

FWSA PUBLIC AFFAIRS REPORT

July 27-29, 2012

Scott Bowker, VP Public Affairs

FWSA Leadership Info Panel Sessions Delight & Inform Attendees

On behalf of Scott Bowker (FWSA VP Public Affairs), Mike Sanford (FWSA Past President) & John Watson (FWSA History Chair) led the public affairs panel sessions. Big thanks to Mike and John for leading these sessions. Guest speakers included Bill Christensen (10th Mountain Division, Utah Chapter), Harv Forsgren (U.S. Forest Service Intermountain Region Regional Forester, Jock Gliddon (10th Mountain Division, Utah Chapter), Dave Ludwig (founder of American Cancer Society Hope On the Slopes program), Richard Neustedter (MS Can Do former chair of Board of Directors), Emmet Parker (10th Mountain Division, Utah Chapter), Greg Thompson (co-founder Marriott Library's Ski Archives program).

The wide ranging discussions covered Arizona Snowbowl snowmaking case (U.S. Forest Service approval of the use of reclaimed wastewater by Arizona Snowbowl to make artificial snow and subsequent challenges by the Navajo Nation which was the first major legal challenge to the 1993 Religious Freedom Restoration Act & later by Save the Peaks coalition); new changes in water rights clauses (Clause D-30 from 2011 visit www.fs.fed.us/specialuses/ for more info) for ski area permits on USFS lands (NSAA v. U.S. Forest Service January 2012 lawsuit about taking of private water rights); seasonal or year-round natural resource-based recreational activities at ski resorts on USFS lands (Ski Area Recreational Opportunity Enhancement Act S. 382/H.R. 765 from 2011 www.fs.fed.us/news/2011/releases/11/skicomm.shtml); environmental impact of resort development; activities of WWII 10th Mountain Division veterans during their active service in Southern Italy, including clothing and equipment plus their dramatic impact on the development of ski areas and ski industry; the importance of how charities like Hope on the Slopes have greatly enhanced the ability of challenged individuals to enjoy the great experiences of snow skiing; how our respective clubs and councils can participate or even organize fund raising activities; enlightening history of the development of skiing and ski industry in Utah; and origins/sustaining activity of the Ski Archives program of the Marriott Library at University of UT (www.lib.utah.edu/collections/ski-archives/).

FWSA SAFETY PERSON OF THE YEAR 2012

Sponsored by Aspen Skiing Company with lodging provided by The Gant and Crestwood Resort Condominiums

Fran Long of Paso Robles, CA is a member of SLO Skiers and president of Central Council of California. She developed a wide range of safety activities especially the program 'Slip, Slop, Slide, Slither With Savvy Snake' promoting sun safety on the slopes while targeting children involved in snow sports. This ongoing sun safety program consisting of an informational brochure, online quiz, a decal suitable for snow sports equipment, a sunscreen sample and banners has been promoted to thousands of people at a wide variety of venues including ski shows in Santa Clara, San Diego, Los Angeles, and Sacramento; ski areas in the Tahoe/Mammoth region; club & council events; and articles/press releases. Fran also made presentations about altitude sickness and preventive measures plus introduced two different programs for purchasing and wearing helmets.

Fran's hobbies include photography, gardening, tinkering. She also enjoys almost anything that can be done outdoors: travelling, biking, hiking, kayaking, skiing, and snowboarding.

The winner receives a 6 day vacation for two from Aspen Skiing Company including 6 day lift tickets for all 4 mountains (Ajax, Aspen Highlands, Buttermilk & Snowmass), 6 days of rentals and a half day group lesson for two plus round trip air; 7 nights lodging provided by The Crestwood Condominiums & The Gant.

Richard Lubin, D.C. serves as the FWSA Safety Chair.

FWSA WESTERN SKI HERITAGE PRIZE 2012

Sponsored by Steamboat Ski & Resort Corporation

John James of Glendale, CA is a member of the Edelweiss Ski Club. He invented and conducted High Sierra Nordic Race Series 1976-1978, cofounded Far West Ski Week in 1973 with Chuck Morse and John Rosenkranz, obtained sponsorships for league racing & Nordic series, instituted cross country league racing, launched league race camps, and provided service to

Rokka League 1971-1978. John put together many binders on High Sierra Nordic Race Series, history of Far West Ski Week 1973-1987, and early history of Rokka League from inception in 1964 to race results for 1977 including the role of Rokka in the council ski swap and the introduction of cross country racing into Rokka in 1973 extending to 1975. He also served as FWSA VP Recreation 1976-1977, member of Far West Board of Governors 1982-1984 and Chairman 1983-1984, and member of USSA Sports Board of Directors 1983-1985.

The winner receives a 5 day vacation for two from Steamboat Ski & Resort Corporation including 5 day lift tickets to Steamboat, 5 days of rentals, half day lesson for two, and 5 nights lodging.

John Watson serves as the FWSA History Committee Chair.

FWSA HISTORY COMMITTEE

The FWSA History Committee met on Friday at the convention. The committee's focus is to ensure the rich history of the development of snowsports in the western U.S. and the contributions to it by the FWSA are recognized and preserved. Discussions included a potential legacy history seminar for the upcoming 2013 convention either as a Public Affairs panel or Snowsports Leadership panel. Potential history projects may be creating an online history resource guide with effective history interview questions; resources for digitizing 8mm/16mm film reels and VHS tapes; poster display guidelines; developing regional repositories for historical snow sports materials; and increasing participation in the FWSA Club & Council History recognition program & FWSA Western Ski Heritage Award program. If you are interested in joining the committee and/or helping out with any project/starting a new history project, please contact John Watson at geospace@pacbell.net as membership is open to anyone.

PUBLIC AFFAIRS HEADLINES

Area Development

- Arizona Snowbowl. 9th U.S. Circuit Court of Appeals, San Francisco, CA 3 member panel unanimously imposed sanctions for costs except attorneys fees against Save the Peaks Coalition attorney Howard Shanker personally in June 2012 for the Save the Peaks Coalition v. U.S. Forest Service lawsuit because Shanker "grossly abused the judicial process in bringing this case solely to ensure further delay and forestall development" and "acted in bad faith and for oppressive reasons". This panel had ruled in favor of Arizona Snowbowl in February 2012 agreeing that U.S. Forest Service adequately considered the risks of using reclaimed water to make snow by Arizona Snowbowl. In July 2012 Save the Peaks Coalition filed for a rehearing en banc claiming that panel decision conflicts with a decision of the U.S. Supreme Court and with decisions of the 9th Circuit Court of Appeals. Construction began in May 2011 and continued on in 2012 on the total 14 mile long pipeline project from Flagstaff which in phase 1 is expected to provide snowmaking for 134 acres of the approved 205 acres starting in the 2012-2013 season. Arizona Snowbowl had won approval of its snowmaking plan when in June 2009 the U.S. Supreme Court declined to hear the previous case Navajo Nation et al v. U.S. Forest Service (originally filed June 2005) that had been decided in Arizona Snowbowl's favor at the U.S. 9th Circuit Court level.
- Land Management Planning Rule. Provides overall framework of assess, revise/amend & monitor for forest plan developments, revisions and amendments which includes recreation and multiple use among the priorities. Final planning rule decision 3/29/12 with implementation expected August 2012. Brenda Halter-Glenn bhalterglenn@fs.fed.us 202-260-9400 www.fs.usda.gov/planningrule
- Bear Valley, CA. Bear Valley Mountain Resort Expansion EA. Implement portions of 1994 Resort Expansion EIS to improve skier/boarder circulation and access to Bear Valley plus improve guest services. 215 comment period legal notice 6/29/11, decision/implementation expected September 2012/June 2013 Patti Clarey pclarey@fs.fed.us 209-795-1381 www.fs.fed.us/nepa/project_content.php?project=7910
- Beaver Creek, CO. Women's Downhill EIS (Environmental Impact Statement). New race course & snowmaking. NOI (Notice of Intent) 12/14/10, draft EIS NOA (Notice of Availability) 11/25/11, with decision 5/3/12 & implementation expected July 2012. Don Dressler drdressler@fs.fed.us 970-827-5715 www.fs.fed.us/nepa/project_content.php?project=33695
- Breckenridge, CO. Ski Resort Peak 6 Development Project EIS. New terrain & high speed 6 pack chairlift. Draft EIS NOA 6/10/11, estimated FEIS NOA July 2012, decision/implementation expected July 2012/June 2013. Joe Foreman jgforeman@fs.fed.us 970-262-3443 www.fs.fed.us/nepa/project_content.php?project=23387
- Cherry Peak Ski Area, UT. Lawsuit filed by local residents in June 2012 in UT First District Court to stop construction claiming the Cache County Planning Commission used flawed evidence to support its approval of the resort's conditional use permit. This new appeal expected to be heard in court in April 2013. UT Cache County

Board of Adjustment had denied a previous appeal in March 2012 based on water contamination, tax issues and other issues against conditional use permit granted by UT Cache County Planning Commission to new ski area Cherry Peak (Logan Checketts developer) located near Richmond, UT. Plans call for a peak of 1,000 skiers per day on 203 acres of property with four ski lifts, a 10,000-square-foot lodge, a terrain park, zip line, cable tow for a tubing hill, maintenance facilities and a warming hut.

www.cachecounty.org/devservices/currentprojects/projcherrypeak.php incompatible with the adjacent Richmond Wildlife Management Area.

- Coconino National Forest, AZ. Forest plan revision (recreation use included in revision topics) EIS. Notice of Adjustment May 2010. Phase 1 public input & feedback July/August 2010. Draft EIS expected November 2012 with decision & implementation expected July & August 2013. Coconino National Forest Planner Yewah Lau ylau@fs.fed.us 928-527-3411 www.fs.fed.us/r3/coconino/plan-revision.shtml
- Cooper Spur, OR. Cooper Spur-Government Camp Land Exchange EIS. Forest Service would convey 120 acres of property at Government Camp and acquire 770 acres of private land at Cooper Spur. Notice of Intent published in Federal Register October 2010, estimated DEIS NOA October 2012, with decision & implementation expected April & June 2013. Kristy Boscheinen, Forest Planner kboscheinen@fs.fed.us 503-668-1645 www.fs.fed.us/nepa/project_content.php?project=33072
- Echo Mountain, CO. Ski resort on 226 acres of 100% private land in Idaho Springs, CO (35 miles west of Denver) with 32,000 skier visits last year to be sold in August 2012 via sealed bid auction. Current vertical drop 660 feet with possible expansion to more than 1,500 feet. 220 inches average annual snowfall with 16 named trails plus 3 lifts including a 2,000-foot fixed grip triple chair, a handle tow for the events area, and a magic carpet surface lift for the learning center. Permitted slope lighting for night skiing, snowmaking and helipad are also included. www.echomtnauction.com
- Eclipse Snowboard Park, CO. CE for a short term special use permit for use of removable surface rope tows & grooming of 7 acres of fragmented NFS parcels for ski race training. Scoping start April 2012, decision/implementation expected September 2012/April 2013. Deb Ekstrand dekstrand@fs.fed.us 303-567-3024
- Eldora Mountain, CO. 2011 Master Plan Selected Projects EIS. Add 70 acres of traditional terrain & 70 acres of gladed terrain, new 6 person Placer Express lift, new 4-6 person Jolly Jug lift, replace 4 person Corona lift with 6 person lift, replace Challenger & Cannonball lifts with one realigned 6 person lift, new guest facility, new snowmaking for 70 acres, and trail improvements. NOI 6/6/12, DEIS June 2013, FEIS April 2014. Travis Beck, Eldora EIS NEPA Contractor info@eldoraeis.com 970-668-3398 x103 www.eldoraeis.com
- Heavenly Mountain, CA. 2012 Capital Improvement Projects EA. Lift & trail improvements, guest activities & facility improvements at top of Gondola. 215 Comment Period 5/16/12, decision & implementation expected July & August 2012. Jonathan Fisher jcfisher@fs.fed.us 909-382-2771
- Himalayan Ski Village, Manali, India. June 2012 ruling by Himachal Pradesh High Court Justice Rajiv Sharma invalidated the 2010 order blocking the \$2.77 billion luxury resort project backed by Alfred Ford (great grandson of Henry Ford) in the north end of the Kullu Valley. The project on elevations up to 14,000 feet includes 8 lifts, including a 3 staged gondola and tram and skiable terrain to service approximately 4,500 visitors, multiple village areas with 700 hotel rooms, a 20,000 square foot convention facility and spa, performing arts center, restaurants, and shopping. In July 2012 Himachal Pradesh chief minister Prem Kumar Dhumal said that the state government would appeal the June 2012 single bench decision to the Himachal Pradesh High Court's "double bench.
- June Mountain, CA. Closed immediately in June 2012 for this summer and next winter season after 25 years of losses by owner Mammoth Mountain. June Mountain has 7 lifts on 500 acre ski area with an average annual snowfall of 240 inches and a vertical of 2,590 feet. Mammoth's original intent with the 1986 purchase of June Mountain was to increase the resort size with new terrain along San Joaquin Ridge (ultimately connecting the two areas), new runs to June Lake Village plus new facilities.
- Lake Tahoe Basin Management Unit, CA. Forest plan revision (recreation use included in revision topics) EIS. Draft EIS NOA 6/1/12. Decision/implementation expected January/March 2013. Denise Downie dedownie@fs.fed.us 530-543-2683 <http://fs.usda.gov/lbmu>
- Loveland Ski Area, CO. Loveland Ski Area Lift 2 Project CE to add an unload midway station. Scoping start August 2011, decision 9/27/11, & implementation expected September 2012. Deb Ekstrand dekstrand@fs.fed.us 303-567-3024
- Mammoth Mountain, CA. Mammoth Mountain Base Land Exchange EA. Exchange 21 acres of National Forest land located near Main Lodge for 1,779 acres. Scoping start 9/13/11. Estimated 215 Comment Period October 2012, decision/implementation expected January/April 2013. Sheila Irons sirons@fs.fed.us 760-924-5534 www.fs.fed.us/nepa/nepa_project_exp.php?project=30428
- Mt. Bachelor, OR. Mt Bachelor Ski Area Developments EIS. On-mountain improvements: new chairlift Eastside Express and associated trails, shortening and/or replacement of existing lifts (Rainbow Lift, Sunrise Express, Red Chair), expanding snowmaking coverage, construction of a lift-served, downhill mountain bike park, and additions to Nordic trail. Draft EIS NOA in Federal Register 6/1/12, estimated Final EIS NOA February 2013, implementation

April 2013. Amy Tinderholt, Recreation, Special Uses and Trails Team Leader atinderholt@fs.fed.us 541-383-4708
www.fs.fed.us/nepa/nepa_project_exp.php?project=35863

- Mt Spokane, WA. Ski area expansion onto mountain's northwest face with new chairlift and 7 new ski runs on 279 acres was approved by Washington State Parks and Recreation Commission in May 2011. This decision on the expansion proposal MS2000 (launched in 2003) yielded a blended land classification for the 850 acre section known as Potential Alpine Ski Area Expansion (PASEA) with 80 acres classified as Recreation for formal ski trails, 199 acres classified as Resource Recreation for backcountry skiing, and 571 acres classified as Natural Forest Area for wildlife habitat and forest protection. Thurston County Superior Court hearing held in January 2012 on Lands Council environmental group June 2011 lawsuit which challenged the approval process on the basis that an EIS should have been required. Draft Supplemental EIS 4/26/12. The ski resort only occupies about 10 percent of Mount Spokane's 14,000 acres. Permits and additional environmental reviews are not expected to be completed until at least the summer of 2012. Randy Kline, Environmental Program Manager
Mtspokane.ski.area.proposal@parks.wa.gov 360- 902-8632 www.parks.wa.gov/plans/mtspokane2/
www.mtspokane.com/107/backside-expansion/
- Snowbird, UT. Salt Lake County Planning Commission approved new location for a mountain coaster on lower slopes of Peruvian Gulch in May 2012. Vertical drop is about 160 feet with average downhill grade of 11.5% with a maximum slope of 39% on a downhill track of 2,120 feet and an uphill track of 1,000 feet. Final design phase will begin now and installation is expected fall 2012 or spring 2013.
- Snowbird, UT. Snowbird Ski Resort Gad Valley Improvements EA. 11 proposed projects to be completed over the next 5 years within Snowbird's permitted boundary include Gad 2 upgrade to a high speed quad, adding beginner skiing terrain adjacent to the Baby Thunder area, providing night skiing from the Gadzoom chairlift and an expansion of Creekside Lodge Adaptive Sports facilities. Scoping start 6/27/11, 215 comment period legal notice 5/10/12, decision/implementation expected December 2012/June 2013. Pollyanna Popola ppopola@fs.fed.us 801-733-2687 www.fs.fed.us/nepa/project_content.php?project=36527 Other proposals in Snowbird's amendment to its master plan filed in May 2010 including expansion into the 780 acre, above treeline Mary Ellen Gulch (west of Mineral Basin) along with a 2nd tram from Hidden Peak to West Twin Peak (11,489 foot) of American Fork Twin Peaks, a lengthening of Mineral Basin Express by 50%, and a 3rd lift from the bottom of Mary Ellen Gulch to Sinners Pass ridge for descent back into Mineral Basin will be addressed separately at a later date. See expansion maps at www.utahoutside.com/2011/04/national-forest-service-accepts-snowbird-expansion-proposal/
- Stevens Pass, WA. Stevens Pass Base Area and Jupiter Chairlift Projects CE. Upgrade Jupiter chairlift from fixed grip quad to high speed quad. Scoping start 5/16/12. Decision/implementation expected January/June 2013. Tom Davis tdavis@fs.fed.us 425-677-2242 www.fs.fed.us/nepa/nepa_project_exp.php?project=37414
- Wolf Creek Resort, UT. Ski resort and golf course failed to sell at June 2012 bankruptcy auction when the high bid of \$7 million was rejected by the creditors. The 3,000 acre parcel includes a 110-acre ski resort with three chairlifts and a lodge; an 18-hole championship golf course designed by Mark Ballif; and about 900 undeveloped lots. Wolf Creek is appraised at \$28-34 million and has been in bankruptcy since 2010.

Consumer Advocacy/Trends

- "Growing the Snowsports Industry" – open letter from National Ski & Snowboard Retailers Association (NSSRA) Chairman Brad Nelson in June 2012. Advocated own the fight strategy in your own space and in your own community by taking personal responsibility to introduce skiing or snowboarding to at least one new family of four. Nelson also talks about the Bring a Friend program www.bringafriend.org that has prizes including trips to Sun Valley and to Utah as well as the Learn to Ski and Snowboard Month www.skiandsnowboardmonth.org.
<http://skiingbusiness.com/13711/newswire/one-mans-view-on-growing-the-snowsports-industry/>
- Skier visits decrease -15% from 60.54 million to 51 million visits for the 2011-12 season based on preliminary estimates from the National Ski Areas Association released May 2012. Low snowfall drove these results with snowfall down in Southeast -13.9%, Northeast -13%, Pacific Southwest -11.7%, Midwest -10.6%, Rocky Mountain -0.8, and Pacific Northwest -0.8%. This is the most challenging season had the 2nd lowest snowfall in 21 years and lowest national average resort snowfall since 1991/92 which had 50.8 million visits. 50% of the ski areas opened late and 48% closed early.
- Snowsports market sales for August to March 2012 versus year ago declined -3.8% (\$135 million) in dollars to \$3.4 billion and -12% in units according to SnowSports Industries America and Leisure Trends Group. For units sold by sales channel: online/internet stores up +10%, specialty shop down -14%, chain stores down -17%.
- Black Diamond Inc. (Salt Lake City, UT) agreed in June 2012 to purchase POC Sweden AB a protective equipment manufacturer for snowboarding, skiing, biking and other sports for about \$43.5 million plus \$12.5 million in long term performance based management incentives. POC grew revenues 35% last year to about \$22.5 million.

Ski History

- Herbert "Zip" Schneider, age 92, died in June 2012 from natural causes at Maine Medical Center, Portland, OR. He

was the son of Hannes Schneider the pioneer of the Arlberg skiing technique. Herbert was owner and operator of Cranmore Ski Area, NH from 1963-1984 where he developed new ski terrain and lifts. During the late 60s and early 70s he installed snowmaking and instituted modern snow grooming at Cranmore. During the 70s and 80s Schneider hosted the Volvo International Tennis Tournament at Cranmore. Herbert won the bronze star for action while on patrol with the 10th Mountain Division during World War II in the Apennine Mountains in Italy in April 1945. Other honors include being elected to the U.S. Ski Hall of Fame in 1992, receiving the New England Ski Museum's Spirit of Skiing Award in 2009, and being made an honorary lifetime member of PSIA and of the Ski Club Arlberg of St. Anton, Austria, in 2010. He oversaw the expansion of the Eastern Slope Ski Club's Junior Program at Cranmore, which produced Olympians Tyler and Terry Palmer, David Currier, Abbi Fisher and current U.S. Ski Team member and 2010 Olympian, Leanne Smith. In lieu of flowers, donations may be sent to the New England Ski Museum in Franconia, N.H., or the 10th Mountain Division Veterans Association at P.O. Box 150, Carthage, N.Y. 13619.

Safety

- 1st Annual FIS World Snow Day – January 22, 2012. FIS World Snow Day goal was to encourage children with their families to enjoy and explore snow while learning about the environment, health benefits of snow activities and safety on and off the snow. 225 events in 39 countries had over 200,000 participants. Final report released in June 2012 at http://world-snow-day.com/en/WSD/Final_Report_2012. Photo summary video at www.youtube.com/watch?v=YWP_ciwYDGo. 2012. Video playlist from multiple Snow Day events www.youtube.com/playlist?list=PL24DB714462BCA58C. 2nd Annual World Snow Day will be 1/20/13 with a goal of 500,000 participants.