

NEWSLETTER

Let the Season Begin!

The 2010-2011 season is finally underway! With a Bang!



January 29th was our official opening day of the year, February 5th marked the first “Big” day for the mountain. Close to 200 skiers hit the slopes and enjoyed sunny skies and great snow. Starting the day with the T-bar and chair one, then finishing the day off with the

T-bar and chair two, kept everyone in “First Tracks” for a good portion of the day. Thanks to our new lodge manager Julie Kopeschka the kitchen menu is sporting some great new food! Don’t forget to head upstairs and check out the Afterglow.

Note from the President...

Hurry up and wait? The 2010-2011 season had definitely chosen that as a tagline until last weekend. As we went into fall volunteers had done amazing work preparing Arctic Valley for the 2010-2011 season.. Lift maintenance, inspections, fundraising, bureaucratic red tape, all of the things that make Arctic Valley happen were in place. I even recall on November 13th putting pads on the T-bar confident we would be open the following weekend... Then the rains came!

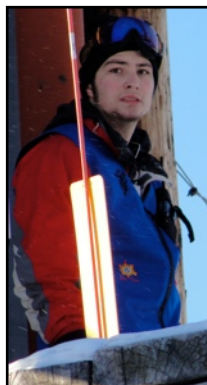
Of course it only took a few turns last Saturday to forget the wait. I’m happy to report with member support, and dedicated volunteers, we’re on track for another successful season!

I look forward to seeing everyone up on the hill.

Alan Heckart - President.

VOLUNTEERS STAND OUT!

It won’t be hard to spot volunteers this season up at Arctic Valley. The mountain acquired heavy duty blue cordura vest with “Volunteer” embroidered on the back. Finally getting a professional radio harness has also gotten a big thumbs up!



TERRAIN PARK

The new terrain park, located on lookers right of the T-Bar, is starting to get it’s features installed. As we receive more snow keep an eye out for what should be a top-notch park.





PICK CLICK AND GIVE.....ANCHORAGE SKI CLUB



Top: A busy day at the lodge!

Bottom: Life member Tom Ehmann at the top of One

Why is 'Pick Click and Give' a great tool for non profits like the Anchorage Ski club? We can put this money towards our day to day operating expenses. Most fundraising nowadays restricts funding to capital improvements, specific projects, or it can be spent on anything you want except administration and overhead. The beauty with the Pick.Click.Give program is that it is not a grant, an award, or a government program. It is just a simple and organized way for individuals to give money to a non-profit which can then spend that money as they see fit without having it tied to a specific project.

What do we spend unrestricted donations on? Mundane things like liability insurance, electricity, payroll, snowplowing and other

unexciting stuff. But without road access, insurance, power and lift attendants we would be unable to open. To support all of our basic operating costs with ski area income we would have to charge so much for a lift ticket, folks would never come up to ski or snowboard.

We receive 35% of our income from running the ski area. Yet the ski area accounts for 80% of our expenses. To make up the difference we rely on membership, donations, offering other services to the public, and also using volunteers to help keep our costs down.

Please keep the Anchorage Ski Club in mind as you apply for your 2011 PFD.

A LOGO FOR EVERYONE....



HAVE YOU BEEN UPSTAIRS??



LAST SEASON?

You may have heard in October of 2009 we almost didn't open the ski area for the first time since the 1940's.

The ski area does not support itself, so we keep going by charging membership dues, renting out the lodge in the summer and through grants and various fundraising events and efforts. Our volunteers worked hard for almost a decade to build up enough resources to be able to hire staff, and then when we did the world economy crashed and much of our fundraising and grant income dried up. We found ourselves at the start of the season with no money and a large liability and property insurance bill due.

We held an emergency meeting and gave the membership the choice of not opening, or of paying a dramatically higher membership fee in order to be able to open. The membership came through and agreed to a jump in. Membership went from \$50 to \$250, and we were able to open.

We laid off all of our staff and went back to all volunteers. We were able to get the t-bar operating again, which had been written off as a goner last year. Instead of vast sums of money, we used a resource that is just as valuable - vast sums of volunteer time and effort, including hand making parts for the t-bar that you just can't buy anymore. We were able to troubleshoot and eventually solve an electrical problem on Chair 2 that kept it down for much of the season.

We got our beer and wine license and opened our new bar upstairs. "Afterglow" was a great success. So what can we do to become self sustaining well into the future? This year we will again attempt fundraising efforts but this time it will be to build a Tube Park in the hopes of attracting non skiers up to the area in the winter and building up a new income stream. Things are going well, and the initial phase of the tube park is ready to be installed. (With a little more snow!) Thanks to a lot of hard work the future is bright for Arctic Valley.



On The Hill

General Manager

John Robinson-Wilson

Lift Supervisor

Mike Powell

Lodge Manager

Julie Kopeschka

Liftie #1

Chris

Liftie #2

Jason

Hill Cam #1

We have a hill cam! On the website click on the "flickr" link in the upper right menu. It updates hourly.....

Board of Directors

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John Robinson-Wilson

-Second Vice President

Beverly Luedke-Chan

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Mike Vechter

-Recording Secretary

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