Snow Industry Bulletin

PUBLIC AFFAIRS

If you don't do it this year, you'll be another year older when you do. ~ Warren Miller

Late Breaking News-



Vail Buys Whistler

Vail Resorts Inc. has reached an agreement to buy Whistler Blackcomb Holdings, owner of Whistler Blackcomb ski resort. The \$1.4 CAD billion deal is expected to result in Vail's marketing machine to attract greater numbers of international visitors to Whistler Blackcomb.

Vail fees that Whistler (Blackcomb) is really the best positioned North American resort to benefit from the growth of Chinese ski visitation, especially as China starts to ramp up towards the 2022 Beijing Winter Olympics.

News of the sale had a positive impact on Whistler Blackcomb shares, which jumped to \$36.63 CAD per share in Toronto, up by \$11.49 CAD.

Earlier this year, Whistler Blackcomb announced a \$345 CAD-million infrastructure and real estate expansion. David Brownlie, Whistler Blackcomb CEO, will remain chief operating officer.

Whistler opened in 1966, with a fourperson gondola, a double chairlift and a day lodge. It merged with Blackcomb in 1997. The combined areas comprise the largest and most visited ski resort in North America.

Pass options will remain unchanged for the 2016–2017 winter season.

Bode Miller Sues Head

To protect his family's financial future through endorsements and other earnings, American skiing legend Bode Miller wants to compete in the 2016-2017 World Cup and World Championships. But...

Bode filed a lawsuit against his former equipment sponsor, Head USA, in Los Angeles Federal Court. Although Miller severed ties with the brand before becoming an equity partner with Bomber Ski in 2015, Bode is still obligated to compete on Head equipment until April 30, 2017.

Bode's lawsuit asks the court to invalidate the restriction, allowing him to compete on skis made by Bomber. Bode's legal team is arguing that Head USA is preventing Miller from doing his job by dictating what equipment he can and can't compete on.



Back when Bode joined Bomber, Bode was no longer in the public eye due to his retirement, and his "viability and marketability as a professional ski racer were rapidly dwindling."

Miller turns 39 next month and his return to skiing would make him one of the oldest racers on the circuit. If anyone can do it Bode can.

Will just have to stay tuned and see what transpires. ■

Senior Skiing by Gene Fulkerson

I love to ski. I can't imagine my life without skiing in it. Here are some tips to help you enjoy senior skiing.

Get Modern

When I'm on a ski hill, I cringe when I see people in one-piece ski suits, rearentry boots and skis that are too long. To paraphrase a 70s slogan "We've come a long way, baby."

Modern ski clothing provides warmth, durability and weather resistance.

Modern ski technology makes skiing easier. Get to a resort ski equipment shop. They'll set you up with the best pair of skis & boots for you based on your ability & budget.

Get Fit

Skiing is tough work and you need to be in some kind of "ski fit" condition to really enjoy yourself.

You need enough stamina during the ski day to enjoy your time on the slopes (be it a half day, full day or ski vacation).

Skiing is great exercise and requires at least some strength and flexibility.

Get Lessons

It's never too late to learn to ski. Lessons are an absolute necessity if you are learning to ski at any age.

Even if you have skied for a while, or are coming back to skiing, a "tune up" lesson, clinic or program is a great way to improve your skills.

Get Out There

There are so many options for seniors. AND we have the luxury of skiing weekdays to avoid the crowds on weekends and holidays.

