

Pacific Rim Alliance —

2005/06 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 Val Thorens, France Survival Guide included French trail signage, what to expect from the French 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 again distributed the Far West posters and created a second safety wallpaper for computer desk tops which have been very popular.



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Sports Activities

30 points maximum

In 2005/06, Pacific Rim will run three ski trips for a total of five weeks.

Pac Rim kicked off the season by heading south in the summer to ski **Chile**— four days in Portillo and four days in Termas de Chillan. They had an amazing winter with the most snow I've ever seen down there. We even missed a day in Portillo since snow closed the road. We made the most of it with our unexpected overnight in Santiago. We will then spend three days in **Machu Picchu**. We over nighted in Urubamba so we only had a short 2 hour train ride to Machu Picchu. We had hiked to the Sun Gate before the first train from Cusco arrived. Next day we visited many of the wonderful ruins in the Urubamba before overnighiting in Cusco. We were already acclimated to the altitude and had been drinking plenty of water so no one had trouble with the altitude.

Our domestic trip this year was to **Big Sky, Mt.** Another amazing mountain. Our group arrived in a snow storm giving us plenty of awesome powder skiing. Just about everyone took advantage of the proximity and snowmobiled into Yellowstone. The most amazing sight was the regrowth of the forest after their last big fire, believe it or not, was 15 years ago!

Our European trip took us back to **Trois Vallees, France**. This time we stayed in Val Thorens because that's where the best snow and glaciers are. It was snowing when we arrived in Zurich, so much so, most flights were canceled. Since ours was canceled due to other reasons, we managed to catch a later flight. We were a day late getting to the resort and our luggage followed yet another day. The skiing was unbelievable in that there seemed to be an unlimited supply of off piste powder. Next we headed to **Istanbul, Turkey** for three days before continuing on a **Greek Island cruise**, ending with an overnight in **Athens**.

This summer we will be returning to **New Zealand's** South Island before going onto **Tasmania** and **Australia**.

For the second time since 1998, Pacific Rim was able to field a team in Big Sky, MT 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 poker run and NASTAR races against the locals. We came in fourth 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 three 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. This was our fourth year.

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. \$3,500 was raised in 2005.

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 Telluride. 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 in San Diego.

And finally, we promote and participate in the Far West convention. In fact, Pac Rim was the lead for the 2005 convention and many of the key leaders were 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. We include a "Kid's Korner" in our newsletter for our parents and grandparents who take their kids to the slopes.

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 was passed adding "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. And, at least for the present, the courts seem to be upholding the assumption of risk clause by the skiers. We think this is a good thing.

Ski area expansion has been slowed first by the environmentalists and now by the economy. Pac Rime has always been there to write letters and send emails about growth when it is appropriate and needed. At a minimum we keep members informed on the latest developments. This year, we had the opportunity to ski the 3-year new Moonlight Basin area in Montana while at Big Sky. Our trip leader has also been able to check out Tamarack in Idaho and we hope to be able to bring a group there in the near future.