National Safety Awards Go to 13 Resorts

SAFETY AWARENESS PROGRAMS TARGET GUESTS AND EMPLOYEES

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SAA announced the winners of the 2014 NSAA Safety Awards at a special reception May 1 during the NSAA Convention and Tradeshow in Savannah, Georgia. The awards recognize the exceptional initiatives that resorts implement not only during National Safety Awareness Month in January but throughout the season in an effort to spread the word about the importance of skiing and snowboarding responsibly. The awards are sponsored by Wells Fargo/Safehold.

Judges for the National Safety Awards were: Melanie Hood, marketing and development director for the National Ski Patrol (NSP); Cara Crowley, NSP marketing and development coordinator; and Emily Griffith, NSAA member services director.

Here is a summary of the winning programs.

BEST OVERALL SAFETY PROGRAM (350,000 OR MORE VISITS)
Beaver Creek Resort, Colorado

Descriptions of Beaver Creek could just as easily apply to its safety program: it’s vast, multi-faceted, and broadly appealing. From community outreach to internal messaging, the resort places a positive emphasis on skiing and riding responsibly while conveying a no-tolerance attitude toward anything less.

A fundamental component of the program is to help educate local youth about slope safety, which is why the Mountain Safety Team and avalanche rescue dogs team up with local paramedics and firefighters to visit Eagle County schools. This past season the team went to 10 schools, addressed 2,982 students, and distributed 118 free helmets to kids who needed them.

Another important initiative is the Avalanche Awareness Series that the Beaver Creek patrol has conducted with the Vail patrol the past two seasons, with more than 300 participants (see Best Avalanche Education Program, p. 24). This year the patrols also partnered with the Eagle-Holy Cross Ranger District to host a community meeting about uphill access on permitted ski area land, with 50 locals attending.

Safety Awareness Month is anchored by an interactive booth at the base area that focuses on Your Responsibility Code and skiing/riding etiquette. This year the Safety Team discussed the benefits of helmet use, provided helmet fittings, and gave out 70 donated helmets among other prizes. A highlight of the month was the resort’s screening of HBO’s The Crash Reel in partnership with the Vail Valley Medical Center. The showing was followed by a Q&A session with the film’s subject, Kevin Pearce, who discussed his rehabilitation from a traumatic brain injury that prevented him from competing in the 2010 Winter Olympics. The event drew 500 attendees.

The resort posts the number of weekly and season-to-date safety violations on digital screens and in weekly ads in the local paper, raising awareness that there is a zero tolerance policy for reckless behavior and that skiing/riding privileges may be revoked. In addition, educational posters in locker rooms and other common areas highlight expected behavior of employees.

“Ultimately, all of these efforts reach thousands of people and foster a community understanding of safe behavior and choices at the area and beyond,” said Addy McCord, Beaver Creek’s ski patrol director.

BEST OVERALL SAFETY PROGRAM (UP TO 350,000 VISITS)
Stratton Mountain, Vermont

A majestic, 10-foot carved wooden bear standing guard at Stratton’s summit is enough to give anyone pause… which is just the idea. The Stratton Safety Bear towers over a sign that reads: “Drawing from our longstanding commitment to respect and nurture the environment and those who enjoy it, we’re proud to emphasize ‘Play Safe, Play Smart,’ a mountain-wide
One of Stratton Mountain’s iconic “Safety Bears” hangs out with a new generation of skiers and snowboarders, helping to reinforce the message that anchors all of the resort’s safety initiatives: “Play Safe, Play Smart, and Enjoy the Mountain.”

safety and awareness program. Play Safe, Play Smart aims to help us all experience more of the mountain now and for years to come.” The scene leaves a lasting impression about the importance of safety “not just one week, one month, or one year, but every day,” said Jeffrey Cavagnino, resort safety and compliance manager.

The credo is reflected in everything from upgraded padding, ropes, and signage to a slew of safety programs, including the Safety Education Session park pass program, an online course on terrain park safety that exposes Smart Style and Get Smart to 14,000 people each year. Users who answer the questions correctly earn a Safety Education Pass, mandatory for entry into the parks. Stratton also designated a family friendly trail as EZ Street, with safety and ski patrol members stationed all along the route to remind guests to ski and ride with an “easy-does-it” style.

The resort rewards guests demonstrating safe etiquette with free one-time-use speed bear lane passes, and set up a safety hotline for employees and guests to report unsafe conditions. There’s also In Case of Emergency (ICE), a program where guests provide their medical history and emergency contact numbers for the clinic to keep on file. (An ICE sticker on their season pass alerts the patrol and clinic that the information is available.)

The safety campaign targets employees too, with a “Work Safe, Work Smart, and Enjoy the Mountain” logo that appears on all uniforms, vehicles, and offices. All employees are required to wear a helmet on the slopes, and patrollers give information on special purchase programs to guests not wearing them.

Throughout Safety Awareness Month Stratton displayed safety trivia questions at lift screens, and submitted all correct answers into daily drawings for a free helmet. Throughout January, the resort’s retail shops offered discounts on all helmets and sold 365.

BEST USE OF NEW/SOCIAL MEDIA
Steamboat Resort, Colorado

You might think that skiing or snowboarding with another person is an intuitive safety measure, but a lot of people who should be doing this simply aren’t. Steamboat found a great way to encourage the practice with its National Safety Month “Buddy Up” campaign, which promotes skiing/riding with a friend whether in the trees, deep snow, backcountry, or on groomed runs.

Buddy Up zeroes in on the fact that pairing up is not only smart, it’s also the most fun way to experience the mountain. An energetic social media campaign incentivized buy-in with ♦
the concept, and the ensuing response far exceeded expectations, said Nicole Miller, social media specialist.

Along with developing materials such as stickers and posters emblazoned with colorful Buddy Up graphics, the resort set up a photo booth where guests could capture fun moments with friends and take home a memento of a great day on the slopes. Steamboat uses various social media platforms to broaden the scope of the campaign, generating ample interaction and chatter via posts on the resort’s Facebook, Twitter, and Instagram pages. Using the hashtag #BuddyUp, more and more participants started to share their stories and images of skiing and riding with a buddy.

“It’s one thing to tell someone a message, but quite another to have the intended audience share the message themselves,” said Miller. “The #BuddyUp message spread virally, provided robust engagement with fans across multiple platforms, and was a great first step in promoting this unique safety concept.”

As of the application deadline, the resort’s Instagram had 5,880 followers sharing imagery, and the #BuddyUp post generated 248 likes and eight comments that significantly expanded the reach. Some 13,500 Twitter followers retweeted the #BuddyUp message and their on-mountain images too. Steamboat’s Facebook page has 41,200 fans that show strong engagement through posts, comments, and shares, Miller said, noting that the post reached more than 850 people with 27 likes, one share, and one comment for this particular engagement by mid-March. The resort used the Buddy Up image as its Facebook cover photo, resulting in all 41,200 fans seeing the message during the week the image appeared.

**BEST SAFETY MONTH PROGRAM**

**Arizona Snowbowl, Arizona**

Arizona Snowbowl took a universal approach to safety, extending the efforts beyond Safety Month and focusing on employees as much as guests in the push to get everyone psyche aIl the endeavor.

Throughout January, a series of high-energy “Safety Camps” featured spin-the-wheel games based on Your Responsibility Code and the Smart Style Code, offering various prizes along with the chance to win a lift-and-lodging package. The resort gave out 100 free lift tickets to kids who could recite the Code from memory, and lined up various safety demonstrations, including a mock avalanche rescue by the Forest Service and local avalanche center. There was also a session on safe uphill travel and a focus on sun protection.

The annual helmet-giveaway was especially poignant, due to the recent loss of one of the program’s most avid supporters, Nate Avery, M.D., a neurosurgeon who passed away after a tragic head injury. In his honor the area gave out more than 100 helmets. Notably, 40 employees began wearing them too, which may have had something to do with the fact that Arizona Snowbowl worked so hard for employee buy-in this season.

For starters the resort dedicated the early season orientation to safety, and empowered every employee to identify and mitigate safety risks in the workplace. It even designated February as Employee Safety Month, rewarding safe conduct with weekly

Steamboat’s “Buddy Up” campaign is founded on a universal principle: good times should be shared...and then some. Through an aggressive social media outreach, the resort encouraged guests to post anecdotes and photos of themselves having fun with friends, resulting in high engagement across all platforms.
 giveaways (including ski helmets). Other initiatives included mandatory ACL injury prevention training, a new requirement for helmet use during avalanche control work, and the purchase of eight avalanche airbags.

As of the application deadline, reported collisions were down 22 percent over last season, “attributed mainly to the ski patrol’s efforts to educate guests about skiing and riding responsibly,” said Jon Gauld, safety and risk management coordinator. The focus on employee safety paid off too: In mid-March, worker’s compensation claims were down 94 percent and the resort had gone 354 days without a claim.

“This has been an eye opener, especially in a very low snow year when our injury rate tends to jump,” said Gauld. “Our team believes we are onto something … From the decrease in worker’s compensation claims to decreased collisions and the increase of empowerment and awareness, this season has been a success.”

BEST TERRAIN PARK SAFETY PROGRAM
Copper Mountain, Colorado

Terrain park beginners have enough to focus on without the added worry that they might get hurt (or look foolish). To help alleviate the fear and awkwardness of being a first-timer, Copper has dedicated an entire section of its terrain-based learning area to beginners only, designed to make these special guests feel safe, if not less self-conscious.

“Green Acres” is a place where learners can be at ease while getting a handle on how to use Copper’s terrain park features. With one senior manager overseeing both the resort’s terrain park program and the Woodward at Copper facility, there’s a consistent focus on linking all ability levels through corresponding features and sizes. The terrain parks mirror the indoor progression of the Woodward Barn, with professionally crafted jumps, rails, and boxes ranging from small beginner boxes all the way to large freestyle jumps—and everything in between.

For beginners ages 16 and older, the half-day learn-to-sessions at Green Acres are conveniently offered every day in the morning and afternoon. There are no other trails filtering into the area, so guests can learn in a safe, out-of-the-way place using only two lifts: a surface lift and chairlift. There are three different features—a mini-pipe, banked turns, and rollers—designed to teach terrain park basics. Guests then develop the skills to move from Copper’s small playground parks to its multiple progression parks, building up their ability and self-confidence along the way.

“The hope is that they’ll have such successful experiences at each stage of their learning that they’ll progress to subsequent levels—and be hooked for life,” said Charlie Payne, risk and safety manager.

Copper has reached out to beginners in a way that not only helps them learn but makes that experience comfortable, fun and, above all, safe.

BEST AVALANCHE EDUCATION PROGRAM
Vail Mountain, Colorado

Avalanche awareness is essential in Eagle County, Colorado, and a new community outreach program on avalanche education is a prime example of how Vail is supporting the initiative.

Working with the Vail and Beaver Creek ski patrols, the resort developed the free-of-charge Eagle County Avalanche Awareness Series for the 2012-13 season in response to growing interest in backcountry use, and the program continued with standing-room-only success in 2013-14. The objective is to educate the public about basic avalanche awareness and safety—and have them practice what they learn—long before they venture into the backcountry.

Offered from January to March, the three sessions focus on the basics of avalanche safety while also offering information about more formal levels of education and certification. Patrols share stories, dispel myths, talk about current snow conditions and snowpack, and discuss the importance of knowing how to use avalanche gear, including beacons, and practicing with it.

The series targets a broad audience, including seasoned backcountry enthusiasts, newcomers, and visiting guests. The patrol discusses the influences of peer pressure and group mentality, and emphasizes that everyone needs to recognize danger signs and make smart decisions. Also sharing their perspectives are guest speakers from partnering agencies and organizations—including the U.S. Forest Service, Open Snow, Flight for Life, and the Colorado Avalanche Information Center. Topics build over the course of the season and are relevant to conditions, incentivizing attendance at all three sessions.

“The depth of knowledge and experience from presenters who volunteer their time for the sessions is unmatched,” said Julie Rust, director of Vail’s ski patrol, mountain safety, and community guest services. “With an abundance of backcountry access in the area, from a responder and host perspective, there is a mutual benefit in working together to help inform the public about the risks, proper training, and best practices in advance of anyone traveling into these areas.”

The community and resorts have embraced the program (continued on p. 64)
Safety Awards
(continued from p. 24)

and given considerable support. More than 300 people have attended the series over the past two years, including the two-hour lecture portion, which is preceded and followed by informal discussions with ski patrollers and sponsors who provide useful and numerous prizes for giveaways.

BEST HELMET SAFETY PROGRAM
Red Lodge Mountain Resort, Montana

Of all the people who work at ski resorts, patrollers tend to have the strongest sense of the overall skiing and riding behaviors at their home area. That perspective motivated the development of an impressive new initiative at Red Lodge Mountain (RLM) to educate kids about safety and etiquette on the slopes.

“After spending seven years patrolling at RLM, I recognized that many kids were not being properly educated on winter dress, respecting Your Responsibility Code, and most importantly ‘sliding safe,’” said Anne Rickbeil, ski patrol director.

To tackle the problem Rickbeil teamed up with someone else who deals with the consequences of sloppy skiing/riding behaviors—Chris Benton, a registered nurse and trauma coordinator at Beartooth Billings Clinic—to develop the “Slide Safe, Dress Smart” program. Targeting local K-12 students who plan to ski at Red Lodge Mountain through the area’s school group program, the initiative is having great success.

The focus of Slide Safe, Dress Smart is proper dress and nutrition, on-hill safety, including chairlift use, skiing/riding within area boundaries, speed control, and on-hill courtesy. The program also stresses the importance of taking part in lessons to learn and improve the skills to maintain speed control, and to never ski alone. In addition, the program featured the Beartooth Billings Clinic “Lids Save Lives” initiative to educate parents and children on the value of helmet use and proper fitting, along with an offer for a helmet at a reduced price. The clinic and resort also distributed information on how to recognize a concussion and what to do if one is suspected.

Since the program begin in 2012, the resort has shared it with seven school systems in rural Montana, having reached out to 1,973 grade school students and 144 adults as of the 2014 application deadline. RLM had sold 165 helmets also.

“From a mountain operations perspective we have seen fantastic improvement in the way these kids are coming prepared to ski or snowboard for the day and their actions at RLM,” Rickbeil said. “We have also seen a great decrease in the number of accidents we get called to for injured kids since the start of ‘Slide Safe, Dress Smart.’”

BEST EMPLOYEE INVOLVEMENT
Holiday Valley Resort, New York

Holiday Valley went straight to the source for ideas on how to maximize the emphasis on safety: its own employees. The resort’s 2013-14 Safety Awareness Campaign was the most extensive ever, with programs, prizes, and other incentives to prompt guests to get excited about safety. But the effort encompassed Holiday Valley’s own workers too. Recognizing that the employees themselves were likely to have great ideas about how to keep the workplace as well as the slopes as safe as possible, Holiday Valley came up with a great way to motivate their creative input.

The resort invited every employee to participate in an employee safety contest in January, and encouraged them to view a YouTube safety video for inspiration (“Common Sense Says, ‘Don’t Walk On By’”). Employees were asked to submit two lessons they learned from the video along with one safety suggestion for the resort. The judging committee—consisting of a member of the resort’s safety patrol, the vice president of resort services, and a member of the marketing department—identified the top three ideas, and Holiday Valley awarded
the employees who submitted them with resort gift cards for $100, $50, and $25, respectively. Because the suggestions were so impressive, management decided to reward all participants with a $10 gift card for participating, said Jane Eshbaugh, marketing director.

The first place suggestion was for each department to create its own checklist geared toward employee and/or guest safety, and fully implement it. The second place idea was to post signs in employee areas to remind them of “safety first” (with department managers adding a new safety message every week). The third place suggestion was to add a safety message to the employee weekly newsletter. All three ideas are helping employees maintain their focus on safety at all times, said Eshbaugh.

“We were really impressed with employee participation and the practical safety suggestions they made,” she said. “One of the big benefits is that our staff was thinking about safety at the resort not just for a week or a month, but for the whole season.”

BEST EMPLOYEE EDUCATION (TIE)
Hunter Mountain, New York
Hunter Mountain set a high standard for 2013-14 with its “Zero Accidents: That’s Our Goal” initiative. The tagline was a core component of the resort’s overall Focus On Safety campaign, which emphasized helmet use and personal responsibility, among other safe behaviors. The safety theme took top billing in employee orientations and was extended to guests as well as employees throughout the remainder of the season.

Hunter Mountain motivated its workers with credos such as “Stay Accident Free Everyday” (SAFE) and “Think Safe, Work Safe, Play Safe, and Live Well.” The resort reinforced the messages on banners posted at time clocks and other locations around the mountain. To encourage employee participation with positive reinforcement, management and senior staff frequently asked employees “What’s our safety goal?” Anyone who responded “zero” was rewarded with a Zero Candy Bar.

Weekly safety meetings for all departments included an evaluation of employee incidents, whether a near-miss or injury. For each incident, every person involved—the employee, manager, and risk manager—was required to fill out a “root cause” analysis. “This gave us the ability to fix a potential problem right away and helped us to educate all employees what to look for and be aware of,” said Bill Snyder, risk management director.

The resort also instituted an on-snow helmet policy for all employees, with free loans from the resort’s helmet pool and an offer to purchase a helmet from the ski shop at wholesale cost. At monthly safety committee meetings, representatives from each department discussed each incident that happened the month before, accident trends, and ways to keep the workplace safe, covering everything from universal precautions to safe lifting procedures.

As a result of the intensive focus on safety, employee incidents are down, and all the employees have embraced the Zero goal, said Snyder (who added, “They like candy!”).

Hunter Mountain is continuing to educate employees about helmet safety and has even started to track helmet use in incident reporting. “Employees have told us how glad they are to be wearing a helmet this year while working and playing,” Snyder said. “Overall, our employees are involved in and wanting to make the workplace safe.”

BEST EMPLOYEE EDUCATION (TIE)
Mt. Hood Meadows Ski Resort, Oregon
Motivated to decrease the occurrence of avoidable employee injuries, Mt. Hood Meadows set out to create a “culture of safety,” launching a corporate-wide endeavor that has reduced worker’s compensation costs and created a healthier work environment overall.

Common mechanisms of injury among employees are slips and falls along with injuries that occur while skiing/riding, so Mt. Hood introduced two initiatives at its 2012-13 employee orientation to address those factors. “Walk Like a Penguin” emphasizes caution on ice and snow (and has quickly become a buzz-phrase among employees to warn each other of slippery conditions). “Don’t Get the Blue Run Blues” encourages safety awareness on intermediate and beginner runs—where most employee injuries were occurring—with a focus on avoiding collisions, ACL injuries, and injuries from assisting guests. In 2013-14, as of the application deadline, the resort had no worker’s compensation claims as a result of slips and falls, and only one from skiing/riding—a new record.

The area also developed a four-session training program, “Leadership Safety University” (LSU), with a focus on hazard identification, root cause analysis, and documenting near-miss incidents so management can identify and address problem areas to prevent injuries. Initially, LSU targeted the front-line
supervisors, but the entire leadership team of more than 150 employees now participates along with full-time year-round employees and safety committee members.

The departments that actively participated in LSU decreased their worker’s comp costs considerably, motivating other departments to get on board, which led to a dramatic decrease in injuries and worker’s comp costs. Mt. Hood re-wrote job descriptions to include safety accountabilities at all levels of the company. In addition, a safety committee routinely inspects all departments monthly and helps identify and resolve hazards.

Mt. Hood recently was able to get a competitive quote from a nonprofit state insurance company, decreasing the rate load, and thus premiums. The resort is eligible for an end-of-year dividend that has typically been 30 percent of the premium costs.

“We are proud of our achievement, and most importantly, thrilled that our employees are enjoying their season and going home as healthy, or healthier, than they were when they came to us,” said Corinna Kupelwieser, workplace safety and training manager.

BEST COMMUNITY OUTREACH
Pebble Creek Ski Area, Idaho

Pebble Creek has hosted its “Max Safety Week” for many years, but until recently, results were mixed. One simple change in the way the resort imparts the safety message to youth made all the difference this season.

Pebble Creek ski patrollers used to meet with children in the lodge at lunch during the week and pass out coloring pages for them to render their favorite part of Your Responsibility Code. “The result was a few hurried pictures and pieces of crayon smashed into the carpet,” said Mary Reichman, general manager.

Recognizing the need to better engage these young skiers and riders, this year patrollers decided to visit a local school, Inkom Elementary, where they had more time and space to talk about the Code. The patrollers handed out safety lanyards to kids who drew a poster for the safety coloring contest, incentivizing participation. Ninety-three children from Inkom then came to the ski area for two days of low-cost lessons, and they were excited to see their work on display. Area management offered goggles as prizes for contest winners, and the posters were on display for several weeks in the lodge.

The coloring contest is only one part of Max Safety Week, named for Pebble Creek ski patroller Max Kirkland, who died of a heart attack in 1995—one day after leading rescuers in saving four avalanche victims. Other events include a lunchtime trivia contest, where children can answer a safety question to win a bandana, lip balm, or other rewards. The resort has also had great success with the “Sweet Turns for Safety Race,” where kids of all ages ski/board down a course that emphasizes turns and control, with a candy bar and a high-five waiting for them at the end.

Through Max Safety Week, Pebble Creek is able to reach hundreds of children and teens with a message of skiing and snowboarding safety, said Reichman. “The new twist of going to the classroom weeks before the children come to the mountain for their lessons was very successful,” she said. Plans are to expand the program next season to include all of the grade schools that have ski lessons at Pebble Creek.
**BEST CHAIRLIFT PROGRAM**  
**Sun Valley Resort, Idaho**

Three departments at Sun Valley work in tandem to create a chairlift safety initiative that is offered throughout the season to help acustom beginning skiers and riders to loading and unloading procedures.

The resort’s “Chair Aware” program is highlighted by increased cross training and cooperation between departments. The ski patrol, lift operations department, and snowsports school created a practice chair for beginning skiers and riders to practice chair loading and unloading techniques before getting on an actual chairlift. The training covers the recommended loading positions for instructors with students, too, and emphasizes more intensive guest engagement from the top operator on the beginner lift. The resort also provides additional staffing of its guest services team at the top of the beginner lift on Dollar Mountain.

The mountain department has designed a branding campaign for Chair Aware, with appropriate signage and buttons, to help remind kids of the importance of lift safety and encourage them to practice loading and unloading procedures on the practice chair.

“The initial implementation of this program resulted in a nearly 50 percent decrease in stops and incidents on the beginner lift during peak season traffic,” said Julian Tyo, Sun Valley’s lift operations supervisor.

**MOST CREATIVE SAFETY INITIATIVE**  
**Keystone Resort, Colorado**

In a video on Keystone’s safety initiatives, Patrol Supervisor Trish Reynolds observes, “Kids learn best when they don’t necessarily know they’re learning.” A mother of two young children, Reynolds should know. That philosophy is at the heart of one of Keystone’s latest initiatives to educate young skiers and riders about safety: an interactive patroller museum that was such a hit during Safety Awareness Month that the resort has decided to keep it as a permanent fixture.

The Junior Patrol Headquarters is a 600-foot indoor space at the River Run Village, open seven days a week and accessible to skiers and nonskiers alike. The hands-on facility is patterned after the highly successful interactive programs at children’s museums throughout the country, but with a focus on how to be a patroller.

Young visitors to Keystone’s Junior Patrol Headquarters are treated to a fun, engaging introduction to a day in the life of a patroller. They get to wear a uniform and radio, practice emergency care, learn about snow science, and hang out with avy dogs (real and stuffed). The experience is designed to give them renewed safety awareness—and respect for these dedicated stewards of the slopes.
When kids walk into the bright, colorful museum they can put on a patroller’s uniform, attach a radio to their vest or parka, and get a sense of what these respected ski area icons do to keep the mountains safe for everyone. Helping them get in the mindset is a life-size chalkboard where they are encouraged to write down their safety objectives for the day. They can participate in a step-by-step interactive session on how to splint and swathe a broken wrist, and also hang out in the play area, complete with a large doghouse and stuffed avalanche dogs (with occasional visits from real Keystone avy dogs). Budding avalanche forecasters can also check out the snow science station, which contains tools patrollers take out on the mountain to assess snowpack. There’s also an activity where they can learn about how to identify the differences in snow grains (along with a space outside for pit digging). Back inside they can create safety posters and drop them off in a box for the annual Safety Poster contest.

“Once they hang their uniforms back on the hooks they can get back out on the hill with more knowledge on how to be a great steward of the mountain,” Reynolds said. “What I really like about this program is it has the potential to grow. I think Keystone is leading the pack in the creative safety arena.”

Want to Write for The Journal?

Do you have a story that might inform, inspire, or even entertain your fellow readers? Your insights are worth sharing with others in the industry, and we want to hear about them. E-mail your detailed submission ideas to the editor, Rebecca Ayers, at bayers@nsaa.org.

Accepting Safety Awards on behalf of their resorts are, from left, Charlie Payne, Copper Mountain; Tom Cully, Mt. Hood Meadows; Sarah Slutzky, Hunter Mountain; Rob Perlman, Steamboat; Jane and Dennis Eshbaugh, Holiday Valley; Peter Stearns, Sun Valley; Chris Jamot, Vail; and John Buhler, Keystone.