



ALTA IS FOR SKIERS.  
ALTA.COM

# ALTA POWDER NEWS

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



A skier dropping into Perlas off of Mount Baldy

## Alta Vacations

Identifying a need for skiers who may not know Alta, or for loyal Alta skiers who would like to plan their Alta vacation with less hassle, we brought Alta Vacations in-house this past fall. Working closely with the lodging community both within the Town of Alta as well as at Snowbird and in parts of the Salt Lake Valley, we launched the service just after Christmas. Visitors to [alta.com](http://alta.com) were able to use a planning tool 24/7 to create a lodging quote for their Alta stay, which also included ground transportation and lift passes. We also provided an opportunity for visitors to the site to call us. Our staff was able to go into detail with any questions the caller had about the ski area and the lodging experience.

We plan to continue to offer this service for our skiers next season. We are in the process of contracting with Vacation Roost/ Mountain Reservations to strengthen our vacation packaging process, and to broaden our services for groups and off-season business.



The Rustler Lodge from Eagles Nest

## Message from Onno



The 2009-10 ski season, like our prior 71 seasons, was unique. Snowfall and weather always lead our efforts, and our snowfall was a little skimpy to start. This put pressure on our snowmakers and cat crew. They came through, giving us a great skiing surface as a buffer until the snows returned. The following months of normal snowfall, when compared to our last two 700" seasons, left some powder skiers reluctantly remembering what a normal 550" season was like. Our groomers and their fleets of Pisten Bullys gave us fine groomed skiing during the short lulls between snowfalls. Savvy skiers used

those times to roam around the greater expanses of AltaSnowbird and enjoyed all that our combined 4700 acres had to offer.

This summer we plan on doing a snowmaking extension from the top of Collins, over Sugarloaf, and hopefully up Sugarbowl.

We hope you have a healthy, happy summer and thank you for skiing with us this past winter.

Onno Wieringa, President & General Manager

## Call for license plates

Our skiers are our greatest fans. We invite you to submit an image of your personalized Alta license plate. The images are displayed in our Alta License Plates Slide Show. We currently still need submittals from: Alaska, Arizona, Arkansas, Delaware, Indiana, Kansas, Kentucky, Louisiana, North Dakota, Oklahoma, South Carolina, Texas and West Virginia. All other states are welcome also, as we display multiples from each state.



If you are able to send the images electronically, please submit to: [support@alta.com](mailto:support@alta.com). If you care to mail or drop your images off, we encourage you to send a duplicate, unless you are not concerned about having the original in your possession. The address to mail to is:

Connie Marshall • Alta Ski Area • PO Box 8007 • Alta, UT 84092

# Idle Free Alta!

The Alta Environmental Center, along with partners Town of Alta (TofA), Friends of Alta, and Alta Community Enrichment, have reached new heights with the Idle Free Utah campaign since joining in 2008. Initial efforts began with a joint purchase for Idle Free car decals to supply to the public free. Since then the partners increased their efforts to create a comprehensive and consistent program of awareness with posters, Alta Ski Area (ASA) employee education and newsletters. Efforts became so well received that residents and employees of Alta were inspired to help spread the word and further encouraged the partners to increase visibility of the campaign and Alta's commitment to clean air. From this, special Alta Idle Free signs were designed and purchased by the partners and will be placed throughout the town in February. Additional response to resident support was made by the TofA when they "memorialize[d] their commitment to a voluntary anti-idling campaign through a resolution...passed on January 14, 2010" (Claire Runge, Assistant Town Administrator of Alta). The Alta Environmental Center and partners of Idle Free hope other Utahans, skiers, and ski towns take the Idle Free message with some conviction. "There's no need to smell and breathe excess exhaust in an area that is supposed to take you away from it all. Hopefully this increased visibility and vocal stance shows how committed Alta is to a cleaner environment and will encourage others to rethink their habits and the consequences of their actions," said Maura Olivos, Sustainability Coordinator for the Alta Environmental Center.



Turning your engine off will help

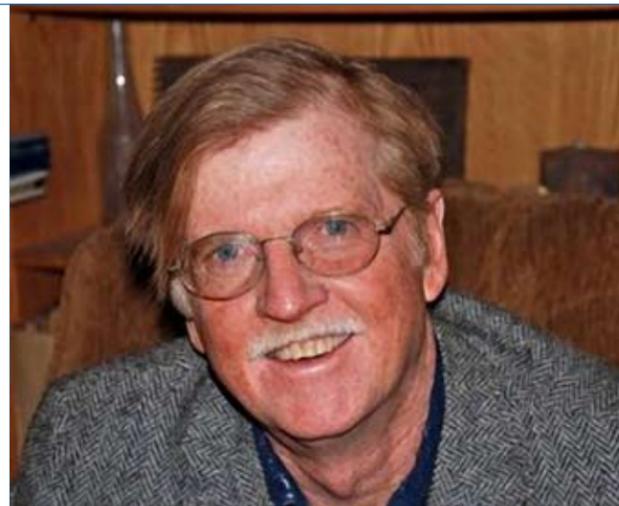
**Save Money • Reduce Smog  
Keep Our Mountain Air Clean**

**1 minute of idling uses more fuel  
than restarting your engine**

**Thank You**



[www.idlefree.utah.gov](http://www.idlefree.utah.gov)



## Slopeside Spotlight

Brian Jones, Geologist and Alf Engen Ski School Instructor

A Geologist Describes 20 Favorite Runs at Alta

Brian Jones spent over twenty five years as a consulting economic geologist, focusing in the discovery and evaluation of copper and gold deposits. After traveling extensively in North and South America, he left his field to pursue his passions for fly-fishing, music and skiing.

Brian is currently an instructor with Alta's Alf Engen Ski School. He has put together a fascinating summary of the effects of glaciers and Alta's skiing landscape. We invite you to follow this [link](#) for an adventure in understanding the incredible forces that shaped our ski area.

## Alta Powder News

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