

CMH NEWS

January 2008 Issue 56



Winter Dispatch

BY WALTER BRUNS, PRESIDENT

Here we go, into a new year, and into another great winter. The glaciers are already in fantastic shape, and the snowpack is deep throughout. And to add to the excitement, 2008 marks the 30th anniversary of Heli-Hiking.

Our biggest challenge at the moment is the strength of the Canadian dollar. But those mountains out there, covered with all that snow, are still providing the absolutely best wilderness powder experience anywhere. It's still well worth it!

Why? Because CMH continues to offer an exceptional variety of Heli-Skiing experiences designed to suit your preferences and schedules. Along with Powder Introduction programs for slightly apprehensive first-timers, Master's weeks for seasoned veterans, Steep Camps for the vertically immune, and Family programs for the whole gang, we're always happy to help you design the trip that works for you.

Speaking of Family Heli-Ski Weeks, this e-mail came to us recently from an eleven-year-old future heli-skier:

"Thanks to SKI [magazine] and Joe Cutts for the article "Heli for the Holidays" in the December magazine. Last year my family voted on where we would go for our vacation and heli-skiing lost because my mom voted no. This year after she read the article she nodded her head and in a second my dad

booked our family for Christmas 2008 in the Adamants and now I can't wait!"

Wow...nice mom...nice dad! It just goes to show that you should be very selective in choosing your parents!

In fact, there were a bunch of lucky youngsters who did not even have to wait. We had twenty-five families (one with eight family members, all first-timers) in the Adamants, Bugaboos and Gothics for the Christmas program this season. There were smiles everywhere. And another group of families are eagerly anticipating their chance to join our Spring Break trips in the Cariboos this coming March.

The Steep Camps are also drawing an excited, new crowd. We have opened a second week, and have started a new list, anticipating a third. Now, some of us may have to tune up a bit to keep up with this bunch!

Here's my personal feeling: It is heartbreaking if a pristine slope of perfect powder does not have tracks in it. It is especially heartbreaking if there are tracks, and mine aren't among them!

There will be lots of tracks etched into the snow this season – shouldn't yours be there too? Make that "ours". See you out there.

Walter



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ROKO'S SKI TIPS



BY **ROKO KOELL**,
DIRECTOR OF POWDER INTRODUCTION

Quickness on Skis

Just being able to ski down any terrain with confidence isn't what makes a great skier. That is only one of the fundamental elements to becoming the skier you have always wanted to be. To get yourself to that next level you must have "Quick Feet," the simple element that will propel the intermediate skier into an expert.

Quick feet are best practiced on gentle terrain, similar to the terrain we often find before we come to a helicopter pick-up. Start with a correct, athletic stance, with your hips centered atop the balls of your feet. To find the sweet spot before you start moving, lift and lower your body with the balls of your feet through flexing solely from your ankles. Move both feet simultaneously and in the same direction, pressing both feet equally into your boots. Always remember to keep your hips slightly ahead of your heels. As soon as your waist drops back, you'll no longer be able to move your feet quickly.

Keep your emphasis on being quick! Don't turn, just jump left and right. The upper body doesn't move at all – all action comes from the feet. Do it without pole plants. As you become more comfortable with the technique in gentle terrain, practice on gradually steeper slopes.

This simple exercise will help to build muscle memory and improve your skiing technique. For more personalized coaching, don't hesitate to ask your guides for tips this winter.

Private Trips with Maximum Flexibility

BY **MARTY VON NEUDEGG**

Unlimited vertical, exclusive use of guides and a helicopter, skiing with a hand-picked group of ski-buddies ... how can we improve on something that is already so nearly perfect? By bumping up our flexibility. Read on:

1. **Nomads Week – The Ultimate Heli-Skiing Experience!**

Get in touch with your inner nomad. Only CMH can offer the incredible opportunity to ski through six separate Heli-Skiing areas and travel much of the length of two distinct mountain ranges, each one home to some of the best powder skiing in the world.

Nomads Week will be based out of the Monashee Lodge and Halcyon Hot Springs Resort, with potential for skiing in the Monashees, Gothics, Adamants, Revelstoke, Galena and Kootenay. With a single group of up to eight skiers and three mountain guides, this exclusive trip is offered at \$168,000 per group and includes 17 hours of helicopter time. Just choose the number of skiers in your group, the week (or a portion of a week) that you would like to come, give us a call, and we'll put the details together. A full description of Nomads Week is available on our Web site.

2. **McBride Custom Private Trip**

On any week when McBride is available, we invite you to let us customize a trip for up to 10 skiers. Tell us how many days you want to stay

and your group size, from 1 to 10 skiers, and we will tailor a private Heli-Ski trip just for you! These trips include unlimited vertical metres and fully customized services.

3. **Silvertip Private 'Pay As You Play' Trip: April 5 to 12, 2008, for up to 18**

We are often asked whether we can accommodate a private group of more than 10 skiers. If you are one of those skiers whose pack exceeds 10, this is your chance! Join us at the fantastically beautiful and remote Silvertip Lodge from April 5-12, 2008. Tell us how many skiers you want to bring (up to 18 – we have to draw the line somewhere!), how many days you want to stay (up to 7) and we will customize a price for your group. We will charge you for accommodations based on the number in your group and you will pay for the amount you actually use the helicopter. If you ski a little you will pay a little, if you ski a lot...well you get the idea!

For more information on any of these trips, please call 1.800.661.0252 and ask for Maria. She'll customize a trip that will give your group the very best of Heli-Skiing at CMH!



David Barry

Q&A with David Barry

CEO of Alpine Helicopters & CMH

Q: How did you end up in the world of skiing?

A: I grew up in Eastern Canada and my first skiing job was in 1980, as a ski instructor at a small resort north of Montreal. I was a pretty lousy student and as anyone who has ever been in a meeting with me can tell you, I have a hard time sitting still... so the idea of working outside and doing something I loved really appealed to me. One thing led to another and I soon was teaching full time, working my way through the certification system and learning about the hotel and resort business during spring, summer, and fall.

I passed my Level IV exams and then became really intrigued with the operating side of the business and just started working at whatever job they threw at me, from housekeeping to lodging to ski area operations.

Q: When did you join Intrawest?

A: In 1991. At the time, the company had one resort called Blackcomb in Whistler, B.C. and was looking for opportunities to grow. Intrawest bought a beat up but legendary ski area north of Montreal called Mont Tremblant. Every tire was bald and every motor was broken and we had a young, energetic team that was too naive to believe we couldn't fix anything, no matter how tough it was. Within four years we had created likely the biggest turnaround in the history of North American skiing.

In 1994, I moved across the country to take on a new challenge at Blackcomb Mountain, and then to Colorado in 1997 when we bought Copper Mountain. We soon added the management of Winter Park Resort and in 2007 acquired Steamboat Ski Corp. Today, Intrawest owns or operates 10 mountain resorts and one beach resort across North America, and is a world leader in the operation of experiential destination resorts.

Q: When did you get involved with CMH?

A: I first skied with CMH in the mid-90s when I was working at Blackcomb. I joined a Snow Country Magazine event at the Gothics, skied Run of the Century and was hooked for life. After a few glasses of red wine I can even do a decent Roko impersonation...

In 1999, Intrawest became a business partner with Alpine Helicopters and CMH and in 2003 acquired the balance of the company. I joined the board of directors at that point and worked very closely with Pat Aldous, the president of Alpine, and our very own Walter Bruns.

Q: What exactly is your job now?

A: In early summer of 2007, Pat announced his intention to retire and we were discussing the potential and future of the company. Timing seemed right to focus our energies and look to the future with our companies. I stepped away from

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CANADIAN MOUNTAIN HOLIDAYS

CMH HELI-SKIING / CMH HELI-HIKING



CMH DID YOU KNOW? FACTS

BY CONNIE MACDONALD

- ▲ In an effort to recruit suppliers who are supportive of our sustainability goals, two transportation companies have stepped up to the plate in a big way. Five of our routes will now be powered by Gray Line bio-diesel fuelled buses and our other new supplier, TRAXX, has committed to only using vehicles that are five years young or less and operate well on regular diesel.
- ▲ Kudos to our Mountain Operations team for bucking the current Human Resource trends. This year all 110 guides are returning for the season.
- ▲ Long-time CMH guide Lloyd “Kiwi” Gallagher was honoured by the Alpine Club of Canada as Patron of the 18th Annual Mountain Guides Ball. Lloyd is one of Canadian mountaineering’s most respected legends and ambassadors.
- ▲ In their recent listing of the Top Adventure Travel Companies on Earth, *National Geographic Adventure Magazine* named CMH the Best Heli-Ski Outfitter.
- ▲ If you get a chance to see the Banff Mountain Film Festival World Tour, check out the opening promo loop which features 15 great seconds of CMH Heli-Skiing. The Tour shows in 275 locations in over 30 countries around the world to an audience of over 450,000 people.
- ▲ The world uses over 20 billion wine corks annually. In 2007, CMH bartenders pulled a total of 25,000 of these from wines ranging from Ravenswood Zinfandel to Chateau Margaux.
- ▲ CMH Heli-Skiing was featured in an eleven-page spread in the December issue of *SKI* magazine. If you missed it, check out the “Heli for the Holidays” link under What’s New on our website.

Q&A with David Barry

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my other responsibilities and am now focused full time on our companies which include Alpine Helicopter, Aerotech and, of course, CMH. We are lucky to have very good leaders on our team, including folks like Walter and Lynda Murdock, who has taken over as the president of Alpine Helicopters.

Q: What does the future hold?

A: For the last four years and my direct involvement with the company, we have worked hard to continuously improve the experience and stay focused on the really important things, like safety and providing the best guest experience we possibly can. I am very proud of our team and their efforts to live the experience in the ways of our founders. We are learning more about our sustainability and best practices as well as how best to introduce new skiers and riders to the mountains we love. We are looking at opportunities in all corners of the business, including how to meet the expectations of our

“I am very proud of our team and their efforts to live the experience in the ways of our founders. ”

guests and how best to preserve and protect the legacy of Alpine and CMH into the future.

Q: What is the best part of your job?

A: One, being connected to such a dynamic and interesting group of people, whether our staff or our guests. Everyone in our world is passionate about the mountains, snow, flying, safety and having fun. Our guests are a constant source of innovation and never hesitate to tell us what they think about how we are doing!

Secondly, the greatest skiing on earth, every chance I get!

CMH Heli-Skiing Goes On Tour

BY SARAH PEARSON

Our founder, Hans Gmoser spread the message of CMH through his many entertaining and inspiring films. He took huge pleasure in taking these films on the road and sharing them with people from around the world. Hans grew this heli-skiing business by sharing his stories and making new friends – and we are committed to following in his footsteps.

Last season we captured exciting ski footage in Galena (December) and the Cariboo (April). Our resident guide and filmmaker Guy Clarkson pulled it all together and produced two amazing films: *One Day in Roko’s World*, highlighting our Powder Introduction trips, and *One More Time*, featuring the steep and deep. Bolstering our love for this film even further, last November *One More Time* was honoured as a finalist at the Banff Mountain Film Festival.

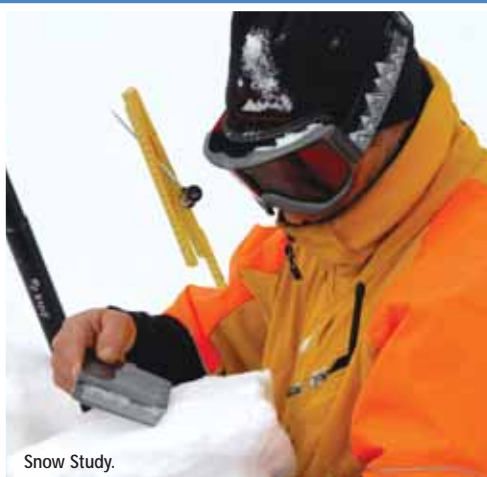
Now, we are anxious to share these films with you, your friends and your family so we’re heading out on the road. We will be hosting three events in February. If you’re in the right region, keep your eye on your mailbox for a coveted invitation. We are also encouraging you to bring along as many potential heli-skiers as possible, but space is limited so RSVP as soon as you can.

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|------------------------|---------------|
| Tuesday, February 5 | Denver |
| Tuesday, February 12 | Boston |
| Wednesday, February 13 | San Francisco |

For more information about attending one of these events, please contact Sarah Pearson at info@cmhinc.com. We hope to see you there!



Rescue Practice.



Snow Study.



DELIA'S

FIT
TIPS

BY DR. DELIA ROBERTS, EXERCISE PHYSIOLOGIST

Backing-up Your Back

Lower back pain is a common complaint that can restrict your active lifestyle. Typically, people believe that if they perform countless crunches they will develop a strong core and prevent back injuries. Another common practice is to stretch by bending forward (flexion) to touch your toes each morning upon waking. But are these really the best practices? In fact, new research clearly shows that these activities in themselves contribute to disc damage and back injury.

The bony vertebrae in our spine are cushioned by gel-filled sacs (discs). When lying down the gravitational forces compressing the discs are removed, and the discs plump up as they absorb water. After 8 hours of rest, the discs are much more susceptible to damage if they are placed under high pressure. Flexion pinches the disc on one side forcing all the fluid towards the back, and placing the disc at risk. If muscular contraction is added, as happens with a crunch, the forces exerted upon the discs can exceed capacity and damage can result. This risk is particularly great when the disc is in the hydrated state.

CMH is working to provide you with the best possible experience. By adding sport-science based practices to our program, we can further ensure that you experience an exceptional holiday. Look for new recovery-enhancing stretch class activities and menu items this year.

For more information on this topic or more advanced programs contact Dr. Delia Roberts at droberts@selkirk.ca.

SAFETY

The (Constant) Evolution of Guide Training at CMH

BY MARC PICHE

There are many facets to training guides at CMH. Much of their training takes place in the individual areas in the form of season start-up while some of it comes as annual courses such as first aid and CPR. Training also includes specific programs aimed at instructing guides on how to safely perform highly specialized tasks like helicopter sling rescue and avalanche control using explosives.

Every fall, a small group is tasked with providing our 110 guides with a yearly, guide-specific four-day training session. The challenge lies in finding meaningful and effective subject matter for such an experienced group, many of whom have attended well over 20 years of these gatherings.

Inspiration for the content comes from many different angles but they all have a common theme, Safety. Our three main resources for determining the focus of the training are:

- **The Mountain Safety Advisory Group**

A group of guides representing all of the 12 CMH areas who meet twice per year to discuss safety issues in both our summer and winter programs.

- **Feedback gathered from the previous Guide Training session**

As follow up to each session, all guides are asked pointed questions about how they think we can train them better.

- **Guest Comment Cards**

Every year, we gather all of the feedback you have given us, review it, and then try to incorporate topics that will help us improve your experience in all of our staff training sessions.

Our primary focus is on ensuring that we are at the forefront of industry safety standards. We are facilitating discussions about specific risk management and decision-making issues as well as case histories, both recent and historical. These enable us to learn from the vast experience base of our guiding team.

We also spend time practicing and training with new avalanche transceiver technology, and reviewing avalanche rescue skills and rope rescue skills for cliff and crevasse rescue. Additionally, we invite leading snow and avalanche researchers to join us and deliver presentations on their latest studies and conclusions.

Most years, we incorporate communication exercises to help us work better in our complex team environments. In response to your comments, this year we included a class to help us to consistently deliver our safety briefings and instructions in the field in a more effective manner.

Please continue to send us your suggestions and we will do our best to incorporate them in to the constantly evolving guide's training program.



Top 10 Reasons to join Chicks in the Chopper

BY ELLEN SLAUGHTER

Soar to new heights and join me, your host, on this year's Chicks in the Chopper trip. Bring a friend or come on your own: I promise you'll have the time of your life! Here are the top 10 reasons why:

10. The exhilaration of pushing your limits.
9. Mouth-watering meals...prepared by someone else.
8. Laughter – side-splitting laughter and lots of it.
7. Five days just for YOU!
6. Après-ski...muscle-melting massages, sipping cocktails in the roof-top hot tub, telling the day's tales, fireside chats...

5. Sharing the adventure with other like-minded women from all over the world...many of whom will become forever friends.
4. Skiing with hunky, snow-savvy guides...the best in the business.
3. Rotor fever!
2. The KICK-ASS skiing!
1. Going home feeling empowered and invigorated.

Contact CMH Reservations to learn more about this exciting trip, running March 31 to April 5 in Galena, or check out our Web site.

Lights! Camera! Action!

BY CONNIE MACDONALD

This winter CMH guide and movie-maker extraordinaire Guy Clarkson will be out touring the areas with his HD camera and film crew. Guy is filming our new safety video and who knows what else might end up on our Web site? Check out some short video clips featuring Guy's footage, available on our Web site. If you are really keen, there are also over 30 CMH Heli-Skiing videos (both Guy-made and homemade) on YouTube. Search for CMH Heli-Skiing.

Along with our film crew, guides and staff are constantly taking photos out in the field to share with our Web world. Images are regularly added to the slideshow on our home page – our way of sharing a next-best-thing-to-being-there experience.

UNWTO Gives CMH Web Site Two Thumbs Up!

BY CONNIE MACDONALD

As global interest in environmental and corporate social responsibility grows, our guests are also showing great interest in hearing our stories about our efforts and challenges in being the leading sustainable tourism operator in North America. Our message is best delivered first-hand, in the field: Guides, lodge staff, and our Second Nature sustainability committee all work hard to provide information to guests about wildlife management, energy conservation, waste reduction and community outreach. Rounding out our communications program, information is also featured in newsletter articles, guest room inserts, media stories, and in our online sustainability reports, *Moving Towards Sustainability* Vol I and II.

Over the past five years, we have also evolved the Stewardship section of our Web site to become a key resource for our Second Nature information. The site features our vision for sustainability, program overviews, awards, and research reports.

We also have links to key organizations and such distinguished partners as the Nature Conservancy of Canada.

I am happy to report that our efforts to use our Web site as a key information source have been recognized by the United Nations World Tourism Organization (UNWTO). At the first Canadian e-Tourism Awards held in Vancouver in November, CMH was presented with the first e-Tourism Climate Change Award. The award, co-sponsored by Microsoft, acknowledges the commitment of a tourism operator/association to promote understanding and awareness of sustainability programs through their Web site.

The UNWTO is a specialized agency of the United Nations and is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.

30 Years Young?

It was the summer of 1978...

Jimmy Carter was president, bell bottoms and hot pants were all the rage and even our guides carried combs in their back pockets. It was also when CMH founder Hans Gmoser and long standing guides, Kiwi, Kobi and Ernst, launched Heli-Hiking in the Cariboo Mountains.

We invite you to dust off your platform shoes and join us to celebrate 30 years of mountain exploration CMH-style.

Where: Cariboo Lodge, of course
When: August 5, 2008, three nights
For a limited time, only \$1,978.00.

Come and help us celebrate! For more information and to make your booking, call us today at **1.800.661.0252**. Or visit www.canadianmountainholidays.com/1978.



The new look of CMH Heli-Hiking!



Lloyd 'Kiwi' Gallagher, circa 1978.



Hans Gmoser and some of our first Heli-Hikers.

CMH New Guest Credit Policy

BY JANE CARSWELL

We love it when you get home from your vacation and recommend Heli-Hiking to your friends and family. It is the ultimate expression of your passion for what we do in the summertime and we sincerely appreciate the endorsement.

Did you know that we have rewards for this expression of enthusiasm? For each new guest that you introduce to CMH Heli-Hiking, we will post a 7% credit on your lodge bill that you can use to settle your account at the end of the trip.

Additionally, if you bring a group of 10 (including yourself) we will pay the group organizer a 6% commission on all spaces. That's 13% if you bring a group of new hikers!

Be sure to keep this in mind when looking ahead to your summer vacation plans. For more information call Audrey or Maria in Reservations.

Looking forward to taking a hike with you!

What do you think?

BY CONNIE MACDONALD

Last summer we launched our first major online guest survey as a way to better understand your travel interests and preferences, and to get more in-depth feedback on the CMH summer experience. Our goal is to continually find ways to improve the CMH experience before, during and after your trip.

We're eager to hear from our winter guests as well, and will be sending out a comparable survey to a selection of Heli-Skiers over the next few months.

Thanks to everyone who participated this summer and we look forward to hearing from our skiers.

CMH NEWS TEAM

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CMH News team, left to right: **Ann Toohey**, Copyeditor; **Jane Carswell**, Editor; **Connie MacDonald**, Communications Director; **Marty Von Neudegg**, Director of Corporate Services; **Sarah Pearson**, Marketing & Media Relations; **Ellen Slaughter**, Calgary Community Connection; **Marc Piché**, Guide.

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