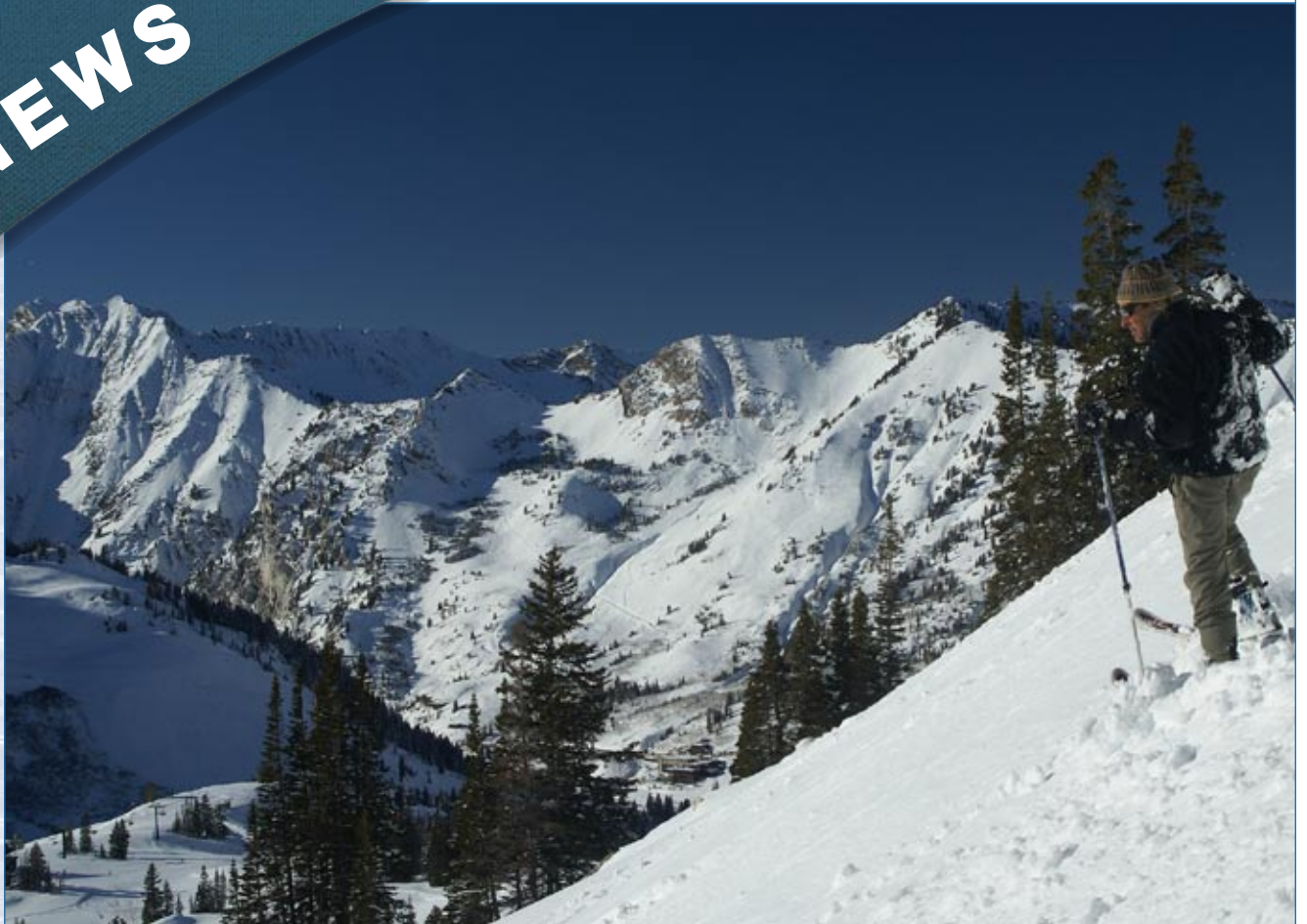




ALTA IS FOR SKIERS  
ALTA.COM

# ALTA POWDER NEWS

Online edition available at [alta.com](http://alta.com)



A skier takes in the view from above Alta's Albion Basin

## Alta Launches Alta Environmental Center

Alta Ski Area announces the founding of the Alta Environmental Center (Alta EnCe). The organization's mission is:

*To protect and improve the environmental health of Alta.*

Mike Lewis, who developed the broad goals and mission of the program, says, "The environmental center is created to consolidate and re-focus Alta Ski Area's environmental efforts. We are particularly concerned with the health of our air, water, and vegetation because these are the key components of our ecosystem."

The Alta EnCe is committed to creating a sustainable ski area operation and discovering new ways to learn and educate others about what needs to be done to protect and improve the area's environmental health. For years, Alta has worked towards reducing its carbon footprint by building energy efficient buildings, implementing an extensive recycling program, putting into practice watersaving measures, and participating in Rocky Mountain Power's Blue Sky Energy program.

Onno Wieringa, Alta's general manager, states, "We have picked the low-hanging fruit and we are committed to discovering innovative new ways to be sustainable and improve our environment."

In addition to its focus on sustainability, Alta supports environmental research and

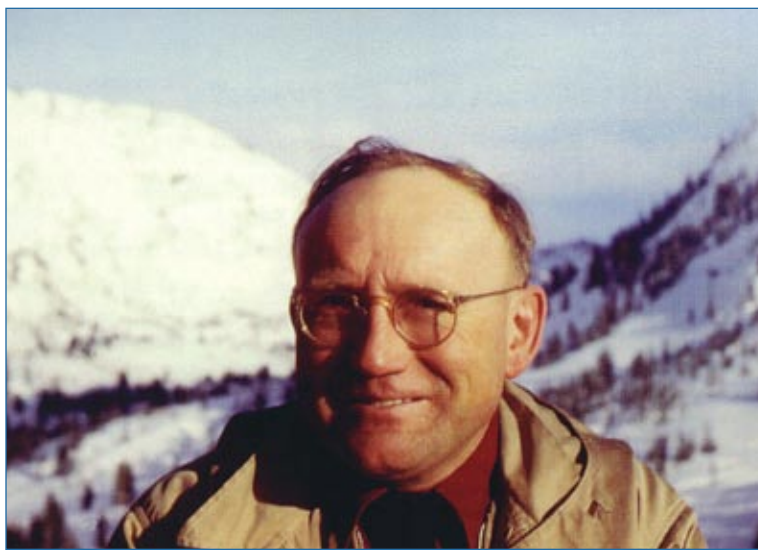
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## 70 Years of Skiing

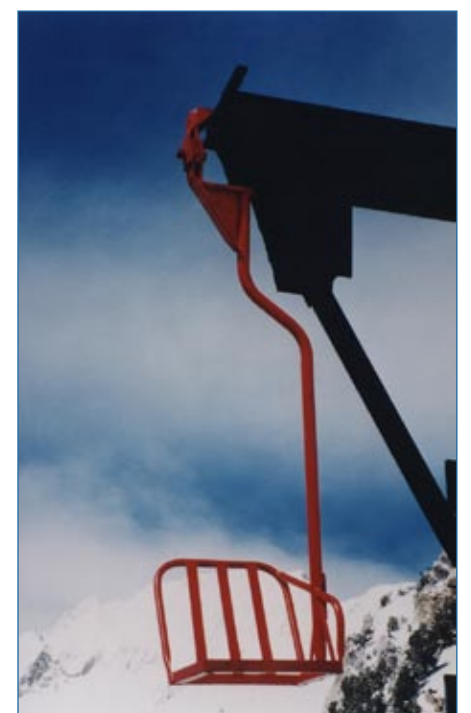
In our first season of 1938/1939, Alta's hardy pioneers worked hard and by mid-January got one of America's first chairlifts operational. Thankfully, the men's passion for skiing kept them going through all of the tough early years—the years when towers were wooden and men were steel.

Thank you for checking in on the Alta Powder News and with us. We hope that all of your ski days this season are memorable and filled with smooth turns.

Onno Wieringa, General Manager



Alta Pioneer Joe Quinney is the founder of the Salt Lake Winter Sports Association. The association formed Alta Ski Lifts Company.



Collins Lift was Utah's first chairlift and one of the first lifts in North America



education. The Alta EnCe's first research task is to establish the baseline on all the environmental efforts that have occurred in Alta. Lewis remarks, "There are many local organizations, including private businesses, non-profits, and individuals that are engaged in some sort of environmental effort. Our goal is to determine what has been done, what is being done, and then what needs to be done." With this information the Alta EnCe hopes to pool resources in order to determine how Alta can grow sustainably.

To learn more about the Alta EnCe, visit [alta.com](http://alta.com).





The Alta Peruvian Lodge

## Town of Alta News

### Alta Peruvian Lodge's Todd Collins

In the summer of 1993, Todd and Maureen Collins traveled from North Carolina with their children to attend a wedding in Utah. That was the first time Todd had visited the state. Shortly afterwards, the family moved to Utah and joined Maureen's father, John Cahill, in his family business. Todd began working at one of the hotel properties in Park City (now the Park City Peaks Hotel.) He joined the Alta Peruvian Lodge team in the fall of 1996, becoming General Manager in 1997.

The lodge has an interesting history. Post World War II, two three-story barrack buildings from the once standing Bushnell Hospital in Brigham, Utah were cut into parts and hauled up Little Cottonwood Canyon. They constituted the first version of the Alta Peruvian Lodge. The Cahill family has modified and improved the lodge over the years into a more sophisticated destination, barely recognizable from the original look.

A significant change Todd has seen in his tenure is in the employee hiring process. Before 1996, the Internet was not utilized in any way for the lodge's business. The lodge relied on word-of-mouth to attract new employees. Now, with its online application, Todd has to turn away a number of applicants each year. This year, in particular, it was very easy for him to hire staff, with more than half of the lodge's employees returning from prior years.

While the lodge does have an online reservation system, and is listed on Expedia, Travelocity and other travel sites, the vast majority of the guests still book by calling directly. About 75% of the Alta Peruvian's guests are "return guests", and they prefer the personal touch of arranging their travel plans with a live person.

What would Todd like Alta to be like in 20 years? Alta would maintain its "skiers only" status, and he hopes that the trend in snow sports will be able to support that. In general, he expects that Alta will not look any different than it does now. It has been a timeless ski area for so long, and he doesn't see why that would change.

Todd and Maureen have three teenagers, a dog and three cats. They live in the Millcreek area of Salt Lake City. Maureen recently earned a Master's Degree in Mental Health Counseling and works as a psychotherapist. All of the kids are trained rock-and-roll musicians—a drummer, a guitarist and a keyboardist!

Todd is originally from Peoria, Illinois, and has lived in Indiana, Florida, Maryland and North Carolina. Besides all of his duties as manager of the lodge, he also has an interest in photography that he has built up over the past few years to the point where it's becoming a side business! Check out [www.toddcollins.net](http://www.toddcollins.net).

Have a great season, Todd!

The Official Newspaper of Alta Ski Area  
Number 132 - Winter 2008 - Page 2

## Catherine's Quips

\*Alta is located in the Wasatch Mountains, which form the eastern edge of the Great Basin. The Wasatch Range establishes the western boundary of the Rocky Mountains.

\*The forest at Alta can be best described as an even-aged forest ranging from 100-130 years old. The Engelmann Spruce and the Sub-alpine fir are the dominant species.

\*The length of Collins Lift is 6,084 feet.

\*Alta received 702" of snow in the 2007-2008 season. Snowfall for January 2008, a whopping 179 inches, 193% above average!

\*The ski run So Long, located off the Supreme Lift, is named in honor of the pioneer in radio journalism, Lowell Thomas. He would close his broadcasts with, "So long, until tomorrow." His program "Lowell Thomas and the News" ran from September 29, 1930 to May 14, 1976 and was the longest running radio program in history. Mr. Thomas was an avid Alta skier.



Todd Collins self-portrait near Taos, NM.

Online edition available at [alta.com](http://alta.com)

ALTA POWDER NEWS



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## Cottonwood Canyons Foundation offers Super Cool Pass

Ski 120 days as a way to help protect the canyons. For those passionate about pristine turns, Alta has teamed with Cottonwood Canyons Foundation to make available a Deep Powder Pass. Your \$1,600 donation gives you a fully transferable pass that allows the holder to sample 30 days each at Alta, Brighton, Snowbird and Solitude. One hundred percent of the proceeds go to the Cottonwood Canyons Foundation, which works to protect Big and Little Cottonwood Canyons through sustainability projects and educational programs.

Big and Little Cottonwood Canyons reign as the outdoor recreational Mecca for powder lovers worldwide. Aside from joy, the canyons provide important tourist revenue for Salt Lake City and supply 60 percent of its water supply. Maintaining these natural resources results in a better quality of life for all of us and helps maintain the future of your turning terrain.

Passes are available at the SLC REI store at 33rd South and 33rd East in the Cottonwood Canyons Foundation information center.

## Long Time Alta Skier

### Alta's Uncle Ed

Everyone has a special friend of the family who becomes known as “uncle”—a term of endearment.

Ed Ohm, longtime Alta Lodge guest, started skiing at Aspen in the early 1950's while a student at University of Wisconsin, Madison. After college he moved to New Jersey and began a 33-year career with Bell Laboratories. He also met his ski buddy, Frank MacKain. Ed and Frank skied in Vermont, but tried to take a trip out west once a year—Jackson and Sun Valley were favorite destinations.

Ed's younger brother, meanwhile, had discovered Alta early in his skiing life and raved about it to Uncle Ed. Advice from a brother is not always taken! However, Ed and Frank began stopping at Alta enroute to their destinations, mostly as a layover in a long trip. It took a few years for it to sink in that the skiing at Alta was far better, in their opinion, than the skiing at their original destinations. By 1968, they were hooked.

Feeling that all of Alta's skiers were far better than they, Ed and Frank signed up for some powder lessons with Eddie Morris. The week of lessons were all on days there was no powder—but Eddie drilled them on technique for skiing the deep snow and reassured them that it would work. On the last day of skiing, a foot of new snow fell and the lessons paid off.

On another trip, Ed lost a basket from his ski pole on a powder day. He was riding up the tow to the Alta Lodge and David Houghton, long time Alta skier and now owner of Alta Sports, spied Ed and said, “Give me your pole. By the time you grab lunch at the lodge, I will have the basket replaced for you.” Ed thought, “What a place!”

After a few years at Alta, Uncle Ed decided that after skiing down from the lodge, he did not enjoy taking off his skis at the ticket office and going inside to buy his ski pass. So he and Frank convinced the Alta Lodge to let them go pick up a bulk ticket order for all of the guests early in the day and let the guests pick up passes in the comfort of the lodge lobby. Ed reports, with a twinkle in his eye, that this meant more work for the ticket sellers and that he was not always greeted with open arms. He also reports that the security team at Alta was suspicious of them because the ticket sellers would let Ed and Frank in behind the secure area to talk while getting the passes. The best outcome of Ed's great idea, other than the convenience, was that he always felt he was up on the local gossip after spending a few minutes a day behind closed doors.

Ed, now over that magic 80-year mark, still visits the lodge. He arrives before Thanksgiving to make sure we all are doing our jobs! When asked what his best memories of Alta are, he so poignantly replied, “Keeping track of the employees, a full time job!” His advice for the next generation of Alta skiers: Be careful and have fun.



*Alta's Uncle Ed*

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ALTA POWDER NEWS



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Wildcat Base, Alta Ski Area



Tom Whipple with his son Matt on top of Mt. Baldy

## Slopeside Spotlight

### Tom Whipple

Some of Alta's top-level management employees are seen by skiers day in and day out working behind ticket counters, loading lifts, serving lunch or tuning skis. Others spend most of their time out of sight, making sure that your skiing experience is as good as you imagined it could be.

One such employee "out of sight" employee is the hard-working Tom Whipple, Director of Building Maintenance and venerable project manager. Tom arrived in Alta twenty years ago, spending four seasons with the Alta Peruvian Lodge in the maintenance department. In 1982 he moved to the Rustler Lodge where he spent three seasons in that same capacity.

Tom joined Alta Ski Area in 1985 as a mechanic for the Cat Crew. He started picking up building maintenance responsibilities, as there was no department at the time to deal with those tasks. Each manager basically tried to keep his own part of Alta maintained. According to Tom, "I was always shooting my mouth off about not having a department for buildings and in the spring of '92 I was given the chance to start one."

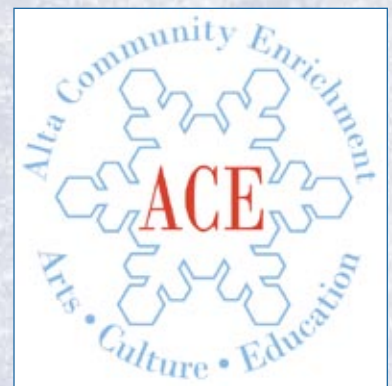
Tom grew up in New Hampshire in Laconia, Rochester and Bedford. When he was small, his family skied mostly little areas close to home, like the now defunct Moose Mountain and Whittier. Over the years, Tom managed to ski most of the areas in northern New England.

There have been challenges in the past decade that have been exciting for Tom and his crew. The rebuilding of Alf's Restaurant and Watson Shelter, expanding and maintaining the utility systems, snowmaking, upgrading systems and constructing lifts top the list. Using computer technology for tasks that were manual a few years ago is the newest challenge for the department.

In closing, Tom shares this thought—no matter how long you work here, never lose sight of the great skiing and beauty that drew us here from the beginning.



**Above:** Alta's first ski area illustration was done by Alan Engen, Alta's current director of skiing. In 1962, then General Manager Charles (Chic) Morton commissioned Alan to do the painting. When completed, the illustration was used to commemorate Alta's 25th Silver Anniversary held during the 1963-64 ski season.



For community events, please visit [altaarts.org](http://altaarts.org).





An APSC athlete showing his skills

## Alf Engen Ski School Launches Camp for Expert Skiers

The newly created Alta Performance Ski Camp (APSC) sets a new standard for the experience of the expert skier. APSC, run through Alta's Alf Engen Ski School, integrates the legendary natural assets of Little Cottonwood Canyon's Alta and Snowbird ski areas with a progressive approach to coaching expert, all-mountain skiers.

"Each day in the canyon is an adventure, thanks to dynamic weather and snow conditions," remarks Steven Helfenbein, one of the program's core coaches. A typical day begins with a morning meeting outlining the day's plan and skill focus. Coaches ensure all participants are on the right ski for the conditions. They introduce and coach the skill focus during the morning ski session. This may include the use of innovative drills or tasks to promote skill acquisition. After a group lunch, the afternoon ski session includes lots of skiing where coaches explore terrain, reinforce the skill message of the day and capture video for indoor analysis, which takes place at the end of the ski day. There is a large group dinner the first night. Participants are responsible for planning their other dinners, all breakfasts, and their lodging. Alta staff is happy to make recommendations.

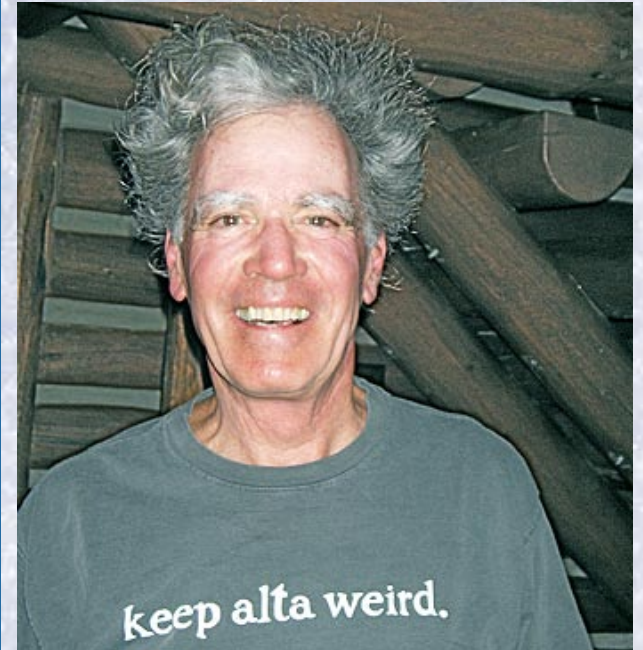
### APSC Camp Highlights

- 1:4 group ratios
- 4 days of guided skiing on Alta and Snowbird's expert terrain
  - January 19-22, 2009
  - February 16-19, 2009
  - March 9-12, 2009
  - April 10-12, 2009
- All mountain ski tactics and techniques
- Video analysis
- Condition specific demos
- Alignment and functional physical evaluation by a biomechanics expert
- Evening indoor presentations

### The Coaches

Collin Bywaters and Stephen Helfenbein are the core coaching staff of APSC. After arriving in Alta in 1996, they have been exploring Alta's incredible terrain and helping others discover their own expert potential. They believe that APSC participants are truly athletes aspiring to lofty goals. Collin and Stephen want to help skiers feel the stoke that comes from achieving a new level of performance in the exciting all mountain environment.

## Collin's Corner



### Got Alta Character?

Break out the camera and dust off those slides—the Alta Characters Slide Show needs your images! Show us how you see Alta personified. What characters make your day, or give you a grin? How do people show Altitude? Whether it was history made, or it is history in the making, we want to see it. Please send digital images to [connie@alta.com](mailto:connie@alta.com).



### Got an Alta Plate?

For several years, we have had an area on our [alta.com](http://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 by selecting Slide Shows and clicking on License Plates.

To date, we have representation from 36 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. Please send digital images to [support@alta.com](mailto:support@alta.com).

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# Alta Ski Area Calendar of Events

## December 2008

31 [Torchtlight Parade](#)

## January 2009

8 [Ladies Day \(6 consecutive Thursdays\)](#)  
10 & 11 [Telemark Camp Ski School](#)  
10-15 [Powder Tracks Ski School at the Alta Lodge](#)  
19-22 [Alta Performance Ski Camp Ski School](#)  
22 [Women's Ski Clinic at the Alta Lodge](#)

## February 2009

16-19 [Alta Performance Ski Camp](#)  
16-20 [Kim Reichhelm's Ski Adventures](#)  
28 [Utah Winter Games Recreational Race](#)

## March 2009

2-3 [Goddess Off Trail Funshop](#)  
8 Daylight Savings Time begins  
21 Alta Gala (see below)

## April 2009

2-5 [Kristen Ulmer's Ski to Live](#)  
19 Alta closes

In addition, the Alta Race Department has a schedule of Town Races and Recreational Races throughout the season. Also, every Tuesday throughout the season, with the exception of December 23 & 30, 2008, Alta offers Ski With The Girls. Visit [alta.com](http://alta.com) for more information.

## Alta Loses A Devoted Supporter, Enthusiast and Friend

Janet Quinney Lawson quietly passed away on December 25, 2008.

Janet was the daughter of Salt Lake City attorney S.J. (Joe) Quinney, who was the instrumental force in the founding of Alta Ski Area in 1938. Janet started skiing with her family in the early days when the Brighton ski area ran rope tows, but became a life-long Alta skier once Alta opened.

Alta's Director of Skiing, Alan Engen, comments, "Janet was a fine ski racer and a candidate for the U.S. Olympic team for the 1940 Winter Games that were canceled by World War II. She was a strong supporter of Alta, anything to do with winter sports in general."

Janet was recognized by the Salt Lake community at large as a keen supporter of the arts, of ski history, of nature, and most especially, of the Girl Scouts. Her Alta Family will miss her.



## Alta Gala

Support Alta's  
Arts, Environment, History  
**Saturday, March 21, 2009**

Join us for a festive night to support Alta's arts, environment and history at the 3rd annual Alta Gala. This year we will be celebrating 70 wonderful years of powder skiing at Alta Ski Area.

*Proceeds to support Alta's non-profits:  
Alta Community Enrichment, Friends of  
Alta and Alta Historical Society.*

LaCaille Restaurant

More information at:

[altaarts.org](http://altaarts.org)  
[friendsofalta.org](http://friendsofalta.org)  
[altahistory.org](http://altahistory.org)

[www.discoveralta.com](http://www.discoveralta.com)



**Alta Gala  
2009**

*Saluting  
Alta Ski Area's  
70th Anniversary*

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