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**SKIER NEWS**

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**From the PUBLISHER'S DESK:**

By Publisher and Editor, Dave Leonardi  
BIG and GETTING BIGGER

News broke in late September when the announcement came that two stellar mountains, Squaw Valley USA and Alpine Meadows Ski Resort, were officially merging operations. They are now offering season passes and lift tickets that give skiers and riders access to both mountains.

The North Lake Tahoe resorts will join forces and offer dual-mountain access so guests can look forward to exploring more than 6,000 acres of terrain spanning eight mountain peaks with a single lift ticket. Visitors can opt for the all-new Tahoe Super Six, which offers six adult lift tickets to both Alpine Meadows and Squaw Valley for \$399. Valid every day including holidays during winter 2011-12 at the neighboring resorts, the Tahoe Super Six provides the easy access to the most acreage, lifts and amenities at the best value.

To read more please log on to [www.skiernews.net/Tahoe2012-Alpine.pdf](http://www.skiernews.net/Tahoe2012-Alpine.pdf) and on page 10.

**SKIERS DID IT AGAIN - MAKING IT A RECORD YEAR on the SLOPES**

When the preliminary report on skier visits was published in May, it was thought that the 2010-11 ski season was the second best on record. That is not bad for a sinking economy and lack of job creation. However, when the final numbers were compiled, it was revealed that the past season was the best ever.

Apparently all that Global Warming snow that lingered around until, oh, say July and later, made for an increase in visits in the summer, especially the July Fourth holiday period. Many resorts including, Snowbird, Utah; Mammoth Mountain, Calif.; Squaw and Alpine, Lake Tahoe, led the way to increasing the overall skier count.

Nationally, according to the ski industry's Kottke Report, snowfall at resorts was up 29 percent, the highest recorded in 20 years of research. Notably, the Northeast was up 35 percent, the Rocky Mountain region was up 33 percent and the Pacific Northwest was up 19 percent over the previous year.

According to the National Ski Industry Association (NSAA) Journal, August/September issue, the unprecedented turn of events, meaning more snowfall, saw many ski areas operating into the spring and even summer. This helped fuel the industry in setting the new visitation record. The report continued and noted that it is estimated that nearly 50,000 skier visits occurred during the July Fourth holiday alone. During this time period, because of your skiing enthusiasm, almost a dozen ski resorts were either still in operation or had reopened.

This is the second time that your loyalty to escaping to the freedom of skiing and enjoying the scenic wonders in the mountains of the United States has broken the "60 million visit threshold." This represents a .6 percent increase from the 2009-10 season's 59.8 million visits and a .1 percent increase from your previous record setting visitation mark of 60.5 million visits in 2007-08.

The ski industry has noted in past years that the biggest factor to your skiing is, duh, "snow." I do not know anyone who says in great economic times, "The snow is horrible, but I just got a raise in pay so let's go skiing." It is always the snow that is the biggest factor. And although our economy is currently at a low point, when the snow is very good then you, the American skier, go skiing. The more there is snow, the more we want to go.

With some forecasters predicting another snow year like the previous one, it looks as if the slopes will once again be bustling. As of early October there was snowfall in Tahoe, Mammoth Lakes, Utah and Colorado. The pressure is on us to increase the skier visits by each of us skiing at least one more day this season. And bring a friend, especially in January during all the "Learn to Ski Month" promotions. You can read more about that in our December-January 2012 issue.

**OUR USUAL CLOSING THOUGHTS**

Once again we ask God to bless our troops, in Afghanistan, Iraq and all around the world, as they continue to defend America against terrorism and evil-doers, so that we can continue to enjoy the blessings of liberty here in the homeland.

Please continue to travel safely and enjoy the freedom of skiing, and do not forget to thank our heroes for helping to preserve our outstanding way of life.

Thank you for reading SKIER NEWS, we hope you continue to enjoy it.

And, as always, think snow.

**FROM THE COVER**

**Mammoth Mountain  
Mammoth Lakes, CA**

*Great skiing & great views are easily accessible via direct flights from L.A., San Diego, San Fran. & San Jose; for more see page 8 and also log on to:*

[www.skiernews.net/visitMammoth2012.pdf](http://www.skiernews.net/visitMammoth2012.pdf)

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**SKIER NEWS** gratefully acknowledges the assistance of all of the fine organizations associated with skiing and is by concept dedicated to promote skiing, and we believe that the term "skiing" should be the all-comprehensive generic term for all related snowsports.

Appreciation is hereby, once again, proclaimed to Mark Bunzel, now of Washington. His original technical and computer suggestions, in 1988, helped make the first issue possible. Now he publishes boating books in the Pacific northwest.

Thanks again to the pre-press and press room staff of Roger, Nancy, Bobby, Rob, Nichole, Dan, Jim, Erica and many, many more.

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No animals were killed or maimed in the production of this publication. This publication was not teste on animals.

Unsolicited manuscripts will be used as kindling for our office wood stove or deleted with a loudly vocal "woo-hoo."

One more thing, we do not use a period to end a sentence when that sentence ends with a web address. Some knuckleheads might think that the period is part of the web address. Not you, of course, but the guy who picked up the copy just before you or maybe the other guy also at the rack, but don't stare. You would know better than to use the period, just in case we forgot to eliminate one. Thanks. Why are you still reading this fine print?

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