

Pacific Rim Alliance —

2005 Tollakson Award Nomination



Our Mission —

The Pacific Rim Alliance is a non-profit organization dedicated to the real appreciation of skiing, snowboarding, sight-seeing, photography, travel, public awareness, safety, and so much more.

The Alliance is further oriented to the building of international relations among skiers, snowboarders and sports organizations throughout the Pacific Rim. The Alliance is a member of the **San Diego Council of Ski Clubs**, the **Los Angeles Council of Ski Clubs [LAC]**, the **Far West Ski Association [FWSA]**, the **National Ski Areas Association [NSAA]**, and the **National Ski Council Federation [NSCF]**.

Surplus moneys above reserve requirements, for deposits for our subsequent expeditions, have been donated to tax deductible organizations devoted to charity, research and education. We are especially interested in, but not limited to, supporting Ski Area Development, Adaptive Ski Programs, The Jimmie Heuga Center for MS and Olympic & Junior Racers.

Pac Rim was founded in 1997 in response to many comments we had heard over the years. These days people are just too busy with work and family to attend meetings. Most of our members have a life outside the ski club and are not looking for a club to provide them with a social life. That being said, we still participate in functions offered by San Diego Council, Los Angeles Council, and Far West. The major social activities the club offers are principally for raising funds for our charities.

Sports Development Activities —

20 points maximum

We actively promote, preach and live health, fitness, and safety. Our quarterly newsletter averages three pages of safety tips, how to ski better tips, exercises, and conditioning ideas. In the fall, when the new ski and board equipment comes out, we also write up a report.

We produce a "Survival Guide" for each of our trips. One page is tailored to the special safety issues of the resort(s) we will be visiting. For instance, this year's Bormio Survival Guide included Italian trail signage, what to expect from the Italian Ski Patrol, and the rules for going off piste. Besides a schedule of events, each guide tells about the area we are visiting, recommends restaurants, bars, off-snow activities and extensions. These guides are typically 20 pages.

We strongly encourage our participants to rent skis on overseas trips. In Europe, the price is reasonable for the high end skis and we minimize hassles encountered with luggage. Our leader takes everyone over as a group to rent skis. Besides getting a discount, we can help make sure everyone gets the ski that fits their ability. We are also there to make sure that everyone's DIN is set appropriately.

On the first day of skiing, we match up same level skiers. We make sure that people, who do not bring along their own ski group, have someone to ski with. We also walk over anyone who needs instruction and make sure they get an English speaking class that is appropriate to their level of skiing.

The routine is a bit different for domestic trips since most everyone brings skis. We do make sure that people get matched up so that no one skis alone. We encourage everyone to race.

And finally, we have one person designated to lead the troops in stretching before skiing. After skiing we make sure that everyone meets in the hot tub to soothe their well exercised muscles, share the adventures of the day, and make plans for dinner.

This year we distributed the Far West posters and created a safety wallpaper for computer desk tops which have been very popular.



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Sports Activities

30 points maximum

In 2005, Pacific Rim will run four ski trips for a total of six weeks.

Pac Rim first joined Far West and LA Council in **Snowmass, CO**. We had 32 members on this trip. We had six racers, two for the first time. Between the six racers, we won 3 Gold, 2 Silver and 4 Bronze in the three Far West races. Also one racer won Gold in the Joe Ross for his age group [60-70]. Our trip coordinator put together an impromptu race at the Highlands NASTAR course. There were about 8 racers and all eventually earned Gold. Finally, Pac Rim took the lead in putting together the San Diego Council team for the Council Challenge. Two members of Pac Rim were on this team and while we were disqualified for two DQs, we were styling in our "Bite Me" tees provided to the team by Pac Rim.

From Snowmass, twelve of us traveled to **Steamboat, CO** where we joined up with LA Council, the rest of Pac Rim and about 45 from Single Ski Club. Pac Rim hosted the nightly cocktail parties for both clubs. In addition, Pac Rim put on a pasta dinner for more than 60 people. It was so successful that we had to finally kick people out at 11 PM. Pac Rim had four racers [the powder was just too tempting for most everyone] winning 2 Gold, 2 Silver and a Bronze. We placed fifth in the Dave Seret Memorial Race.

A month later, 50 of us were off to **Bormio, Italy**. While the snow wasn't the best at Bormio, we made arrangements to ski other resorts in the region— St. Caterina, Livigno, and St. Mortiz, Switzerland. Everyone got to ski at least parts of the World Cup Downhill run. Other days we went as a group to the very famous and soothing Old Baths and hosted a Wine & Grappa Tasting. We provided daily cocktail parties and every night at dinner, a special award was presented. Trophies were crafted of bread, veggies and sour cream. Visit the photo gallery on our web site for some candid shots. It was pretty hilarious.

From Bormio, 20 of us visited **Malta and Gozo**. Since our flight wasn't until 7 PM, we arranged for the group to visit a winery for a tour with a tasting local wines and foods. We next took the scenic route to Milan via the western shore of Como Lake in search of George Clooney's villa.

And finally, 40 of us will be heading south this summer to ski **Chile**— four days in Portillo and four days in Termas de Chillan. We will then spend three days in **Machu Picchu**.

For the first time since 1998, Pacific Rim was able to field a team in Steamboat for the Jimmie Heuga Vertical Express. While the amount of funds raised really determines the winner, the Pac Rim team was able to hold it's own in the wax and NASTAR races against the skin suits. We came in fifth out of fifteen teams.

Pacific Rim has a close relationship with the Radar River Rats and share in the running of their water ski trips. We run about 10 weekend trips a year to Park Moabi on the Colorado River. Our members serve as trip leaders, boat drivers and chef.

Non-Ski Activities

30 points maximum

As stated earlier, Pacific Rim was not formed to provide a social life for it's members. It's not what most of our members expect. But that doesn't stop us from taking advantage of what councils, Far West and other clubs have to offer. In fact, Pacific Rim has taken the lead on many of San Diego and Los Angeles Councils events over the past few years.

Pac Rim took the lead for the past two years in running the San Diego Council Winter Gala. We moved the event to the Hilton on Shelter Island, upgraded the food, hired a top band, and added a reception for the Club's Man and Woman of the year candidates. This will be our third year running the event.

Pacific Rim also took the lead in starting the most successful summer San Diego Family Picnic. Pac Rim did the promotion, staffing, games, food, and the clean-up.

While we don't offer a lot of non-ski activities, we do host a number of fundraisers.



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Non-Ski Activities —

continued

Our major fundraiser has been an annual wine maker dinner where 100% of the proceeds go to the Heuga Center for MS. We get wine donated to match the exotic menu chosen. These meals are usually 6 or 7 courses and last 5 hours. This year we had the executive chef from the Hilton doing a majority of the cooking for this event. These dinners are great fun and in 2004 more than \$1,600 was raised.

We took advantage of the LA Council and Far West Ski Weeks to raise another \$2,000 for the Heuga Center. We got two 3-liter bottles of wine donated and then had them signed by the local celebrities. Members walked around all week selling raffle tickets.

We recycle cans, bottles and plastic at all club and council events we attend. This amounts to another \$400 a year for the Heuga Center.

The club and members donated money this year to help send an Unrecable, a Disabled Sports, USA, club member, to LAC Ski Week in Steamboat. We also included him and his companion in all our cocktail parties and the pasta dinner. In addition, we have actively encouraged our members to sign up with Ralphs so that a certain percentage of what we spend on groceries there can be donated to the Unrecables.

We promoted and participated in the Revlon Run/Walk for Cancer. We even recruited a company to match all the funds we raise. Because of this generous offer, we canvassed other clubs in San Diego & Los Angeles councils to join us.

We collected ski clothing for the "Youth at Risk Program" sponsored by Solar Ski Club.

And finally, we promote and participate in the Far West convention. In fact, Pac Rim is the lead for the 2005 convention and many of the key leaders are from our club.

Sports Awareness & Promotion —

20 points maximum

One of our major objectives in forming this club was to provide a forum where we could inform skiers about what is happening in the Ski Industry. To this end, at least one page a newsletter is dedicated to the ski industry. We concentrate on the ski areas we are apt to ski [west of the Rockies]. We spend a lot of time writing about what an individual can do. This information is also posted on our web site. We also send e-mail blasts when action is needed.

Our trips are open to children and we actively promote their involvement. We've followed the lead of the industry and are aggressively marketing to the teens. One of the most successful programs has been the one that allows 5th graders to ski for free.

Global warming will have the most profound impact on the future of skiing. NSAA [National Ski Area Association] has kicked off a campaign to "Keep Winter Cool." We feel as individuals, we too can make a difference.

Helmets and safety have also been a high profile item. Today, many resorts are requiring children under the age of 12 to wear them while in ski school. Many resorts have loaner helmets available for children and adults to borrow or rent. We continue to promote their use.

Colorado Extreme Law being debated currently would add "cliffs and chutes" as an inherent risk to skiing thereby allowing the resort to warn the skiers/boarders of the risk and moving the responsibility for that risk to the skier/boarder. We think this is a good thing.

Ski area expansion has been slowed by the environmentalists. Although some exceptions are out there such as the recent purchase of Crested Butte which came with an expansion of its current boundary, Moonlight Basin, MT which opened two years ago, and Tamarack, ID which opened this past December. As a club and individuals, we wrote many letters expressing our opinions on the US Forest Service 2004 National Forest Management Act.