



THE ECHO

The Voice of the Mad River Glen Community

May, 2005

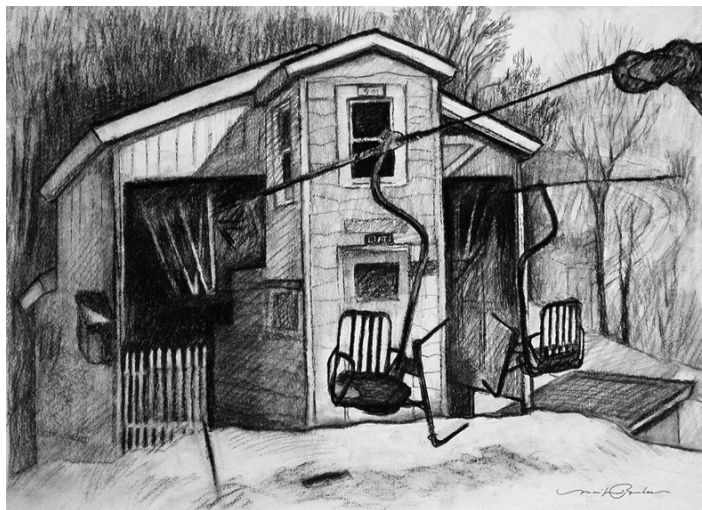
In the "Snow Corner of New England"

Mad River Glen Decides to Stay Single

It was a packed house at the Mad River Glen Cooperative's annual shareholders meeting on April 2, where the mountain's skier-owners voted in a landslide to approve a \$1.4 million plan to refurbish the ski areas iconic single chair lift. After much research, deliberation, hard work and deep soul searching, the Mad River Glen Shareholders decided overwhelmingly to approve the Board of Trustees' recommendation on the project slated for completion during the summer of 2006. "Isn't it great that this key decision was not made by some corporate executive? It was made by the folks with the most at stake, the skiers," noted Mad River's President Jamey Wimble. "This is what the Co-op is all about. They know that the best course for Mad River Glen is to maintain our niche by preserving and protecting the unique experience we offer."

In this age of high-speed detachable lifts where even new double chairs are a rarity, the idea of building a single chair could be viewed as ludicrous. But, since the Co-op's inception nearly 10 years ago, we have beaten all the odds by disregarding much of the ski industries conventional wisdom.

Throughout the process the Co-op's elected Trustees reviewed a wide variety of possibilities including a refurbished single chair, a brand new single chair, a new double of varying uphill capacities, along with numerous other possibilities. Based upon a detailed engineering study, feedback from shareholders and guidance from the Co-op's by laws



Artwork by Marilyn Ruseckas

and the strategic plan, the Board of Trustees unanimously recommended the refurbished single chair option. The shareholders voted in favor by a tally of 778 in favor and 178 opposed.

The refurbished single chair will have the same lift capacity (approximately 500 skiers per hour) as the current single chair. It will look almost identical to the existing lift to the untrained eye, but will have all new components. The only existing equipment to be reused will be the wire rope, the lattice towers and return station framework. The towers and framework will be removed, sandblasted, re-painted, and re-installed on new bases. Other features of a refurbished single chair include brand new single chairs built to the exact design of the originals, a new electric drive with diesel backup, new sheaves, new tower bases, and new safety systems.

The only open question is how exactly the \$1.4 million project will be financed. The Co-op has already squirreled away \$425,000 over the past five seasons in their "Single Reserve Fund". The Co-

op's financing plan will include a combination of new Co-op share sales, charitable fundraising, bank financing and the sale of the old chairs. The preferred method of financing is new share sales, says Marketing Director Eric Friedman, "This is a great opportunity for skiers who have considered buying into the Co-op to do so when it is needed most. Minimal debt has been the cornerstone of the Co-op's success to date, and every share we sell is that much less we will have to finance." Interest in the old chairs has been tremendous. The old chairs will be offered to the shareholders first, and if any remain, they will be offered to the general public. A price and mechanism for selling the chairs will be announced in the fall as the Co-op finalizes the project's financing and makes preparations for the Co-op's 10th Anniversary.

Save the Date - January 21st Co-op's 10th Anniversary Grand Soirée

As hard as it is to imagine, next season will mark the 10th Anniversary of the Mad River Glen Cooperative. As part of the season-long celebration a plan is in the works to hold a 10th Anniversary Grand Soirée on Saturday January 21st. This "formal" affair will feature live music, fabulous fare and loads of the famous Mad River conviviality. It will also be a fundraiser for the Single Chair Fund. One of the highlights of the evening

will be the selling-off of the old single chairs.

This will be a once-in-a-lifetime chance to procure what is sure to be a valuable collectors item. Make sure to hold the date and stay tuned for more details. Join one of the Co-op listservs to make sure you get the news first! Visit madriverglen.com to sign up.



Letters to the Editor

A Look Back at the Most Remarkable 2004/05 Ski Season

It was, indeed, an unusual winter—a long and erratic one filled with a lot of quirky weather, to say the least, but also one offset, at times, with subtle whimsicality. Where else but at Mad River Glen, for example, could a skier, during the course of a mile-long ride to the top of a mountain on legendary albeit antiquated single-seat chair lift, be treated to music ranging from Jimi Hendrix at the base, Flat and Scruggs at midstation, and Johnny Cash classics at the summit, compliments of deejays Steve Eurich, Brian Aust and Tony Bartold and their “Music to Ride the Single By” musicale, belting out some of the best (and not so best) tunes for the skiers’ listening pleasure. What a treat!

And where else could one follow the antics and comings and goings of Blackie the Wonder Raven—Tony Bartold and Todd Worden’s pet—as he circles and swoops and does his crowd-pleasing aerobatics every day at the top of the Single, quite aware, it seems, that all eyes are on him—a real hambone right out of the egg if there ever was one. Just watch Blackie as he poaches his breakfast

bowl—on the ledge to the right of the unloading ramp—each morning. Or as he scrutinizes and calls out to disembarking skiers from his observation post high up on the counterweight tower ladder. Or imagine, for that matter, what the summit would be like without—shiver me timbers!—our beloved old counterweight tower for Blackie to perch on?! (Thankfully we no longer have to lose any sleep over that prospect.) Or remember the start of Presidents’ Week when Blackie brought his entire family of six to the top of the Single to meet everybody, but purposely didn’t let any of his brethren in on the location where his breakfast bowl was stashed?

And where else but on Mad River Glen’s single chair can you find real, live lift-ops greeting each skier, individually, with a big smile and a “hi” as you prepare to unload at midstation or the top, perhaps grooving a little to the singing, wailing and warbling of Waylon Jennings, Bob Marley, The Monkeys, or Tribe Sector 9? In fact where else can you even find a midstation any more, much less one where it’s possible to upload in a chair which a second or two before had been occupied by an off-loading skier? Nowhere, that’s where, because it can only happen at Mad River Glen, as it will for the next 50 years or more.

Okay, so enough of the schmoozy whimsicality, already.

The start of the 2004/05 season was mercurial, to say the least, with rain and sleet and snow and yet more rain and sleet and snow. Nothing to write home about, for sure. But with a number of crucially-timed snowfalls and excellent grooming, the mountain withstood the tenuous conditions in remarkable style and the MRG faithful never faltered or failed. For instance, remember when January turned bitterly cold, mean, and mostly bulletproof and skier visits and income plummeted? And remember the three companies of mountain infantry of the Vermont National Guard who had their as-usual frigid winter bivouac at MRG? And remember how the great bluegrass music of the Mad Mountain



Photo credit: Brian Mollenhauer Photo

Many memories like this were made by skiers this season.

Scramblers, the rockabilly swing of the Starline Rhythm Boys, and other excellent bands in General Stark’s Pub kept our spirits (and mugs) up, the lights on, and the bullwheels turning?

And what about that extraordinary Stark Mountain Foundation fundraising party, soon thereafter, organized and run by such Mad River luminaries as Deb Steines, Bob Rogers, Penny Parsons and other hard-working members of the Foundation? The bidding on a myriad of great prizes went beyond everyone’s wildest imaginations—imagine, if you can, two Paradise signs (one very old and one quite new) bringing in \$5,000—wow! And what about the delicious food by Lisa Friedman’s “Wooden Spoon Catering,” along with the rocking music of the Bart Howe “Runaway Dog” ratchet, washboard and jug band, accompanied by the incomparable singing, swinging and tambourine playing of MRG ski instructress Kym Asam, whose wild gyrations had everyone dancing in the isles? What a great time we had that evening!

Just when it seemed like nothing could top that event, along came the ever ebullient, garrulous, indefatigable Dickie Hall—a legend in his own mind—and his world-renowned North American Telemark Festival, the largest and oldest in the U.S., this year celebrating its 30th Anniversary. And, true to form, Dickie once again outdid himself in grand style, putting on what had to be the most pre-eminent Telefest weekend ever! Preceded by a miraculous Friday snowstorm, ubiquitous pinheads that Saturday morning were everywhere at Mad River Glen! In fact many of the more sensitive and intimidated alpiners slouched and cowered in doorways and nooks and crannies, hid out in bathrooms, and generally tried to pretend that they’d be making the switch—or at least going bi—imminently. And the Saturday night Telefest dance party—oh my! It had to be the biggest, best and wildest ever, to the extent that Dickie promised that next year he’d shore up the third floor dance hall of the Basebox to prevent its collapse.

The Echo

The Echo is the shareholder’s newsletter for the Mad River Glen Cooperative.

All shareholders are encouraged to make submissions to The Echo or to share your thoughts with fellow share-holders. We will print as many letters to the editor as we can. Material can be submitted to:

Mad River Glen
PO Box 1089
Waitsfield, VT 05673
Attn: Echo Newsletter
Email:
eric@madriverglen.com

Submissions for the next edition of The Echo must be received by August 1.

Things quieted down after the Telefest, but not too much because the Triple Crown Challenge was in full swing. And, thanks to some more fortuitous snowstorms and some serendipitous rescheduling, things all worked out—it, also, was one of the best Triple Crowns ever! Why? Well, for one thing who in the world ever could have imagined that 12-year-old superskier Silas Chickering-Ayers, the son of patrol director John Ayers, would or could have emerged as the Triple Crown King-of-the-Mountain in the mens' alpine category?! But he did, handily beating the older, more seasoned competitors. (Silas' older brother, Lars, was the alpine mens' Triple Crown winner the two prior winters.)

Well, the season was winding down and hopes were high that we'd have an old fashioned Mad River Easter weekend, replete with the traditions of yesteryear. And so it turned out, with blue skies, warm sun and great spring skiing both days.

Setting the tone for the Easter weekend, Saturday morning saw a startled group of booting-up patrollers prior to heading up for trail checks watch in disbelief as a snowboarder cruised by the patrol room, disappeared behind the

Cricket Club, and then moments later drove away down Route 17. Were we seeing an apparition? No, not at all. It turned out that, after about six inches of new snow that Friday night, some stealthy but very skilled and courageous snowboarder skinned up to the top of the Single and expertly poached the Chute and all of the Lift Line, including the roped-off tower 5 cliffs, without a glitch or a fall. In fact, as anyone who went up the Single early that morning saw, his track was, indeed, exquisite—yet another great Pub story which will undoubtedly be recounted many times for years to come.

The Easter morning sunrise service at the top of Stark Mountain, led by the Reverend Nancy Smith, a shareholder and former MRG patroller, was packed. In fact it was the largest turnout in the history of the Stark Mountain Easter service, with over 200 hundred skiers in attendance.

This was followed in short order by the traditional Easter egg hunts—one for the 40 or more little slush-walkers in the base area and the more grownup version on the mountain, where a throng of 150 or so young skiers followed Maitre d' Bunny Steve Skilton, a volunteer patroller, down the Bunny,



Photo credit: Brian Mohr/Ember Photo

The 2005 Mad River Glen Triple Crown Champion, Silas Ayers, "had it up to here" with all the snow in late February and March. This period of snow made the season for us this year.

scarfing up hundreds and hundreds of hidden Easter eggs, each with a delicious treat inside (if they could figure out how to open the eggs, which required either crushing them [and the encapsulated treats] underfoot, or the prestidigitation of a Houdini to otherwise get the eggs open).

The egg hunt was followed by a wonderful, old-time Easter parade in front of the Basebox, with great costumes and chapeaus donned by young and old. (The Josh Tower family's single chair display was truly exceptional.) And the perennial, always-delicious chicken barbecue, featuring Mad River Glenn's World-Famous Homemade Chicken Barbecue Sauce, fittingly brought down the curtain on a perfect Easter weekend—it couldn't have been better!

The best-attended (standing room only), most-important-ever Annual Shareholders' Meeting and trustee elections occurred the following Saturday. It was dominated, of course, by the vote pertaining to the single chair—the most important decision of all time for Mad River, not only in the history of the Cooperative, but since Roland Palmedo first decided to create Mad River Glen fifty-nine years ago. The vote to rebuild Old Faithful was overwhelming, with 81.4 percent of the votes cast supporting the rebuild. Special thanks and accolades go to Alan Moats, our outgoing Chairman of the Board of Trustees, not only for deftly fielding all the questions and comments about the Single during the meeting, but also for

all the behind-the-scenes time and effort which he, in particular, put in, garnering the unanimity of the Board to bring this momentous decision to such a decisive conclusion.

Alan, we're going to miss your urbane demeanor and your incessant, enigmatic and infectious smile at board meetings, as well as your always-elegant, usually-eloquent, obfuscation-eschewing, sometimes circumlocutious but always cogent, poignant, perspicacious silver-tongued oratory. In the sublime and immortal words of another eminent and distinguished Board member, Rick Moulton, "if it ain't broke, don't break it." Which, indeed, sums up your many achievements as a Board member and your steadfast, visionary leadership—which had an edifying influence on all of us—during one of the most profound years in the history of Mad River Glen. Ski heil, Al, old friend!

Now let's all finish the job and vote to have Mad River listed on the National Register of Historic Places—a most fitting tribute to all those Co-op members who have worked so tirelessly, from the beginning, to ensure that there will always be a Mad River Glen.

So many legends. So many memories. So many friends through the years—fifty-seven years—tracing their tracks in the snows of Stark Mountain. Mad River Glen. It was, and is, and will always be, "a magical place."

Bill Heinzerling
Fayston, VT



Co-op Shareholder, Liz Godwin, was on "Cloud 9" for the Easter Parade. We were blessed with amazing weather for this year's Easter festivities.

The View from the Chair

A Message from the new Co-op Board Chair, Jay Appleton

The question of replacing the Single Chair loomed over our Cooperative since its inception, and on April 2, 2005, the question received a resounding answer from the shareholders. Rebuild it! The Board congratulates everyone that participated in the spirited debate leading up to the vote. Replacing a 1948-vintage fixed grip single chair with low uphill capacity with the same is not exactly following industry trends, and the Board wanted everyone to be crystal clear about what was being proposed, and its effect upon the future.

Fiscally, history has shown that the Cooperative is successful using a business model based upon low uphill capacity and quality ski terrain. The crux of the rebuild debate centered on increasing uphill capacity to reduce lift lines.

The unanimous recommendation of the Board for the rebuild option would lock the Cooperative into the existing Single's capacity of 500 people per hour. All other issues including reliability, maintenance, regulatory compliance, and operation without electricity were solved. The Finance Committee and staff concluded that the Cooperative can afford the \$1.4 million price tag. However many argued that we should give the option to increase uphill capacity to future shareholders by constructing a double chair capable of carrying more people, but putting only enough chairs to equal the Single's capacity. It was a contentious, but healthy debate. I want to thank everyone who expressed their opinions pro and con, especially those in the minority. Our Cooperative is

stronger for it.

So where do we go from here? In May, the Board will approve next year's budget and pricing, based upon staff recommendations. Then the Board will turn to the financing plan for rebuilding the Single. The Board has authorized a Single Chair Financing Committee that will refine the broad-brush capital plan presented at meetings this past winter. We have a unique and exciting project, so fundraising should prove to be an important part of the capital mix, including fundraising by shareholders through share sales.

The order for a state-of-the-art single chair will be placed by the end of 2005, with construction in the summer of 2006. Next ski season will be the last winter the "Old Girl" will take us to the

summit, as Go-Go Bill would say in his gravelly voice.

As we move ahead, the Board wants your ideas on fundraising, and how to reduce lift lines. On the fundraising front, the existing single chairs will be sold (the process to do that has not been determined – please be patient), and the sale of new shares will benefit the rebuild. What ideas do you have? And for lift lines, there are fiscal options such as limiting day ticket sales, or new programs that draw people away from lift lines. However tradeoffs abound. What would you decide? You can use coopboard@madriverglen.com to email your thoughts directly to all Board members, or you can even write an old-fashioned letter. Enjoy the summer!

The President's Report

Everyone has been asking me what we have on tap for summer projects this off-season. Outside of the normal maintenance projects the board approved a \$144,000 capital budget for the summer of 2005. We looked closely at this summer's capital preparing for next summer's capital with the Single project, and bit the bullet on



a couple of items knowing that they would most likely not be done next summer with the capital required for the single project. The two big ticket items are new grips on the Birdland Chair and a new point of sale (POS) system in tickets and ski school. These two items together are nearly \$90,000. The grips are a required expenditure and the new POS system has been long overdue and should greatly improve customer service in the ticket office and vastly reduce the number

of headaches in the office. Other items that round out the capital list include: new belts on the snow cats, engineering analysis on the Single, a new snowmobile, and new equipment for the rental shop. Nothing flashy (per Mad River) but we should have a lot to talk about next year when the Single project gets under way. Enjoy your summer and we'll see you all when the snows returns.

Jamey Wimble



Mad River Glen's Triple Crown Champions: (from left to right) Ben Stein, Men's Telemark, Anna Eberle, Women's Open, and Silas Ayers, Men's Alpine. Congratulations to all of the competitors on a great Triple Crown series this season.



Shareholder's Peter Meyer (Waterbury, VT) and David Blinken (NYC, NY) took on Alaska's Chugach Mountains this spring. David, a fly fishing boat captain in the Hampton's (visit his website at northflats.com) noted that in these mountains there are no trees. Where do you turn? They did figure it out and returned with this great bumper sticker shot that will be added to the collection in General Stark's Pub.



Shareholders, Bob and Abigail Vietze, had lots to smile about on the mountain this season.

It's Your Mountain – Stay Informed

The Co-op offers 3 different Listservs along with a “Shareholder Only” website to keep you abreast of what is happening at YOUR mountain as well as to foster communication among shareholders, the Co-op’s Trustees and the mountain management. Nearly 700 of our shareholders are already subscribed. Here is a rundown of the different Listservs:

For Everyone

Snow Reports & Information

Get news, updates, and either daily (MRGINFO) or weekly (MRGNEWS) snow reports and powder alerts direct from the Mad River Glen Cooperative World Headquarters.

For Co-Op Shareholders Only

Co-op News

MRGCOOPINFO is a one-way list from the management to the subscribers. If you only want to get official announcements from the management and would prefer to NOT read or participate in discussions with other shareholders, this list is for you. Only Shareholders can be subscribers.

Co-op Discussion & News

This list receives informational postings from the Mad River Glen management and also serves as a place for two-way communication with all subscribers able to post and share opinions. Only Shareholders can be subscribers.

Visit madriverglen.com and Click on the Email Sign up Icon

MRG Patrol Named Patrol of the Year

The Mad River Glen Ski Patrol has been named the 2005 National Ski Patrol Eastern Division’s Patrol of the Year. Anyone who has ever experienced the quality care of these highly trained professionals and volunteers will attest to the worthiness of this honor. This award will also qualify the Mad River Patrol for consideration for the National Patrol of the Year award. “This has been in the process for some time”, said Patrol Director, John Ayers, adding. “It’s really is a tribute to Steve Pardy (John’s predecessor as Patrol Director who continues to patrol at Mad River Glen as a volunteer) and the entire patrol in general.”



Congratulations to John Ayers and his dedicated crew for this achievement. This is a tremendous honor in light of the fact that Mad River Glen’s founder, Roland Palmedo, was one of the founding fathers of the National Ski Patrol.

Anyone who has ever experienced the quality care of these highly trained professionals and volunteers will attest to the worthiness of this honor.



After watching so many others enjoy our “product”, Mad River liftie Sam Libby got to enjoy some fresh powder of his own

Co-op Board Results

In State Trustees

Steve McKenzie	440 *
Rick Moulton	728 *
Colin Rekhugler	306
Ron Shems	323
Write In Votes	9



Steve Mackenzie



Rick Moulton

Ballot Question

Shall the Board of Trustees be authorized to make a capital expenditure exceeding \$300,000 for the purpose of rebuilding the Single Chair to meet all regulatory codes, facilitate maintenance, ensure reliability, and preserve the look and capacity of the current lift, at a cost not to exceed \$1.4 million?

Yes **778 (81%)**
No **178**

Out of State Trustees

Geordie Hall	731 *
Mark LaMont	189
Write In Votes	3



Geordie Hall

2005-2006 Board of Trustees Officers

The newly elected Board met the day after the annual meeting to elect their Board's officers. They are as follows;

- Jay Appleton – Chair
- Paul Finnerty – Vice-Chair
- Jed Kalkstein – Treasurer
- Deb Steines – Secretary

* Candidates elected to Board of Trustees

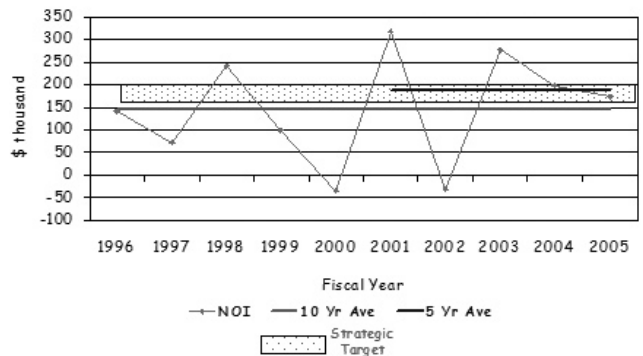
A Look at the Numbers

'04/'05 Full Fiscal Year Projections

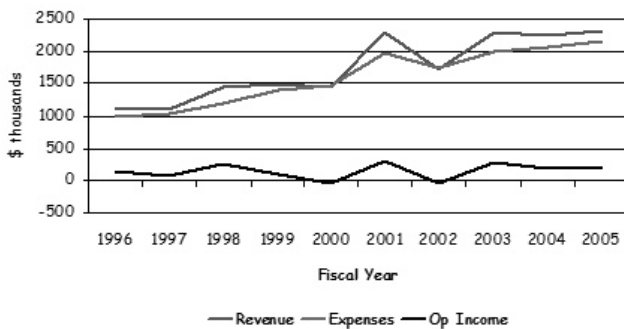
	Projection	Budget	Variance
Revenue	\$2,319.0	\$2,327.0	\$(8.0)
Expenses	\$2,144.0	\$2,132.0	\$12.0
Op Income	\$175.0	\$195.0	\$(20.0)

* All figures are in thousands of \$

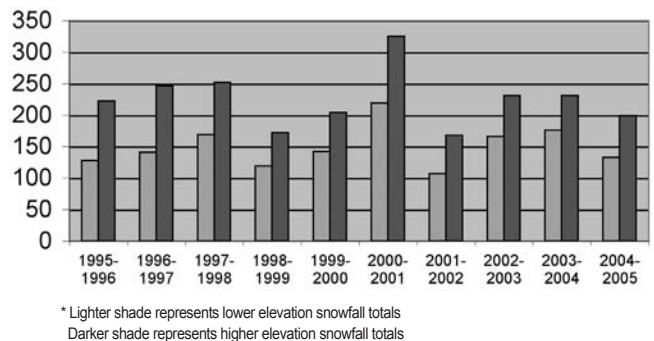
Historical Net Operating Income



Revenue vs. Expenses History



Seasonal Snowfall



* Lighter shade represents lower elevation snowfall totals
 Darker shade represents higher elevation snowfall totals

Share Sales Update: We Need You!

Shares Sold in FY '05 to Date:	52
Share Sales Budgeted for FY '05:	40
Shares Tendered in FY '05:	12
Shares Converted to Pres. Cert's:	12
Net Gain in Shares/Pres. Cert's	40
Total Shares Sold to Date:	2013

The Co-op has become stable and overcome many of its initial obstacles, but new share sales are still vital to the Co-op's future. This year we budgeted for 40 new shares to be sold with a net gain of 20, accounting for attrition among our shareholder base. Currently we are pleased to announce that the Co-op is way ahead with a net gain of 40 shares thus far with another 5 months left in the fiscal year.

We work hard to minimize the number of shares tendered by appealing to the shareholders' affinity for Mad River Glen, encouraging them to transfer their shares or to convert to a Preservation Certificate. Realistically we must expect to have shares tendered each year due to deaths, finances, relocation or a number of other reasons. We are seeing great progress in this effort as only 12 shares were tendered while another 12 have been converted to Preservation Certificates.

In the Co-op's first nine years

we have reinvested over \$2 million in capital and paid off the mortgage. These are tremendous accomplishments, but the work is far from over. By 2010, the 20 year capital plan calls for another \$2 million to be spent on capital projects including the refurbishing of the Single and a new Patrol/Ski School building.

Share sales are critical as we move forward with the single chair project. The shareholders are our best resource and we need your help to meet our share sales goals. If even half of our shareholders could buy an additional share for a family member or help us sell ONE share each, we could easily secure the mountain's financial future. It's that simple! If you want to buy another share or if you know someone who may be interested in purchasing a share please contact Eric Friedman in the Co-op office (802) 496-3551 ext. 111 or via email: eric@madriverglen.com.

Important Shareholder Information

Advanced Purchase for 2004-2005 Season

Your Advance Purchase Requirement (APR) for the 2004-05 season was due on September 30, 2004. If you did not pay your APR, a \$25 late charge was assessed to your account.

If you have leftover Mad Money that is above and beyond your \$200 APR, you can return it to the office for credit for the 2005-06 season. Please note that to receive this credit the extra Mad Money must be returned to the office no later than September 30, 2005 and though it can not be used to satisfy your 2005-06 APR, you will receive new Mad Money that can be used in 2005-06. Any Mad Money that is part of your 2004-05 APR must be spent by September 30, 2005, after which it expires and can no longer be used. Now that the mountain is closed you can still spend your Mad Money on our Summer Camp programs, at the Alpine Options Retail Shop or at any summer mountain functions. If you have any questions about Mad Money please be sure to give the office a call.

What's the Story With Mad Money?

Our Co-op's structure requires us to track the spending of our shareholders, which is why we have Mad Money. Mad Money should be purchased for any transaction shareholders make on the mountain, for if you do not purchase Mad Money for your on-mountain purchases, we can not accurately track your spending. This affects any potential patronage rebates authorized by the board in good seasons. It is also a valuable tool for management as it allows us to determine the actual spending of our shareholders as opposed to that of the general public. Shareholders should be aware that it is important

that they identify themselves as such when making purchases in the Ticket Office and at the Ski School Desk.

Lift Ticket Vouchers & Mad Cards!

Lift ticket vouchers must be used in the season that they have been purchased. All shareholder ticket vouchers, Mad Card vouchers and off-site vouchers are now expired. They cannot be exchanged for next season, or redeemed for cash or Mad Money.

Have a Question or Concern?

We heartily encourage you to become involved with the Co-op as your input is important to us. We ask, however, that you do not confront Mad River Glen employees directly with your comments or suggestions. Please use the following liaisons to field your questions, comments and concerns:

Co-op Board of Trustees
coopboard@madriverglen.com

Eric Friedman
Marketing Director
eric@madriverglen.com
(802) 496-3551, ext. 111

Jamey Wimble
General Manager
jamey@madriverglen.com
802-496-3551, ext.114

Summer Office Hours

Monday to Thursday
8:00 AM to 4:00 PM

Shareholder-Only Website

Be sure to visit the shareholder-only website at madriverglen.com for meeting minutes, Co-op policies and more!

Username: single
Password: gogogo



Photo credit: Mike Riddell

Joan Heaton Furtsch, Ali Hobart, Kim Bruno and Missy Siner Shea enjoy a fine spring day on the deck. Does it get any better than this?

The Genesis of Mad River

By Jeff Leich

Sixty years ago, as the end of World War II was coming into sight, the revival of the war-disrupted ski business was on the minds of Roland Palmedo, Charlie Lord and James Negley Cooke, the trio that had installed the world's longest chairlift at Stowe in 1940. Roland Palmedo had virtually discovered Stowe as a skiing destination, having made a ski expedition up Mt. Mansfield in the winter of 1932 with some of his friends from the Amateur Ski Club of New York.

The construction of the walk-up Nose Dive trail in 1934 by the Civilian Conservation Corps set the stage for the explosion of interest in skiing in Stowe in the 1930s. The Nose Dive was laid out by Charlie Lord, a recently laid off state highway engineer and passionate skier. With the help of his ski buddy Abner Coleman and state forester Perry Merrill, Lord oversaw the cutting of a growing network of trails on Mt. Mansfield in the 1930s. When the Nationals were held on the Nose Dive in 1938, two significant outcomes resulted. The first was the founding of the National Ski Patrol by Minnie Dole. This network of volunteer ski patrollers would experience explosive growth in the years before World War II, and once war came would midwife the birth of the US Army's mountain troops.

The second result was more local but important nonetheless. At the 1938 Nationals, several of the US women, accustomed to European ski amenities, questioned the unfinished state of American facilities. "After the race Grace Carter Lindley told Roland it was high time for American skiing to get organized, and that the most important move was to build ski lifts," wrote a fellow ASC member. "Roland, agreeing with her criticism, soon organized a group to finance a lift on Mt. Mansfield." Palmedo's group included Lowell Thomas, the radio announcer, Craig Burt, Godfrey and Sterling Rockefeller, and James N. Cooke. The Mt. Mansfield Lift, Inc. raised \$101,200 for the project, and engaged American Steel and Wire to build the chair.



Dignitaries on Opening Day in 1948 (from left to right) Roland Palmedo, Gov. Ernest Gibson, Sandy McIlvane (Gen. Stark), J.N. Cooke, Howard Moody and an unidentified dignitary.

Roland Palmedo (left), Mad River Glen's founder. This portrait hangs at the International Ski Hall of Fame in Ishpeming, Michigan. These photos and many more can be found on the slide show on the history page at madriverglen.com

When the new lift opened in December 1940, it was the longest chairlift in the world, and certainly the centerpiece of skiing in the Mt. Mansfield region. By then the lift company was not the only business with an interest in skiing. The State of Vermont and the lumber company controlled by Craig Burt owned the land, the Mount Mansfield Ski Club provided ski patrollers, while the Mount Mansfield Hotel Company controlled the ski school under Sepp Ruschp. Relations among the various parties were not always harmonious, and during the war Lord, Cooke, and Palmedo maintained a steady correspondence about the conflicts at Stowe, and the desirability of founding a new ski area.

Palmedo, writing from his station on an aircraft carrier—he was a naval aviator in both world wars—predicted that the end of the war would bring a boom in the business of skiing. "Pretty soon now the boys will be getting out of the service, and I get the impression

that somewhere around 128,000 of them are planning 'a little ski lodge in New England somewhere'". For several years Cooke, Lord and Palmedo were focused on a site in Warren, just south of today's Sugarbush. They went so far as to list their preferred choices for ski school director—Otto Lang, Fred Iselin (both of whom had run ski schools in Vermont during the winter of 1943) or Sepp Ruschp of Stowe.

In March 1946, Cooke and Lord found a new site on General Stark Mountain in Fayston that immediately changed their plans. "Nancy, Charlie and I are completely convinced that Stark is an ideal location. The snow is equally as good at every altitude as on Mt. Mansfield, and the skiing possibilities are much greater than Mt. Mansfield."

From that point on, Cooke and Palmedo focused on the new area they would call Mad River Glen, while Lord continued as manager of the Mt. Mansfield Lift Company. Opening of the new area was planned for the 1947-48 season, but an early winter shut down construction. The winter

of 1949 was the area's first, and with its long single chairlift and steep, protected terrain it bore a remarkable resemblance to the Mt. Mansfield site from which the group was withdrawing.

As most New Englanders know, the years passed and traditionalist Mad River declined to participate in such up-to-date ski industry practices as top-to-bottom snow-making, trail widening and daily wall-to-wall grooming, that pasteurized snow surfaces while they increased costs. Today's Mad River Glen, with its 1949 single chairlift, predominately natural snow, and tight, twisting trails, remains a postwar skiing heirloom, and enduring evidence that Palmedo, Lord and Cooke knew what they were doing when they branched out from Stowe and found their Fayston snow pocket in March, 1946.

This article was originally published in the New England Ski Journal and has been reprinted here with their permission. Jeff Leich, the author, is the Executive Director of the New England Ski Museum at the base of Cannon Mountain in New Hampshire

Obituaries

Brad Swett, Former MRG Owner

Bradford Norris Swett, 69, an avid skier who developed real estate at both Sugarbush and Mad River Glen ski resort, died on March 31, 2005 from Glioblastoma, the most serious form of brain cancer.

Mr. Swett was a visionary real estate investor who over several decades led the rejuvenation of once dilapidated neighborhoods - building-by-building and block-by-block - in areas such as Harlem, the South Bronx and Greenpoint, Brooklyn.

Throughout his prestigious career in real estate, Mr. Swett became known for his ability to transform undervalued properties in undesirable locations, bringing new life to his buildings and the neighborhoods surrounding them. He bought run-down apartment houses and decaying warehouses in areas ignored by other investors and developers, gutted and rehabbed the buildings, then filled them with tenants. Often he would also buy the building next door, or across the street, and repeat the process. Other investors invariably followed suit.

His impact on these neighborhoods however involved much more than just his real estate holdings. Mr. Swett contributed to community-based causes and

organizations in the neighborhoods in which his buildings were located. For example, Mr. Swett founded the Bradford N. Swett Arts Academy at Henry Hudson I.S. 125 in the Bronx, which provides after-school programming in art, photography, music and dance. He also supported the Abyssinian Baptist Church in Harlem.

He also invested in real estate outside New York City, and his lifelong passion for skiing led him to several projects in Vermont. In the mid-1960's, he built ten town houses at Sugarbush and five town houses at Mad River Glen. In 1970, he began courting Roland Palmedo, then owner of Mad River Glen, to sell him the resort. He saw vast potential in the undeveloped land. Mr. Palmedo was at first reluctant to part with Mad River Glen, but Mr. Swett finally persuaded him to sell, using the argument that the resort's shareholders would be interested in finally seeing some profits. Mr. Swett organized a group of investors, including Truxton Pratt, who bought and ran Mad River.

Mr. Swett is survived by his wife of 25 years, Holly McAllister; his three children from his first marriage to Eleanor Chance Burgess; his son, Bradford Chance of Geneseo, NY; his two daughters, Jennifer Chrisman of San Francisco, and Hannah Swett of New York; and his

granddaughter, Lucie Swett. He is also survived by his mother, Mrs. Olcott D. Smith of Farmington, CT, and brothers Steven C. Swett of Norwich, CT and Thomas C. Swett of Unionville, PA.

In lieu of flowers, donations may be made to the Musella Brain Tumor Foundation (1100 Peninsula Boulevard, Hewlett, NY 11577.)

Clif Taylor

Clif Taylor, fondly known by his co-workers and family as "The Legend," died peacefully on March 6 in Evergreen, Colorado. He was 82 years old. Clif was born with an identical twin, Mark, on Dec. 29, 1922 in Providence, R.I. Older brother Richard and the twins joined the armed forces in 1943. Clif trained for the 10th Mountain Division at Camp Hale in 1943. Clif fought in World War II with the 86th Mountain Infantry Regiment in the decisive battles at Riva Ridge and Mount Belvedere in the Northern Italian Apennines. He received the Purple Heart medal in April 1945. Clif was deeply moved by his experiences in Italy and eventually took his family there to revisit many of the locations of his tour of duty. After the war, Clif enrolled in Western State College in Gunnison, Colorado where he

raced for the Western State Ski Team but unfortunately broke his leg just before the team won the championship in 1947-1948. He went on to teach skiing with Klaus Obermeyer in Aspen in 1950. There he met and married Mary Pratt and moved to Brattleboro, Vt., where he developed GLM (Graduated Length Method) while working for the Brattleboro Reformer newspaper. He started Shortee Skis with the help of philanthropist Laurance Rockefeller and tested the new skis on the slopes of Mad River Glen.

Clif was inducted into the National Ski Hall of Fame in 1979 for his contribution to the ski industry as inventor and champion of GLM, which teaches direct parallel technique on short skis. Many other honors followed, including induction into the Colorado and Vermont Ski Hall of Fame (1999 and 2003). Clif's buoyant personality was infectious; he took great joy in making the art of skiing easy and fun for all ages to learn. Some of Taylor's most distinguished students were Gary Cooper, Lowell Thomas, Art Linkletter, Jack Paar, Lorne Greene, Tim Conway, Ann Miller and Laurance Rockefeller. He is survived by his three children, Mark, Louise and Laura; and grandchild Morgan Taylor, all of whom he taught to ski before they could walk (well, almost).



Ideas Sought for MRG's 4th of July Float

Mad River Glen is a perennial award-winner in the world-famous Warren 4th of July Parade and extravaganza. We are currently seeking ideas for this year's Mad River Glen float. Any idea would be considered, although something related to the recent single chair decision may be apropos. The Warren 4th of July Committee usually has a parade "theme", which has not

been chosen as this Echo goes to press. Keep in mind we always like to come up with ideas that involve kids. The parade is on Monday the 4th and a float building party will be planned in the days leading up to the weekend. To submit your ideas or to volunteer for the float contact the co-op office at eric@madriverglen.com.



Long-time Mad River Glen skier and friend of MRG's founder Roland Palmedo rode the Single Chair along with his family in last year's Warren 4th of July Parade.



Mad River Ski Club Wraps Up Successful Year



Charlotte Hauser taking home some hardware!



J7 group: Coach Paul Velte, Ellie Curtis, Jack Despres, Hannah Utter, Edie Doemland and Maya Kalkstein



The J3 & J4's ruled the slopes at this year's K2 Challenge



Program Director, Sally Utter and her charges had lots to smile about this season

Terry's Ski Tip

The best ways to cross train for skiing are in-line skating, ice skating, and biking. Focus on elements such as:

- Feeling balance on the whole foot with both feet
- Body position and how it affects dynamic balance
- Feel how the core of your body moves to the inside of the turn vs the feet moving out from under the body.
- Feel a constant flow of your body from turn to turn
- Keep your eyes up and looking ahead
- Feel strong skating, pedaling, and turning movements come from the legs
- Focus on feeling the skates tipping or the bike tipping into the turn
- Hands and elbows always in front of the body



Terry Barbour, Mad River Glen's Ski School Director

Have fun, enjoy the summer and see you next season!

Terry

Summer 2005 Naturalist Adventure Camp

Mad River Glen's Naturalist Adventure Camp gives children the opportunity to challenge themselves with exciting adventures, skill building lessons and a new awareness of the natural world around them! The Naturalist Adventure Camp combines the excitement of rock climbing, kayaking, mountain biking, canoeing, hiking, swimming and camping with naturalist skills such as observation, wildlife tracking, birding, ecology and more! The camp specializes in small groups and a low camper to instructor ratio (7:1 max.)

Ages 7 to 12

June 13th to August 19th

Every Monday, Wednesday and Friday.

8:00 AM to 4:30 PM

For more information, go to madriverglen.com/naturalist or contact Sean at sean@madriverglen.com or (802) 496-3551, ext. 117.



A Message From The Cricket Club



Thanks to all of the families who spent time in the Cricket Club this winter. We wish everyone a great summer and look forward to seeing you again next season.

**Callie McAllister
& The Cricket Club Crew**

Upcoming Events

DATE	EVENT
May 28	Co-op Board of Trustees Meeting - Budget-Pricing Appoint Committee Chairs - 8 AM on 3rd floor of Basebox
May 27-29	Baked Beads Memorial Day Factory Clearance Sale & Valley Shopping Spectacular
June 6-20	Opera in the Round Barn
July 2 or 3	Co-op Board of Trustees Meeting - Single Chair Update, Solicit SH Comments, Other Outstanding Items 8 AM on 3rd floor of Basebox
July 4	Warren 4th of July Festivities - Participate in the MRG Float!
July 8-10	Mad River Run & Rally - Motorcycle Rally - Waitsfield
July 29 - Aug. 21	Vermont Festival of The Arts
August 27	15th Annual MRV Century Ride
Sept 10	Co-op Board of Trustees Meeting - Single Rebuild and Financing & Other Outstanding Items - 8 AM on 3rd floor of Basebox
September 24-25	Fall Foliage Weekend Chairlift Rides
September 30	Last Day 2004 Mad Money is Valid
Sept 25 - Oct 11	Art in the Round Barn
October 1-2	Green & Gold Weekend - Chairlift Rides
October 1	Mad River Glen Homeowner's Association Meeting
October 1	Co-op Shareholders Town Meeting - 8 AM on 3rd floor of Basebox
October 2	Race Team Dry Land Training 1:00-3:00 PM
October 15	Early Season Pass Rate & Free Kids Pass Program Deadline
October 23	Race Team Dry Land Training 1:00-3:00 PM
November 5	Co-op Board of Trustees Meeting - Pre-opening Planning & Patronage Rebate Discussion - 8 AM on 3rd floor of Basebox
November 6	Race Team Dry Land Training 1:00-3:00 PM
November 12-13	Ski Patrol Refresher
November 13	Race Team Dry Land Training 1:00-3:00 PM
December 10	Co-op Board of Trustees Meeting - Review of Strategic Plan & Other Items - 5 PM (8 AM if mountain is closed) on 3rd floor of Basebox
Dec 17-18	First Day of Season-long Kids Programs
January 14	Co-op Board of Trustees Meeting - Agenda Pending
January 21	Mad River Glen Co-op's 10th Anniversary Gala
February 11	Co-op Board of Trustees Meeting - Approve slate of Board Candidates & Approve Ballot Questions - 5 PM on 3rd floor of Basebox
March 4	Co-op Board of Trustees Meeting - Annual Capital Plan funding approval & General Manager's performance review- 5 PM on 3rd floor of Basebox
April 1	Co-op's Annual Shareholders Meeting - 5 PM on 3rd floor of Basebox



Visit madrivervalley.com for a comprehensive listing of events throughout the Mad River Valley.

Check out the Shareholder Only Page
madriverglen.com
 Username: single
 Password: 909090

Planning a Party This Summer?

Let the Basebox Be Your Host!

For weddings, family gatherings, social events, special occasions or business functions, Mad River Glen is the perfect private place for your crowd. The Basebox, pub and grounds are available year-round. Catering and bar service is available and off-site caterers are also welcome.

Here's what people are saying about us...

"We had a wonderful time, the site was beautiful, the Basebox looked great. We have had great feedback from family and friends! We had a blast."

- Liz York and Ray Williams, Wedding Ceremony and Reception

"A job well done. Everyone raved about the chicken BBQ! It was a day to remember, and we're glad MRG was a part of it! Not many people can say I skied thru my wedding site in knee deep powder!"

- Michael Finch and Cheryl Kerr-Finch, Wedding Ceremony and Rehearsal Dinner

"I can't imagine having our wedding any other place than Mad River Glen. MRG far exceeded our expectations, it was beyond perfect. Our guests still can not stop talking about it."

- Jennifer and Marc Hammond

For more information contact Glenn Gutterson:
 (802) 496-3551, ext. 33 or via e-mail: glenn@madriverglen.com



Mad River Glen

P.O. Box 1089
 Waitsfield, VT 05673
 802-496-3551
 FAX 802-496-3562

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