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BANFF -- NEW LIFT AND FOUR FILMS TO HELP SELL YOUR TRIPS TO BANFF

Banff's Sunshine Village received approval from Parks Canada to construct a new high-speed quad chairlift for the 2015-2016 ski season to replace the existing Tee Pee Town double chair that was built in 1979. The new chair will have heated seats, footrests and orange bubbles for wind and weather protection and will be the first chairlift of its kind in Canada. The Banff area has also released a series of four Sherpas Cinema films titled "Sculpted in Time" -- four to five minute films focusing on each Banff area resort and their back-country. Each short film focusses on a local character and how the mountains have sculpted their life. So grab a laptop and put the films out to sell your trips to the Banff area. The films are around 5 minutes each and are professionally done and they offer great insights to some local legends. The films are:

The Wiseman -- <http://www.youtube.com/watch?v=9lpJSB9pd-s> (Norquay)
 The Character -- <http://www.youtube.com/watch?v=e06ejsx6dmg> (Lake Louise)
 The Innovator -- <https://www.youtube.com/watch?v=9lpJSB9pd-s> (Banff National Park backcountry)
 The Artist -- <http://www.skibig3.com/sherpas/> (Sunshine Village)

FREE WINE AT NORTHSTAR

Northstar in Lake Tahoe will be serving complimentary Californian sparkling wine at 2:30 p.m. as the ski day winds down.

STEAMBOAT PROTECTS THEIR TRADEMARK NAME AND ADDS TWO NIGHTS OF SKIING

We all recognize the trademark "Ski Town USA" used by Steamboat for decades. Both Steamboat Ski Resort and the Steamboat Springs Winter Sports Club have registered Ski Town, U.S.A. with the U.S. Patent and Trademark Office, having used the term since 1959. On the heels of the launch of a marketing campaign by Visit Salt Lake to promote Salt Lake City and its four member resorts (Brighton, Solitude, Alta and Snowbird) as Ski City USA, Steamboat Springs, Colorado moved to protect its trademark Ski Town, U.S.A. in the Federal District Court for the District of Colorado by filing a complaint against Visit Salt Lake, and the four mentioned resort areas. Steamboat will also add two additional nights to ski under the lights. Night Operations will now be available Thursday through Monday evenings from 5:30-8:30 p.m. and from 6-9 p.m. during spring

NEW ON-MOUNTAIN DINING FOR SKI COOPER

For the 2014/15 ski season, Ski Cooper will have an on-mountain mobile food service with the new "Cat Trax" snow-cat. Similar to a food truck, the Ski Cooper Cat Trax will serve hot food at different locations on the mountain this season offering the ski area's first on-mountain dining.

FWSA'S SOUTHERN CULTURE CRUISE DOWN THE MISSISSIPPI RIVER

The Far West Ski Association is hosting a Mississippi River Trip June 19 - 23, 2015 with an additional two days (June 23-24) in New Orleans. This trip will be a 3-night round trip paddleboat cruise aboard the American Queen from New Orleans. It will be a "Southern Culture Cruise" with stops at Oak Alley Plantation and Baton Rouge.

RESORT ANNIVERSARIES

Sugar Bowl Resort will celebrate 75 years of operation this winter with season-long events and celebrations. Colorado's Wolf Creek is celebrating its 75th anniversary this ski season. Mammoth Mountain celebrates its 25th Anniversary this season.

BIG SKY GETS LARGER

As if 5,700 acres of skiable terrain wasn't enough for Big Sky Resort, they have opened up another 100 acres pushing the envelope to 5,800 skiable acres. The Southern Comfort lift off of Adesite Mountain got the most treatment opening up two new intermediate runs. A new Lizette run is located between Deep South and Sacajawea, and another new run Pomp is in between Sacajawea and El Dorado. Both runs were kept in the family and named after Sacajawea's children. Two new runs on Lone Mountain, an intermediate glade run named Lois Lane, and a black-diamond run called Soul Hole can be accessed off the Swift Current chairlift. Below the Lone Peak triple Tango Trees was thinned and dead trees removed improving the tree skiing experience and on Lone Mountain's southern exposure Dakota Gully was also thinned. It will now be regularly groomed changing its designation to intermediate.

PURGATORY AT DURANGO MOUNTAIN SOLD

Durango, Colorado's James Coleman, has purchased Purgatory at Durango Mountain Resort and the Arizona Snowbowl near Flagstaff, Arizona. Coleman has been the managing partner of Sipapu Ski Resort near Taos, New Mexico, for 15 years and also has an ownership interest in Pajarito Mountain Ski Area in Los Alamos. The four areas will now form the Mountain Collective with a total of 3,088 acres of skiing within a four-hour drive of each other in the southwestern United States.

PEAK RESORTS HAS IPO OF ITS COMMON STOCK, SEEKING UP TO \$100 MILLION

SAM magazine reports that Peak Resorts filed its second attempt to go public: In 2011, Peak filed for an \$85 million IPO that was later postponed and it withdrew that filing in late September. The most recent filing values Peak Resorts at approximately \$150 million. Peak says it plans to use \$80 million of the proceeds to repay debt. Funds may also be used to purchase land and for working capital, as well as general corporate purposes. If the IPO is successful, Peak will trade on the Nasdaq under the symbol SKIS. Peak said its 13 ski resorts totalled 1.8 million visits in the last ski season, an increase of four percent from the prior ski season. Peak's revenue rose to \$105.2 million in fiscal 2014, up 5.5 percent from \$99.7 million in 2013. Operating income was \$15 million for the year, down 11 percent from 2013. Peak Resorts stated that it has invested \$49.7 million since September 2008 to develop its portfolio of resorts through high-tech snowmaking and faster lifts.

Peak Resorts was incorporated in 1997 and now operates 13 mountains including Mount Snow in Vermont and Wildcat and Attitash, and Crotched Mountain in New Hampshire, Jack Frost and Big Boulder in Pennsylvania, Boston

Mills/Brandywine, Mad River Mountain and Alpine Valley in Ohio, Paoli Peaks in Indiana, and Snow Creek, and Hidden Valley, in Missouri.

FRENCH RESORTS SUPPORTING ELECTRIC AUTOMOBILES

Serre Chevalier is offering electric car rental for the coming ski season. A fleet of 40 Renault Twizy electric cars will rent for \$25.33 a day or \$76 a week and will be located through the resort's different villages. Each Twizy seats two people and is equipped with ski carrier and snow tires. The resort has also replaced the Croix de la Nore draglift with a four-person fixed-grip chairlift.

In Les Gets you'll find charging ports and get lift pass discounts if you roll in to town with your own (or a rented) electric car.

In La Clusaz you'll be able to race on an ice circuit in electric cars. Located on the edge of the village on the route des Confins, at the foot of the Aravis range, the La Clusaz ice circuit opened its doors last winter and it's 100% dedicated to electric cars. Visitors try a Renault Twizy, especially equipped for driving on ice. The cars are available to rent by groups which will be supervised by driving professionals.



The National Ski Club Officers' Newsflash is emailed each month to America's ski club officers by The National Ski Club Newsletter on a year-round basis to augment our four printed issues which published in November, January, March, and May. If you wish additional club officers to receive the Newsflash, please email their names club name, their office within the club, and email addresses to wilbanks@ski-club.net.

Click on the logo below for a great video to play at meetings to help sell your ski trips to Switzerland.



For all your ski related group needs please contact Ryan Dohnal at Vail Resorts 303-404-1839 or Rdohnal@vailresorts.com



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