



ALTA IS FOR SKIERS.
ALTA.COM

ALTA POWDER NEWS

Online edition available at alta.com



Devil's Castle from the top of Mt. Baldy

Ticket System Update

We are well into "spring" skiing. Typically, this is a good snowfall season and a time for friends and families to fill our lodges and slopes. What would we like to share about the successes and challenges of our radio frequency ticketing (RFID) system?

Our skiers tell us that the system has been a good tool to make their ski day at Alta easier. Having the ability to place your Alta Card in a pocket for the day and not having to take it out every time you board a lift — thumbs up!

We realize that there have been some glitches, and hope that we have worked with you to help solve them. We know that one of the most frequent phenomenas is that some passes need to be "read" by our antennas for several seconds more as the skier passes through our gates. We will work to improve that for next season.

We would also like to thank our town's lodging businesses. They have worked hard to help provide our guests with the ability to pick up ski passes at their front desks. This is a nice skier service.

Some of our skiers have been reloading their Alta Cards from the comfort of home or office, which allows them to arrive at Alta, and go directly to the lifts. We started on-line reloading after the Christmas holidays, and at this time, you can load your Alta Card from a link on alta.com.

We will spend time this summer fine-tuning additional aspects of our RFID system. Watch for updates in our Early Winter 2008 Alta Powder News! Thank you for your patience through our first season of hands-free ticketing.



Alta Powder News - Next Generation

These days, breaking news can't come out in an on-line newsletter like this, but what we can offer is a follow-up to the news, and some history, analysis and possibly some opinion. We hope, as we did in the Early Winter Edition, that you find something of interest in this edition.

A ski area paper should give a ski report, and here it is: First, and most importantly, many feel that skiing this season has been "as good as it gets." Although some may question that statement relative to early December — as we were skiing primarily on machine/manmade snow from top to bottom on Collins and Sunnyside — "as good as it gets" compared to no skiing and rocks. Then to everyone's relief, it snowed and snowed with days and days of great skiing. By March 24th, Alta had received 589 inches.

Many businesses in town are financially behind last season, due in part to the slow start and access problems on Highway 210 from all of the great snow. Last season, business was better for many because of minimal problems with access, plenty of bluebird ski days and only 400 inches of snowfall.

Be Careful and Ski Happy!

Onno Wieringa, General Manager

The Only Constant is Change

Did it seem like a colder winter this year? With all the talk about climate change warming and cooling, it is good to remember that above and beyond what we humans do that can affect the climate, a constant has

always been change. This past winter was no exception. The hourly temperature average at the top of Collins Lift from December 21 - March 21 was 6.5° colder than the same time period last year. It was 20.5° last winter and 14° this winter.

The average Alta snowfall in March is 97 inches, making it the biggest average snowfall month.

March skiing at its finest





The Albion Base

Catherine's Quips

*For only the fourth time in 28 years, Alta reached 500" of snowfall before the end of February.

1982- by February 16

1993- by February 23

1997- by February 28

2008- by February 24

*Just west of the base of Sunnyside Lift is a cottonwood tree. Growing at 8600 feet, it is believed to be the highest location in our canyon for this type of tree.

*The Gelande (German for "terrain jump") dates to the 1840s. Alf Engen took the Gelande into the competitive arena when he organized the 1st tournament at Alta in April 1963. The 1st National Gelande was held at Alta in the spring of 1965. Alta hosted the annual event until 1974.

*The Our Lady of the Snows, which is located west of the Shallow Shaft, was built in 1993. A cooperative effort led by the family of the late Joanie Collins, the Salt Lake Catholic Diocese and Alta & Snowbird community leaders raised the funds to construct the building. The previous Our Lady of the Snows was destroyed by an avalanche in 1983.

Town of Alta News

Tim Evenden and the Albion Grill

The Albion Grill is located at the Albion Base. Tim Evenden, owner & operator, offers this simple invite, "Come and share our great food, incredible views and old-fashioned ski lodge hospitality."

Born in Cincinnati and educated at Morrisville University in New York, Tim arrived at Alta in the unforgettable drought season of 1976/77. He moved into the Alpenglou (now Alf's Restaurant) and went to work for Doug and Diane Bledsoe. That first season for Tim was unusual, as the area did not open until January. He worked a few hours a day for room and board and spent his time hiking the slopes of Alta.

The next few winter seasons found Tim employed as a handyman at the Rustler and helping out in the Deep Powder House. By the summer of 1980, he asked himself the age-old ski bum question: How can I stay and work a real job in this beautiful place? He was fortunate to work under Chef Paul Radden at the Alta Lodge for the next three seasons. His good friend Rob Voye, manager of the Alta Lodge at the time, suggested that Paul would be a great mentor. Tim had not had much experience, but he would get his own room and private bathroom!

Chef Paul was a remarkable teacher, but Tim moved next door to the Rustler Lodge for the 1983 season. He then worked with Les Powers in the kitchen, becoming head chef that spring. This position lasted through the 1985/86 season.

Alta Ski Area built the Albion Day Lodge in the summer of 1986. Tim, along with his good friend Rob Voye, was offered the management position for the Albion Grill. Tim and Rob were an incredible duo for the next decade.

Flash forward to spring 2008. Tim remarks that the biggest changes he has felt over time are the dynamics of the whole Albion Base area. He remembers that it seemed so rustic in the mid-eighties. The good skiers did laps on the Wildcat/Germania side, coming over to the Albion Basin side to ski the Castle when it was open. Today the Albion Base area is full of families and friends, the virtual hub of Alta.

Tim's food philosophy? To develop a menu that is in line with skier's tastes. Simple is better and it just plain has to taste good! Think the Tuscan Turkey Ciabatta sandwich, topped with a sun-dried tomato infused mayonnaise, roasted yellow peppers and basil.



Tim Evenden with Devil's Castle in the background

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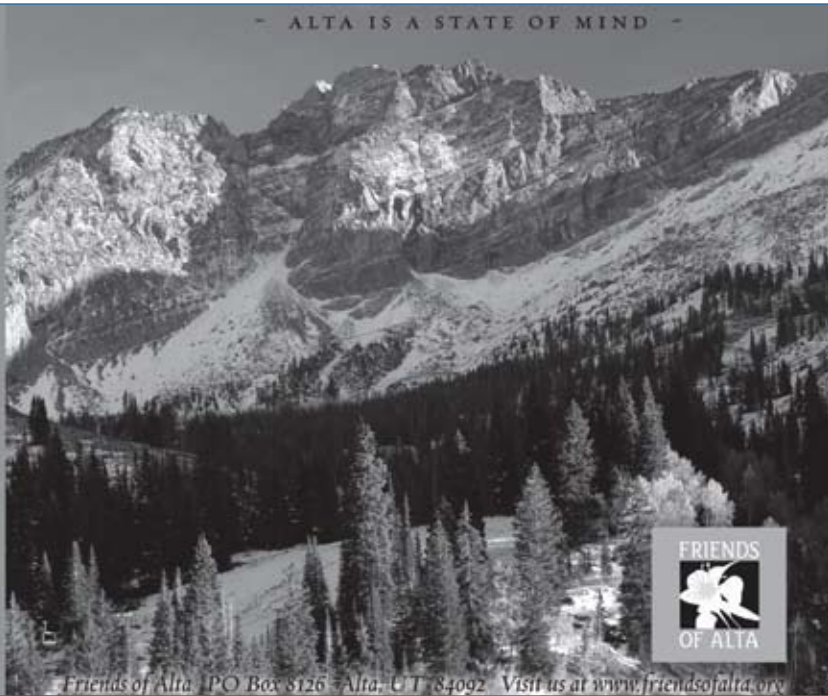


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THE TOWN OF ALTA, home to the Albion Basin and Alta Ski Area, is located in the beautiful Wasatch Mountains of Utah. This unique area has maintained its unspoiled character by avoiding over development and exploitation. Friends of Alta, a non-profit land trust organization, is committed to the area's preservation by acquiring and conserving land, protecting watersheds and promoting environmental education.

THE MISSION OF THE FRIENDS OF ALTA is to protect the environment of Alta, including watershed and wildlife habitat areas; to preserve Alta's unique character and heritage; and to encourage stewardship and sustainability of Alta's environment and community.

YOUR SUPPORT IS ESSENTIAL



Friends of Alta, PO Box 8126 - Alta, UT 84092. Visit us at www.friendsofalta.org

A Special Alta Guest

Meet Naomi Wain, Alta Lodge Guest Extraordinaire!

In 1960 Naomi started skiing as a 40 year old. She was in Aspen, skiing with friends who were accomplished. She decided that was a goal for her, and in 1962, she and her husband Jack came to Alta and began lessons with Eddie Morris. Naomi recalls that three seasons later, on May 5th, she had her opportunity to ski bottomless powder. She describes the experience as "skiing on eggshells"- absolutely perfect. It was magic.

Friends had encouraged Naomi and Jack to come to Alta, and Naomi thought the recommendation was to stay at the Alta Lodge. Indeed, it was another lodge, but the die was cast. She fell in love with the lodge, her dear friends Bill and Mimi Levitt, and with the endless powder days they experienced over the years. Her pattern? Naomi generally came to Alta five times during the season for two weeks at a time. She often came alone, as Jack was involved in the accounting profession and could not escape as often. He encouraged her to come to Alta and the Alta Lodge, where she would always have a friend to eat with at dinner.

Naomi lost Jack in 2001. She continues her trips to Alta, choosing to "have no friends on a powder day," but always willing to join friends and acquaintances to ski the groomers. Her description of skiing fresh powder the day after a big storm when the sun appears — "ice cream on cake."

Naomi shared hand-written notes from her initial lessons with Eddie Morris at Alta in the early 1960s. She keeps them tucked in an envelope and brings them with her on each ski trip to Alta...knees bent beyond toes preferably over bindings...with knees pressed directly forward, not into the hill but like sitting in a chair uphill...

On March 14 and 15, Naomi competed as a finalist in the NASTAR competitions in Steamboat Springs, Colorado. Her age group? 85-90 year old skiers. Best wishes, Naomi.

Alta Skiers Will Be Missed

Jack H. Walker (1915-2008)

We lost Jack Hamlin Walker on January 28. He was 92. Jack's contributions to the Utah ski community included his involvement with the construction of Ecker Hill, which is the site of many world-class ski jumping events. More importantly, we all remember Jack for his huge smile, skiing Alta's slopes with life-long friend, Vern Nichol.

Jack's own epithet: "Sinner that I have been heaven has rejected me and hell can't wait to get me. But, when hell freezes over, I'll ski there too!" We can't be sure of his prediction's accuracy, but the statement truly reflects the fun-loving nature of Jack's approach to life. Jack, we'll see you at the top of Supreme!

Billy Poole (1979-2008)

Pro-extreme skier, Billy Poole, died in the backcountry pursuing his life-long dreams. In his honor, the Billy Poole Ski Foundation has been established to remember his life and memory.

The Billy Poole Foundation introduces youth to skiing through direct experience. Billy was inspired by skiing and the mountains, but more importantly, he served as an inspiration to others by following his passion, staying true to his dreams, and ripping the mountain the way only someone who lives to ski can. The Billy Poole Ski Foundation strives to carry on his inspiration to others by introducing kids to skiing.

Please help us remember Billy. Donations may be sent to:

Billy Poole Ski Education Foundation
P.O. Box 4631
Missoula, Mt. 59806

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-continued from lower left corner

William F. Buckley (1925-2008)

by Onno Wieringa

The recent passing of William F. Buckley, as in all passings, prompts remembrances of that person in your life. So it is with Mr. Buckley, Alta and me.

One fine mid-winter day, in 1994, Mr. Buckley and his longtime skiing friend, Milton Friedman, summoned me. I was asked to meet the two gentlemen at the Alta Lodge, as they had a problem they wanted to discuss.

I arrived at the arranged time and was led to a window seat in the southwest corner of the lodge. Mr. Buckley pointed at the base of Collins and Wildcat Lifts, which, at that time, were twenty feet higher than they are now. Then they explained their problem. "We are getting older and are not as tough as we used to be. Climbing that hill to Wildcat is soon going to be something we won't endure...isn't there something you can do?"

We discussed that subject, along with all of the things they so thoroughly enjoyed about Alta, and I assured them I would think about their problem and get back to them before their departure.

Our "collective of problem solving group" decided that it was entirely reasonable, pending Forest Service approval, to put in a short rope tow east of the Wildcat Ticket Office. Mr. Buckley and Mr. Friedman were relieved that there was hope for removing an obstacle to their skiing longevity.

And so was born the "Ticket Office Tow" that assisted hundreds of thousands of skiers until 2004 when both the Collins and Wildcat Lifts were removed and replaced. At that time, we lowered the Wildcat hill about fifteen feet and removed what affectionately was renamed the "William F. Buckley Tow." Thank you, Mr. Buckley!

Alta Community Enrichment (ACE)

Alta Community Enrichment (ACE) is a non-profit organization that creates opportunities in the community for individual and group participation in arts, cultural events, and education. ACE is co-hosting the 2nd annual Alta Gala on March 29th at the Alta Peruvian Lodge. Come and support three of Alta's non-profits for a wonderful evening of food, drink and live jazz music.

Tickets are \$75. Proceeds benefit the arts, history and environment of Alta. The 501(c)(3) non-profits supported are ACE, Friends of Alta and the Alta Historical Society.

Please call (801) 742-9719 or (801) 742-9712 for tickets and information.



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The Wildcat Ticket Office



Christa Gaffney

Slopeside Spotlight

Christa Gaffney

Many of our skiers can recognize Christa Gaffney. It is her smiling face that appears consistently behind the windows of both of Alta's ticket offices.

Christa has lived in Utah since 1974, learning to ski on the Albion lift. While guiding for Glacier Raft Company, Alta's general manager and part owner of the raft company, Onno Wieringa, suggested that she apply to Alta for the winter season. Christa did, and began her career at Alta in 1994 as a ticket seller; she assumed the title of Director of Ticket Sales in 1999.

Christa spends her winters living above the Wildcat Ticket Office with her husband Sean and beloved dog Coda. Sean is president of Alaska Mountain Guides and Climbing School, with a winter office in the Albion Day Lodge.

We asked Christa about changes she has experienced in her department. She articulated that Alta had only begun to accept credit cards in 1990. Cash was still the primary way of purchasing skiing. Her first two years marked the end of the use of a ticket-printing machine (the WAM) that was very basic. In 1996, the office upgraded to a Datamax thermal laser printer, and this season to a computer based radio frequency identification system (RFID).

Christa attests that Alta has always attracted young, energetic adults. Some in her department have stayed for years; others use the experience as a time between college and the "real world." She tries to keep a balance of people in the ticket office to create good energy. Currently she employs 25 people. Turnover averages less than 50% from season to season — a good testament to the work experience Christa provides.

What changes does Christa foresee in the next five years or so? She feels that this past season's transition to the RFID system was a big change. With that, she hopes skiers will be able to utilize more "direct to lift" options, reloading their skiing from home computers and taking some traffic out of the ticket office.

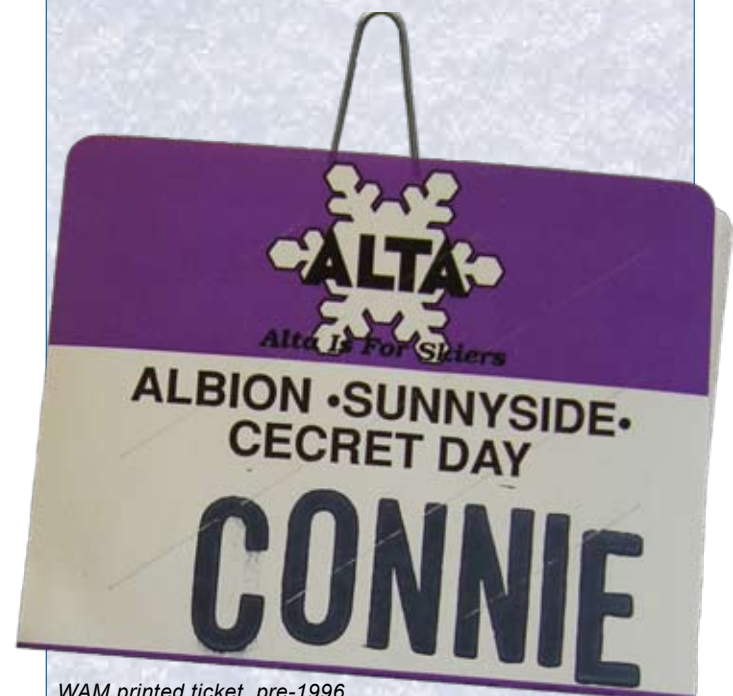
Stop in and say hello to Christa before the season ends and she moves to her summer home in Haines, Alaska.



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



Datamax thermal laser printed ticket



WAM printed ticket, pre-1996

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SPLORE Vets at Alta

Alta Ski Area Teams Up With SPLORE to Offer Nordic Skiing to Vets

Since 1977, SPLORE has provided customized outdoor recreation and education programs to children and adults with chronic disease and disability by overcoming barriers such as cost, equipment, transportation, cultural attitudes and self-limiting beliefs.

Recently SPLORE partnered with the Veteran's Administration Medical Center to offer veterans outdoor recreation programs. Supported by Alta Ski Area, Rossignol Ski Company, Kirkham's Outdoor Products, Kennecott Charitable Foundation and community volunteers, veterans are being introduced to the curative benefits of Nordic skiing. This customized Nordic program promotes psychological, social, and physical health benefits that individuals gain from participation in outdoor recreation activities such as an increase in emotional and behavioral outcomes, improved health, self-initiated and self-directed independent behavior, social capital, and wellness.

Alta hosted the groups of veterans for two days this season. Julia Howlett, who led the skiers in the afternoon sessions on Alta's Nordic track and up the Summer Road, remarked, "What a delight to be able to share Alta with some individuals who really deserve special treatment. All were vets from three different wars."



Collin's Corner



Send Us a Picture of Your Alta License Plate!

For several years we have had an area on our alta.com site to showcase license plates from around the country. It has been a lot of fun to receive the submissions. You can view the plates under Mountain Cams & Pics, selecting Slide Shows. Click on License Plates.

To date, we have representation from 31 states. We don't mind multiple submissions for a particular state, so don't hesitate to send in a picture for a state already represented.



Alta's Alf Engen Ski School had a Great Season with Your Children

The Alf Engen Ski School's Children's Ski Adventure staff shared their passion for the lifelong sport of skiing with thousands of children this season. Many children returned from previous seasons to create and renew friendships with other students and instructors. Others arrived for their very first skiing experience. Our all-day programs let you drop your children off early and pick them up when the lifts close, or let you meet them at the end of their lesson and enjoy the last run of the day together. Instructor assistants work with the lead instructors to help the youngest and newest skiers feel comfortable both on and off the snow.

The children love their written progress reports at the end of their lessons and the opportunity to introduce their parents to their instructor. Our goal is to give your children a great skiing experience and your family lifelong memories of skiing together at Alta.

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Alta Visitor's Bureau

What is the Alta Visitor's Bureau (AVB)?

The Town of Alta is made up of a number of individually owned and operated businesses. When someone needs information about Alta's lodges, condos, private homes and chalets, the ski shops and restaurants, or even what is on the calendar for events, there is one number to call to get the scoop!

The AVB is an economic development and promotional arm of the Town of Alta, funded primarily by a .05% sales tax collected from all of the businesses. It is run by two dynamic people — director Susan Ragsdale and her assistant, Sara Madsen. Both are very knowledgeable about the community. If you are looking for lodging, they can discuss the options with you and refer you to one of the properties. If you have questions about dining, they can personally speak from their experience and make recommendations.

You can contact the AVB by calling (888) 258-2840, or by visiting www.discoveralta.com.



NEED HELP?

Talk with a vacation planner. (888) 258-2840

discoveralta.com



ALTA

Spring Festival

April 4, 5 & 6, 2008

Friday 10:00-6:00 A.C.E Art Market Goldminer's Gallery
Handmade jewelry, photography, printmaking, paintings & retro graphics.
11:00-2:00 Seafood BBQ Albion Grill *...on the deck!*
1:00- Sunset Volleyball Town of Alta Below the Rustler Lodge - along the transfer tow

Saturday 9:00-3:00 Demo 2008-2009 skis! Wildcat Base **FREE**
...must have credit card handy...
10:00-6:00 A.C.E Art Market Goldminer's Gallery
Noon-3:00 Kid's Fair Wildcat Base Activities, critters, snacks and goody around **FREE**
FREE First Time Ski Rental for KIDS!
...get set up at the Motherlode & Deep Powder House shops.
Noon-3:00 BANDS & BURGERS Goldminer's deck
8:30PM "Geology of Alta For Skiers" Alta Historical Society Rustler Lodge **FREE**

Sunday 10:00- 6:00 A.C.E Art Market Goldminer's Gallery
Noon- 6:00 Live Music, BBQ & Apres Ski The Alta Lodge *...on the deck!*
12:30-3:00 Great food & Music Watson Shelter

Fund-raiser Drawing

- * STAND STRONG AGAIN ..Assists spinal cord injured athletes
- ** SUSAN G. KOMEN FOUNDATION ..Breast Cancer Research
- *** THE ALTA PUBLIC SCHOOL

Tickets on sale NOW at participating locations Contact: canyon@xmission.com
& at ALL Festival venues.... \$2 each or \$10 for 6 chances to win!

Prizes to be awarded at 4:00 on Sunday Wildcat Base
******need NOT be present to win!**

Activities will move inside if necessary.

Photo Flashback



Above is picture of Alta taken on November 26, 2007 - only four short days before we opened for this season. Since then we've amassed 531 inches of snow.

Alta Powder News

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Alta Ski Area
PO Box 8007
Alta, Utah 84092
(801) 799-2263

