

Program: Afton Alps and Where Epic Begins

Derrek Skeie introduced Lindsay Thompson, Ski and Snowboard School Manager, Afton Alps.

Lindsey first went skiing in 6th grade on a school trip to Afton (they still host school trips). She loves winter and winter sports and told members her office includes a ski chalet and ski hill.

Afton by the numbers: 300 skiable acres; 353 vertical feet; 52 trails; 17 chair lifts; 1 rope tow, and they hire 1,000 people in the winter. In the summer they employ 100 people and operate an 18-hole golf course, foot golf and Frisbee golf. The average age of skiers is 30-33 years of age and snowboarders are much younger.

Their tag line is "Where Epic Begins." Vail purchased Afton (and several other ski resorts) about six years ago with the hope of getting people involved in skiing and hopefully out to visit their other properties.

Vail currently has 20 properties and with the upcoming purchase of Peak Resorts will double their holdings to about 40.

Vail's mission (and what they strive to provide) is "Experience of a Lifetime." Their goal is to "Re-imagine the mountain experience around the world." In addition to properties in the US, they have properties in Canada and are looking at adding additional properties around the world.

Vail values include:

- Be Safe – with a focus on both employees and customers.
- Do Good – especially for the environment, etc.
- Do Right - act with integrity,
- Have Fun - ensure customers (and staff) enjoy themselves.
- Serve Others - including customers, fellow employees, and the community.
- Drive Value - bring money into the business.

A new employee initiative focused on women and leadership and building an inclusive culture is called POWDER -- Provide Opportunity for Women through Diversity, Equality and Respect. The group of 17 women, all Vail employees throughout the enterprise, includes a book club component, leadership workshops and regular meetings.

The EPIC Promise Foundation is 10 years old. One focus is on the environment with a commitment to reduce Vail's net operating footprint by 2030.

Vail partners with non-profits and encourages employees to donate their time to help provide community support. They give over \$8.5 million annually to support the community and work with 250 non-profit partners.

The foundation supports employees three ways: through college scholarships, employee educational assistance, and emergency relief (ie. three employees at Afton received grants to help with emergency situations).

PROGRAM: Afton Alps (continued)

Afton needs snow to be successful and has 40-some snow making machines. Lasts year they tested two new automated snow making machines and ended up buying three of them. The machines sense the temperature of the air, humidity and water and automatically adjust to the conditions while making snow – all without direct human oversight. The machines operate overnight and provide about four-times as much higher quality snow than their non-automated snow machines. Snow making starts on Nov. 1 when Afton is allowed to start making snow.

A Epic Pass costs about \$900 (or so) and provides access to all Vail properties - Colorado, California, Vermont, Minnesota, Washington, Australia, etc. It also provides access to additional resorts around the world. Lindsay said if you were to ski every day on your Epic Pass you would run out of the winter before you ran out of places to ski.

For a great start to your ski experience, she suggests taking lessons at Afton. They have a Bunny Hills Basics program from 4 PM to close. Participants go from station to station learning about skiing and then they give it a try for less than \$50. Afton also offers kids programs, a Learn to Ski program, a Ski Academy (for men or women), and more.

Lindsay finished with An Epic Thank You and encouraged Rotarians to Celebrate an Epic Day.

Writer of the week: Cathy Wyland

**The Rotary Club of White Bear Lake—
 building friendships and improving lives through hands-on
 projects in the White Bear area and around the globe**

DID YOU KNOW?

You can see WBL Rotary Bulletins on Club Runner?

THOUGHT OF THE WEEK:

“There are some things that are so serious that you just have to laugh at them.”

- Niels Bohr

UPCOMING MEETINGS

August 28: Dr. Wayne Kazmierczak, "Referendum 2019 Ballot"

Chairperson: Tim Wald
Classification: John Wayne Barker
Greeters: Mark Sather & Art Hancock
Invocation: Rich Ramsay
Writer: Mark Sather

September 4: Jim Herrick, "Clean Elections Minnesota"

Chairperson: Bryan Belisle
Classification: Greg Bartz
Greeters: Jin Shimada & Chelsea Holmes
Invocation: Bill Eaves
Writer: Rita Pechmann

September 11: Steve Higgins, Tanzania Projects

Chairperson: Jeff Otto
Classification: Bryan Belisle
Greeters: Derrek Skeie & Jim Hunt
Invocation: Bill Rust
Writer: Bob Timmons

UPCOMING MEETINGS:

September 18: Mark Sather "Rotary Park"
September 25: Bob Gehrke presents: Lue Her, "Otto Bremer Trust"
October 2: John Channon presents: Alan Anderson, "Rotary's Climate Action Team"
October 9: Andra Steen presents: Jim Moore, "What's Happening in Recovery field, and how you as a Business can Benefit"
October 16: Barbara Duffrin presents: Sharon Kennedy Vickers "Mayor's Tech For All"

At least three weeks in advance of your schedule, please contact Jeff Otto: Jeff.otto@opmpallet.com

WBL ROTARY TEAM MEETINGS

BOARD MEETINGS: Meets 4th Tuesday of each month, WBL City Hall, 7 a.m.

CLUB SERVICE TEAM: Meets 2nd Tuesday of each month, Eat @ Banning & 5th, 7a.m.

COMMUNITY SERVICE TEAM: Meets last Wednesday of each month, noon, location TBD

FUNDRAISER TEAM: Meets immediately following Wednesday meeting (seasonal)

INTERNATIONAL SERVICE TEAM: Meets 2nd Thursday of each month, Eat @ Banning & 5th, 7 a.m.

MEMBERSHIP TEAM: Meets 1st Tuesday of each month, 7:30 a.m., Caribou, Cty E & E Cty Line

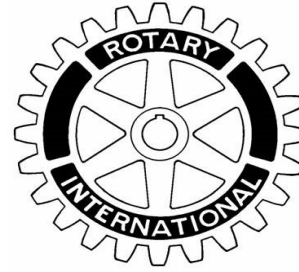
PUBLIC IMAGE TEAM: Meets 2nd Wednesday of each month, 6:30 p.m. location TBD

VOCATIONAL SERVICE TEAM: Meets 1st Thursday of each month, Keys Restaurant, 7 a.m.

YOUTH EXCHANGE TEAM: Meets 2nd Thursday, 4:30 p.m., Washington Square Grill

2019-2020 Officers/Directors

- President* John Channon
- President-Elect* Pat McClernon
- Past President* Connie Bossard
- Treasurer* Michael Lovett
- Secretary* Bob Timmons
- Exec. Secretary* Marlyce Paulson
- Public Image* Kevin Donovan
- Rotary Foundation* .Curt Akenson
- Community Service* .Rita Pechmann
-Pam Bowers
- Vocational Service* . Fred Treiber
. Ken Baltzer
- Club Service* Ken Baltzer
. Chuck Sandstrom
- Membership* Greg Bartz
- International* Jim Hunt
. Greg Bartz
- Youth Exchange* . . Tin Wald
- Bulletin Writers* . . . Mark Sather
Darrell Stone
Greg Young
Rita Pechmann
Dick Galena
Bob Timmons
Cathy Wyland
Jackie Reis
- Invocations* Rich Ramsay
Bill Rust
Bob Gehrke
Steve LaLiberte
Rita Pechmann
Bill Eaves
Steven Griffith
Art Hancock



Rotary Club of White Bear Lake
Chartered in December 1979

Meetings
Wednesday at 7:00 A.M.
Rudy's Redeye Grill



ANNOUNCEMENTS

TODAY IS THE WBL ROTARY BLOOD DRIVE at the White Bear Lake Armory. (2-7 p.m.)

White Bear Lake Rotary is celebrating its **40th** year as a club – Congratulations to us!

Taste of White Bear Lake Update - Tickets: Pat McFarlane said we've sold 265 tickets so far. Keep selling. **Cork Pull:** Rob Weber asked members to bring a bottle of wine or \$20 to help fund this game. **Sponsors** were reminded to see Darrell for their sponsor tickets. Silent Auction items are being collected by Peg Black.

Rotary hosted the Senior Pontoon Ride last week in conjunction with WB Senior Center. Thank you to members who provided pontoons. It was a beautiful day.

Darrell Stone presented the inspiration pin to **Bryan Belisle**.

Guests included Sue Ryan., guest of **Nancy Oakes**.

August 21, 2019

Greeters: Chuck Sandstrom & Eric Hendrickson

Classification: Curt Akenson

Invocation: Steve LaLiberte

Writer: Dick Galena

Program: Bob Morse presents: Ms. Jenny Moore, White Bear Schools Career Pathways

Song Leader: Ken Baltzer

Comin' 'Round the Mountain

*She'll be comin' 'round the mountain when she comes,
She'll be comin' 'round the mountain when she comes,
She'll be comin' 'round the mountain, She'll be comin' 'round the mountain, She'll be comin' 'round the mountain when she comes,*

She'll be riding six white horses when she comes..

She'll be goin' to a Rotary meeting when she comes...



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Mail or phone club news to the
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Bear Bulletin Deadline: Friday, 5pm