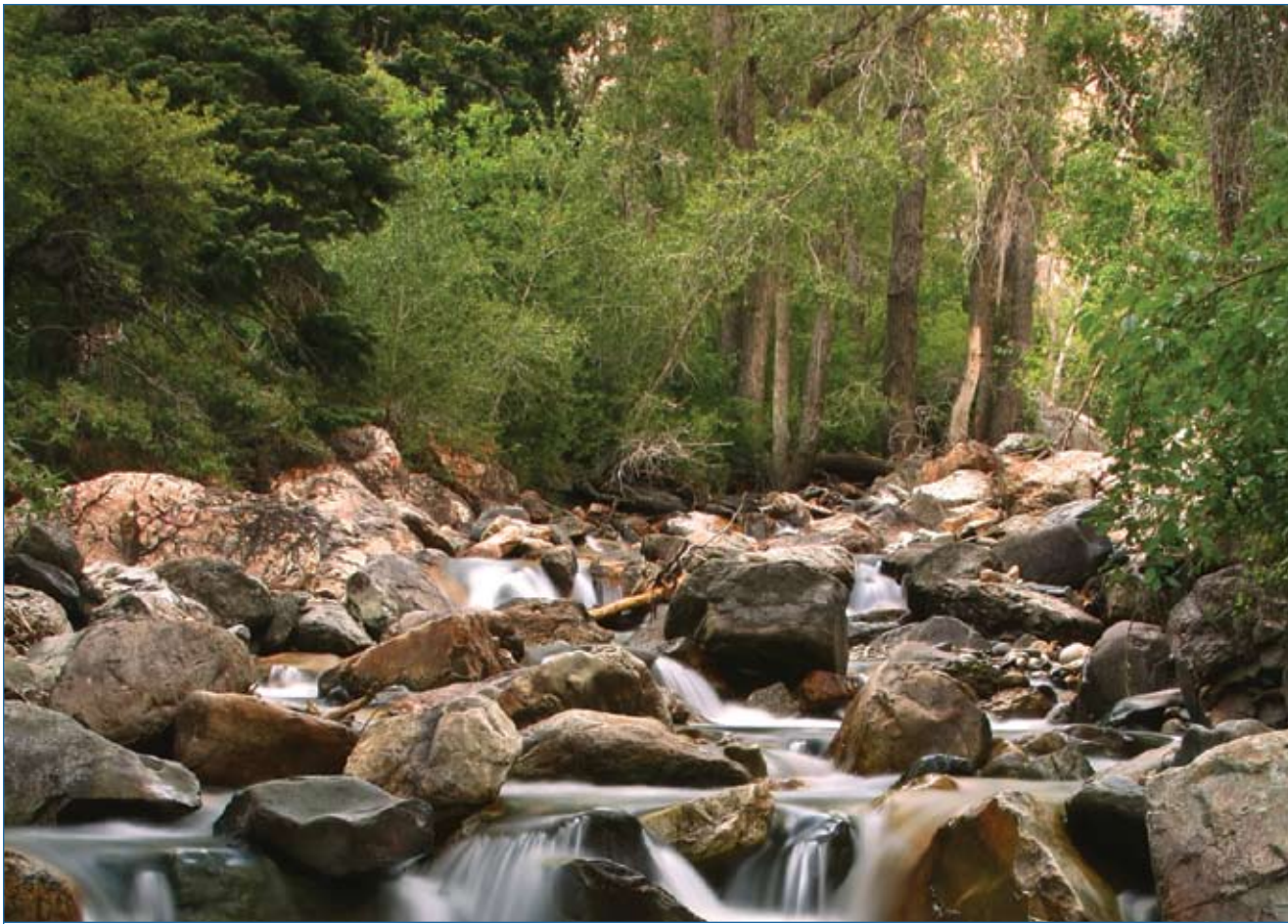
Two of Alta's finest pose for face shots

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*A daily reminder of Alta's responsibility to the environment.
Little Cottonwood Creek flows from Alta to our neighbors in Salt Lake City.*

Collectable Lee Cohen Poster

Available in Limited Quantities

Didn't pick up one of these posters last season? We found a few more in our supply closet, so act fast because quantities are limited. The poster, which could easily be called "face shots," is a fine-quality lithograph reproduced from an original photograph by renowned photographer Lee Cohen. Each limited edition print is individually numbered, signed and comes with a certificate of authenticity. Cost: \$52. We will pay the shipping fees, or you can pick the poster up at our main office or visit our e-store at alta.com.

Alta's Environmental Commitments

Alta Ski Area is a "Visionary Partner" with Rocky Mountain Power through the Blue Sky Program.

Alta's commitment to clean, renewable wind energy is reflected in its promise to purchase 900,000 kilowatt-hours (kWh) for the next 12-month period, offsetting over 23 percent of Alta's traditional energy consumption. This is equivalent to avoiding 900 tons of CO₂ emissions per year.

Alta Joins Clif Bar and the SkiGreen™ Program.

Alta is working with Clif Bar to make the Sugarloaf Lift more environmentally friendly by purchasing renewable energy certificates through the SkiGreen™ Program. The SkiGreen™ Program is a partnership with the Bonneville Environmental Foundation and leaders in the winter sports industry to build support for non-polluting renewable sources of energy. Offsetting the energy used to run Sugarloaf translates to 11 percent of Alta's energy consumption, bringing the total covered by renewable energy to 34 percent.

Alta skiers have the opportunity to support renewable energy. Skiers can purchase a \$2.00 SkiGreen™ Tag at Alta ticket offices and on alta.com. These dollars support clean wind energy and roughly offsets CO₂ emissions produced by driving to and from the ski area.

Education

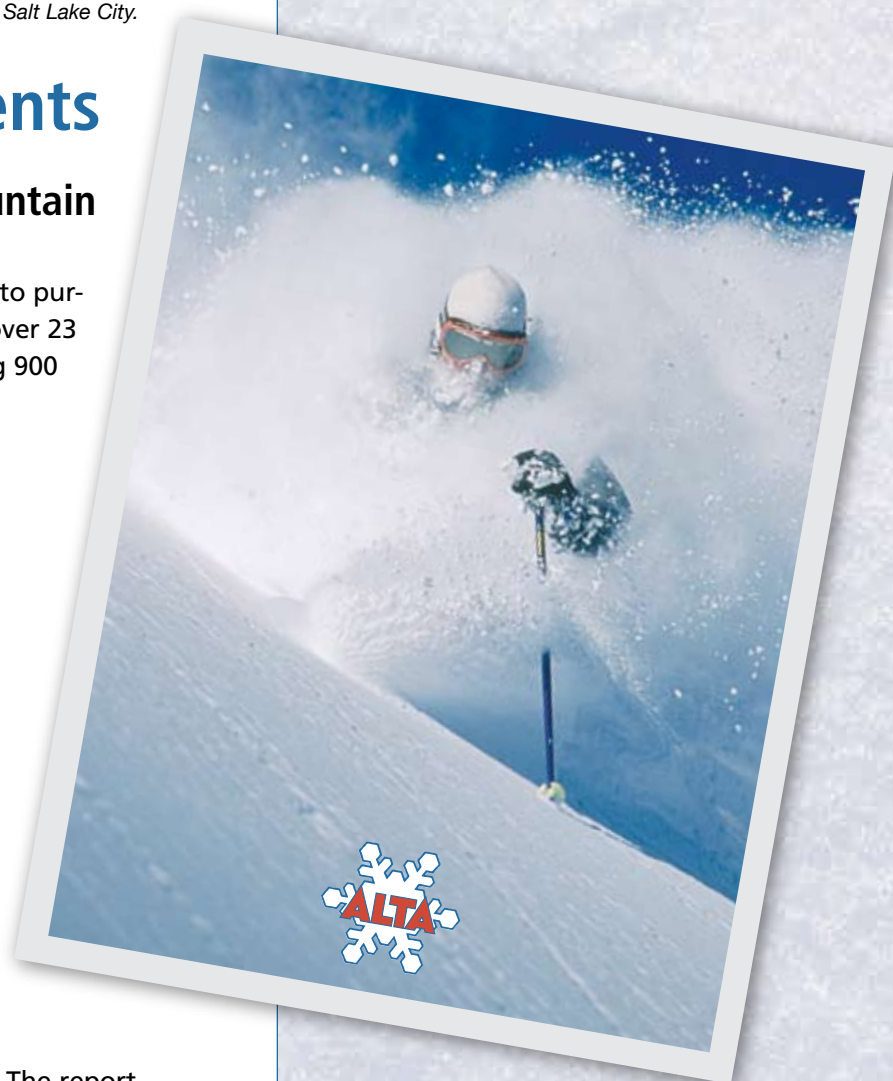
At Alta, we hope to educate our employees and skiers about the value of our environmental efforts. Alta's Environmental Report can be viewed at alta.com. The report lists accomplishments and enduring efforts Alta has made during the last two decades to remedy past environmental impacts and to integrate sustainable environmental practices into our everyday operations.

Recycling

The Town of Alta is now working with Salt Lake County and has recently expanded its recycle program to include all numbered plastics, cans, cardboard and most paper.



For more information on our environment programs and how you can participate, visit us online: ALTA.com



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Lee Cohen Poster*

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Pisten Bullys ready to go

Collin's Corner



Philip "Buck" Boley

A member of the Alta family since 1977, Buck is in charge of snowmaking operations and is Assistant Mountain Grooming Supervisor—once the snow starts falling. Buck has been instrumental in creating new programs including an automated, computer-assisted snow making operation, which is integral in enhancing early season skiing.

Buck and his wife Kathy, and daughter Elizabeth, live in Holladay. Kathy serves as the Assistant Office Manager for the Alf Engen Ski School.

"Romantic Alta"

One fine day in 1920, a young local named Robert Marvin climbed Mount Superior carrying a tobacco tin can. With thoughts of marriage, Marvin carefully placed the treasured container at the summit. The next day, he invited his girlfriend on an outing and led her to the hidden tin. When she opened it, the overjoyed woman found a wedding ring inside. As the couple hiked back down the mountain, they encountered Alta's Mayor George Watson, who quickly learned of their happy news. How fitting, Watson thought, to become engaged at such a romantic place as Alta. The term stuck, and from then on, Watson signed his name as George H. Watson, Mayor of "Romantic Alta."

Slopeside Spotlight

Nature covers the rocks, stumps and deep gullies of Alta's renowned terrain with an average of 550 inches of snow each year—yet, it is the cat crew, using the latest technology and science, that ensures groomed runs off every lift.

The cat crew, headed by 30-year snow veterans Al Tunbridge and Buck Boley, has seen an evolution in the art of grooming and snowmaking. One of the best techniques emphasizes summer grooming of the main runs, which allows greater coverage with less snow once winter comes. Last summer, the roads and pitches on the upper half of Mambo were combined to make a "real" ski run from the top for the first time. (The lower half was roughly bulldozed in the 1960s). Utilities were buried so the full length of Mambo now has snowmaking capabilities. The only main runs that don't have snowmaking capabilities are off the Supreme and Secret Lifts.

The art of snowmaking has come a long way since the mid 1980s when a few guns ran with portable generators, extension cords and fire hoses laid on the snow. (Imagine 1,000 feet of fire hose that, if anything went wrong, froze solid). Snowmaking guns today are quiet and efficient. They have buried utilities supplying them and are controlled by computer programs and automatic hydrants that turn them on and off as conditions dictate. This all leads to making better snow in larger quantities with greater energy and water efficiency. One of the keys to making good snow is to have plenty of water when it is cold. In 2002, Secret Lake was tied to Alta's snowmaking system, allowing water to be stored during warm weather and accessed for high production during cold snaps.

Once the snowmakers make that great base and Mother Nature adds to it, a fleet of Pisten Bullys comes out at night to rearrange the snow and groom it for the next morning's skiers. Today's machines are well designed for driver comfort, fuel efficiency, quiet operation and state-of-the-art grooming. Keith Averett and Alex Ausseresses lead the mechanics that tune and repair the fleet of 10 grooming cats, a dozen and a half snowmaking guns and a wide array of equipment needed to plow the parking lots. All of this is a far cry from the first "Sno-Cats" of the early 1960s that often had to track-pack the fresh snow first before they could drag a homemade roller across the surface.

Although the art of snowmaking and grooming has changed through time, it cannot be overstated how it has always been the conscientious operators, snowmakers and mechanics that work to support our quality skiing experience here at Alta.

An early transport snowcat, circa late 1940s



Ed and Dolores LaChapelle

A Tribute to Two Wasatch Mountain Snow Safety Personalities

When two people who have closely shared a lifetime of experiences pass away within a matter of days, not only is it a loss, but also it presents a unique situation. It happened in 1997 when close friends and "gentle giants of the ski world," Chic Morton and Alf Engen, passed away within five days of each other. And, in 2007, snow experts and pioneers Dolores and Ed LaChapelle died independently, but again within a few days of each other. While their lives had gone separate ways after a long marriage, their story is poignant.

Dolores passed away on January 21, 2007. During her lifetime, she distinguished herself in a number of ways. She was a member of the Forest Service's avalanche and snow research team, an outstanding powder skier, and "one of the West's most prolific ecological writers." In the early 1950s, she married Ed. The couple moved to Utah, making Alta their winter home for the next two decades.

Dolores achieved many "firsts" in her lifetime, including making the first ski ascents of Mt. Columbia, the second highest peak in the Canadian Rockies, and of the Snowdome- a point on the Columbia Ice field, which is the watershed for the Atlantic, the Arctic and the Pacific Ocean. In addition, she was one of the first to ski Alta's famous Baldy Chutes in the early 1950s.

In recognition of her many lifetime accomplishments, the University of Utah J. Willard Marriott Library Ski Archives honored her with a prestigious Utah "History Maker" award in 2004.

Perhaps no person is more celebrated in the history of snow safety than Ed LaChapelle. Ed died at the age of 80 on February 1, 2007, following a ski outing on Monarch Mountain in Silverton, Colorado. After doing what he loved best, skiing early morning fresh powder snow, Ed lay down to rest, and within a few hours left this earth in search of new powder.

Ed leaves a legacy that will be remembered for years to come. He began his avalanche research profession in the early 1950s, after being a participant in the Swiss Federal Institute for Snow and Avalanche Research in Davos, Switzerland. Ed went to work for the Forest Service and became Alta's Snow Ranger in 1952.

For the next two decades, Alta had the benefit of having one of the world's finest snow safety experts. Ed's overall knowledge regarding avalanche and avalanche control earned him national and international acclaim. Every snow safety person in America owes part of his or her knowledge base or experience to Ed.



Dolores LaChapelle skiing at Alta in the early 1960s. Her trademark braid is visible on her right shoulder. Photo, Ed LaChapelle and WildSnow historical archive.

Must-Read Books by Ed and/or Dolores LaChapelle

- Avalanche Safety and Life in the Back Country
- Deep Powder Snow: 40 Years of Ecstatic Skiing
- Rapture of the Deep: Concerning Deep Ecology and Celebrating Life
- The ABCs of Avalanche Safety for Winter Sport Professionals and Backcountry Travelers
- Secrets of the Snow
- Field Guide to Snow Crystals

"Use your head in deep snow but don't stay out of it...it's the greatest thrill in skiing."

— Ed LaChapelle



Just a few steps for huge payoffs



Albion Basin with a typical sunrise over Mt. Superior

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