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Spring 2025

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AROUND THE RESORT



Mother Nature Crashes Chelsea Handler's 50th Birthday Swimsuit Ski Bash

There was an unexpected guest at Chelsea Handler's world-record attempt for the largest swimsuit ski parade - and Mother Nature arrived in full force. But she didn't exactly spoil the party. Over 600 hardy souls braved a strong

mid-March storm with near white out conditions for a chilly run down Gold Coast in what was hoped to be a record-setting day. Although the turnout was hampered by the weather and didn't threaten the current record of 1,008 skiers and snowboarders set in 2016 at Rosa Khutor Ski Resort in

Sochi, Russia, it did provide a compelling statement for the sponsor, Gold Bond, and countless social media posts for the hundreds of intrepid participants.

Afterward, the popular comedian and actress took everything in stride. "Every year I celebrate my birthday with a bikini ski run alongside my closest friends, but this year, the joyfulness was so contagious, I couldn't stop there, so I teamed up with Gold Bond to create an iconic swimsuit ski run where everyone was welcome, and it was an incredible experience that I'll never forget, and doing it with a skincare brand that I love was the icing on the cake. Skiing in a bathing suit is no joke, and Gold Bond kept my skin moisturized the whole way down the mountain. How do you look like this at 50? Moisturize with Gold Bond."



Chelsea Handler leads the charge down Gold Coast. Above, Jessie Hester Smey, owner of Mind Play in The Village, captures a selfie with the comedian.

Photo Provided

Resort to Remain Open Through May

Ikon Passes Currently on Sale

A "Mighty March" roared almost all month long and going into April Palisades had received over 325 inches of snow, insuring another seven-month season.

The Ikon Pass for 25/26 is now on sale, and pass holders can start skiing and riding at the "Spring Skiing Capital" starting as early as March 31 with the full Ikon Pass and April 7 with the base Ikon Pass.

Transportation Options Showing Positive Results

New data recently released has shown the use of free-to-the-rider shared transportation options in the Lake Tahoe region is increasing.

"Simply put, if you're in traffic, you are part of the traffic," said Nettie Pardue, executive director of the Destination Stewardship Council. "Whether you live in Tahoe full-time or travel to the region to enjoy it for the day, the weekend, or longer, it's up to all of us to do our part and use shared transportation options like TART Connect, Lake Link, resort shuttles, free park and ride services, or just simply carpool. All of these options are aimed at reducing the number of people traveling one person per car wherever they want to go in the region."

As an example of progress, Pardue points out that from the season-opening through the holiday period, additional shuttles from both Tahoe City and Truckee which provided service to Palisades Tahoe accounted for 2,977 rides as compared to 1,013 over the same period last year - 194% increase in use. She also credited the resort's parking reservation programs and reinvestment of tourism-generated funding for improved conditions.

For more information go to tahoetruckee-transit.com. ✱

Palisades & Toyota Tout Award-Winning TV Campaigns with Jonny Moseley

In the late '80s, Palisades Tahoe became one of the first ski resorts in the country to be aligned with an automotive company. That collaborative connection continues to cruise along today with the Northern California Toyota Dealers, featuring spokesperson Olympic gold medalist Jonny Moseley in the driver's seat.

This winter, Toyota's Bay Area-based independent media and ad agency H/L launched "Turn Up," a multi-media campaign which included regional television commercials that debuted during the Super Bowl in February. The spots combine three iconic Northern California brands- Toyota, Palisades Tahoe and Moseley.

Toyota and Palisades became partners in the 2012-13 season and Moseley



Jonny Moseley, front row center, with a group from the NorCal Toyota Dealers Assoc. at annual meeting at resort.

joined the mix a few years later. "In 2015 I saw Jonny at the Bay Area Sports Hall of Fame, as he was inducted that year," recalls H/L Chairman Trey Curtola. "I asked Andy Wirth, who was then the president of the resort, what he thought about the idea of potentially

getting Jonny to also partner with Toyota to leverage the partnership. We met with Jonny and kicked around some ideas, and we have been producing campaigns for Toyota with Jonny and Palisades ever since."

H/L was recently recognized by Ad Age and Automotive News for its expertise in crafting impactful automotive campaigns, winning a 2024 Global Automotive Marketing Award for Best Sales Event Campaign: Regional/Local for Nor-

Cal Toyota's "Take It On" campaign. Like "Turn Up," the spot features Moseley ripping through Palisades.

Last year at the Visit California Poppy Awards, Palisades Tahoe and Toyota were finalists in the Best Strategic Partnership Business category for its 2023 coopera-



Moseley at Poppy Awards with Palisades marketing reps Matt Peterson and Jackie Calvert.

tive "Made for the Mountains" campaign. "The three-pronged partnership among Toyota, Palisades and Jonny has been a huge success," says Curtola, "and all three partners are extremely happy with it." ✱

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TAHOE RICK

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Scorsese to Produce Film Inspired by *Buried* Documentary

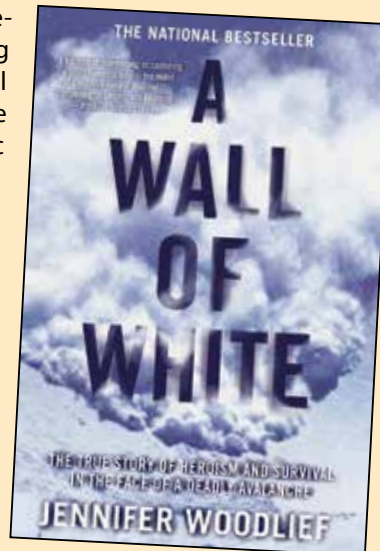
Convergence Entertainment, a Los Angeles-based film production and financing company, recently announced it will produce the feature film *Wall of White*. The movie will dramatically chronicle the tragic and heroic events of March 31, 1982, when an avalanche buried the Alpine Meadows ski resort, trapping eight people and claiming seven lives.

The movie is inspired by the award-winning Netflix documentary *Buried* and based on Jennifer Woodlief's best-selling book *A Wall of White*. In her 2010 book Woodlief writes about Alpine Meadows' ski patroller Larry Heywood and his team who rescued 22-year-old Anna Conrad Allen after she had been trapped for five days underneath the snow.

Pre-production is expected to begin in late 2025. Martin Scorsese signed on to produce after seeing *Buried* and its potential for a narrative feature. *Buried* producers Jared Drake and Steven Siig, who are both North Tahoe locals, join Scorsese and Emmett as producers, alongside executive producer Mark Gogolewski.

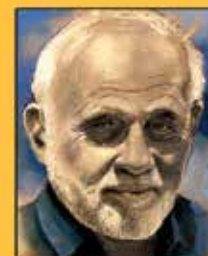
According to a statement, the film's story will follow the heroic first responders who risked their lives in the grueling search-and-rescue effort. The disaster ultimately reshaped avalanche forecasting, response protocols, and safety measures at ski resorts worldwide.

"Jared and Steven crafted an extraordinary documentary. That film, along with Jennifer's phenomenal book that vividly captured this unbelievable tragedy, had a powerful impact on me," said producer Randall Emmett of Convergence Entertainment. "I was struck not only by the immense scale of the events, but by the deeply personal and emotional weight carried by those who lived through it. It's an honor to bring the narrative feature of this story to screen with a phenomenally talented group of producers."



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Streaming a Battle of Titans

It is Saturday on a bluebird day in beautiful Lake Tahoe, and I hop into my car early in the morning to be on first chair. After a long day on the slopes, I take off my boots, sit on the couch, and turn on the TV. As a child, turning on the TV meant flipping through six channels to find something to watch. In my 30s, it meant flipping through hundreds of channels. Today, when I turned on my TV, I chose which streaming service to watch. As I was looking for my favorite programs, I noticed that many were on a variety of different services. These streaming services fiercely compete for my viewership to keep me as a customer. To do this, they constantly create and expand new content and bundle their services to win my business.

Just like the Olympic halfpipe, the competition in the streaming industry is stiff, the prize is priceless and the flashiest trick wins. These streaming services aim to attract and keep the largest share of subscribers to

crowd out their competitors. Today, Netflix owns the gold with 300 million subscribers, Amazon Prime has the silver with 200 million subscribers and Disney+ takes the bronze with 120 million. These services offer competing custom content in the form of original movies and shows. However, the trends we have been seeing in the industry point to expansion into live events and bundling options as the key to success.

Netflix has the largest share of the subscriber pool, and its success comes partially from being the first to enter the streaming industry and its worldwide brand recognition. Netflix has recently expanded

into live events, including the Mike Tyson vs. Jake Paul fight, which an estimated 108 million people streamed worldwide. This event not only aided in retaining their current subscriber

base but was a significant factor in Netflix's 19 million new subscribers in the fourth quarter of 2024.

However, Netflix is not alone; Amazon famously bundles its Amazon

Prime delivery service with its streaming service, spurring subscriber growth. Amazon became the first streaming service to exclusively carry a package

Continued on p.10



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of NFL games with their Thursday Night Football deal in 2021. This was the catalyst for sports as the new frontier for streaming services. Amazon Prime currently holds the second largest market share of streaming subscribers, and at first glance, one would think that Netflix and Amazon would dominate the future of the streaming industry. But as I like to remind my clients, “Past performance does not guarantee future results.”

Walt Disney Inc. owns Disney+, Hulu, and ESPN. On their own, each service’s subscriber numbers are dwarfed by Netflix and Amazon; however, as a friend likes to say, “It all comes back to the mouse.” Disney is pulling resources from ABC and pouring them into its streaming services. In early March, Disney announced it would lay off 200 workers from its Disney Entertainment Networks division. This would allow Disney to funnel more resources towards its streaming wing as analysts forecast Disney’s linear network division revenue to drop 8.6% in 2025, while its streaming revenue is expected to rise 9.8%.

Disney’s ownership of ESPN gives it an edge against its streaming competitors in the live entertainment segment. ESPN’s brand recognition is instrumental to Disney streaming’s appeal to sports fans. As long as ESPN gets the rights to popular sporting events, it will



It is not enough to attract new subscribers if you can't keep them. One of the keys to Netflix's success has been its unrivaled subscriber loyalty.

have an edge over its streaming competitors.

Disney is making internal changes to better compete with Netflix and Amazon and using bundling deals to increase its subscriber pool.

I have subscribed to their streaming service since it was released in 2007. However, the Disney/Max bundle, which was released in September of 2024, has recently dethroned Netflix’s subscriber retention dominance. The Disney/Max bundle saw 80% of its new subscribers stay with the service after the first three months of starting the subscription, while Netflix’s retention rate was 74%. This bundle had a much stronger retention rate than Disney+ at 56% or Max at 54%. Bundling

could be the key to not only gaining new subscribers but keeping those subscribers.

On the slopes, we look at the forecast for the next powder day, just as we look for future opportunities in the investing world. The streaming industry is highly competitive, and consumers constantly demand new original content and expansions of the services’ current content catalog. This keeps the industry on its toes, finding ways to improve our experience. As consumers, it is up to us to choose which services to purchase, and as investors, it is up to us to decide which company is best positioned for the future..

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Jonny Moseley's Golden Moment Highlighted Freestyle Skiing's Rapid Rise

The 2025 Toyota U.S. Mogul Freestyle Championships hosted at Palisades Tahoe is the third such national-caliber event I have witnessed since freestyle skiing exploded onto the popular scene in the '70s and '80s. At the Senior Nationals of Freestyle Skiing held SV in 1987 I was an aspiring ski photographer who came out to shoot the always fun and colorful "hotdoggers," as the freestyle bump skiers were commonly called.

Exuberantly flying through the soft, VW Bug-sized moguls, sending snow flying with each explosive turn, the local bump skiers have never failed to entertain, which lent to getting the spectacular photos I was seeking. Olympic Valley has always attracted the best skiers of all types, but the plethora of steep, fall-line bump fields, especially on KT-22, always attracted the best mogul mashers. West Face is 1700 feet of knee-busting and thigh-burning snow piles, which either brings out the champion in you or quickly slams your over-achieving ass down in defeat.

On that sunny, bluebird Spring day in 1987 I was getting the shots I wanted, burning up the Kodachrome - as if it were cheap. It was a low-tide season and the competition had moved up from Red Dog to Headwall's challenging North Bowl. North Bowl was a much steeper venue than the average Far West freestyle contest, and if that did not intimidate you, the monstrous mogul field of huge troughs and pinnacles would. Amplified by the skinny and short skis of the day, a small skier could literally disappear navigating them.

But more memorably that day I was fortunate to meet a special local "grom" (i.e. a kid ski rat), which turned into a golden opportunity. He was obviously too young for the competition, but had gotten permission to fore-run the two events being held: the bumps and the relatively new discipline of ski ballet. Turns out the grom was all of eleven years old, with a wide toothy grin, and apparently a great taste for style. He tells me his name is Jonny. He was sporting a banana yellow "onesie" with a complementary bright red headband and knee pads - a photographer's color scheme dream.



Moseley basks in Olympic glory at Nagano in 1998 and with freestyle pioneer Troy Caldwell.

Not only that, once on course the photogenic kid proceeded to slice easily through the giant competition bumps, smoothly sailing from rut to rut bettering many of the adults that followed.

At that point in my mind I figured if he did not blow out his knees or face burn-out from over-zealous parents, this kid just might make the U.S. Ski Team someday. Well I did come to find out that the little ripper Jonny was from Marin County and skied at SV every weekend. It turns out Jonny is still skiing here in Olympic Valley, just not every weekend, as he is now a busy 49-year old father. And he definitely still has some "hotdogger" left in him.

Of course, I am talking about arguably the best freestyler to come out of Olympic Valley: Jonny Moseley, the 1998 Olympic moguls gold medalist, X-Games big air silver medalist, *Skating with the Stars* and the *Superstars* competitor, *Saturday Night Live* host, NBC Olympic commentator and Toyota commercial spokesperson.... yeah, that guy.

Jonny and I recently got to reminisce about the good old days as well as the history and the many other world caliber freestylers who have called Olympic Valley and Alpine Meadows home, including some of his inspirations and observations.

Names like Tahoe City's Shannon Bahrke, an Olympic medalist in moguls both in 2002 and 2010 and overall 2003

they were always Dan (Herby, who played "Squirrel"), Coach Kevin (Wightman who skied stunts and ballet for the film.), Curtis (Tischler), Lynn ("Banana Pants" Wieland) and Robbie (Huntoon)".

Modern bump skiing came about in the '70s when folks started to ski on shorter skis which made the bumps choppy. Freestyle suffered through numerous growing pains into the '80s before gaining credibility as a demonstration sport at the 1988 Olympics in Calgary.

Jonny praises the coaches, especially Raymond de Vre who took over the SV Freestyle Team after Wightman's passing. He says de Vre ratcheted the team up to another level, producing over the years numerous U.S. Ski Team members, Olympians, World Cup skiers, and ultimately Olympic medals from Jonny and Shannon. There are also pioneers from the '70s who influenced the young Jonny, like Troy Caldwell, a national champion in ballet, and Rudi Zink, a German transplant who would lead the pack lapping KT-22's West Face and who was



World Cup champion. A young Moseley looked up to South Shore's Shaun Palmer who skied bumps as a wunderkind before starting his snowboard career, and locals "Bad Rad Bumping Brad" Holmes, George "Slasher" Theobald and his brothers. All brash, aggressive bump skiers with attitude.

I also asked Jonny about the cult classic *Hot Dog the Movie* (released in 1984). Though only nine at the time, he says, "I do remember the gondola scene." Theobald was one of a slew of North Tahoe bump skiers who did the primary skiing in the flick and was also one of the few who landed a part as "Slasher" and skied his own stunts. Looking back, Jonny says his outfit that golden day was inspired by Theobald's character.

Further reflecting, Jonny says, "What was cool was that down the road I realized that all of my great coaches and teammates had starred in this crazy movie, yet I never separated them in my mind, them as a coach/friend, and them as their character;

the inspiration for *Hot Dog's* Rudi Gar-misch and his "Rudettes".

I asked Jonny about the future of freestyle here: "Shelly (Robertson) and Jarrod (Semmens) are a couple of the next generation of coaches that are really inspiring the kids. When I was a kid there was only either racing or freestyle; there was no skiercross, freeride/big mountain, half-pipe or park events. Now there are a ton of choices for young freestyle skiers".

The local freestyle scene has come a long way since little Jonny Moseley showed up the big boys that day at North Bowl. Since then there has been a virtual non-stop parade of top notch freestyle skiers who have honed their skills here and then excelled around the world. Thanks to the legacy of the skiers and the coaches who preceded them, today's young athletes have an unlimited future.

By the way, I am still shooting, (film is cheap these digital days), and I am always looking for the next great "Golden Grom." *

Instructor Tim Reeve Carved Out a Long, Illustrious Career

by Tammie Thompson

I first met Tim Reeve at what was known as Squaw Valley in 1979. He was assigned to our college ski team training camp. Slim on snow, Tim managed to handle a bunch of college kids, and actually teach us some solid racing skills in the process. I remember the jovial laugh, the New York accent and a few of the tips and tricks he passed along. He remembers the giddy UCSB beach girls.

At the time, I hadn't known Tim's background, but his ski resume tells a story of luck, adventure, and commitment to the sport of skiing. Factor in the enthusiasm and joy of teaching skiing, and it's no wonder that *Ski Magazine* had Tim Reeve in the top 100 instructors in the nation several years in a row, even landing in the top five, before they discontinued their ranking. At Palisades Tahoe, Reeve is one of the top instructors, if not the top, frequently requested for private lessons. He has shown up for group and private lessons for the past 45 seasons for any level and always with a smile.

I had the opportunity to work with Tim at the ski school in the early days. Well not really with, as I was a lowly associate instructor, but was able to have several clinics with him, and also get schooled on secret powder stashes, hidden lines and how to ski in any condition. Always upbeat, always with a smile; Tim's enthusiasm and love of skiing hasn't changed in those forty years.

But how does a kid from NY, land in Olympic Valley, one of the most challenging mountains in the country, as a level 3 instructor?

Reeve laughs, "I grew up skiing at Bald Hill Ski Bowl, on Long Island. There wasn't much to do there, but I got into running gates. I won my first race at 13. I raced the New England



Tim Reeve, center, with freestyler Dan Herby, left, and the legendary Wayne Wong.

USSA circuit for several years. When I was out of school, I was working at Windham Mountain Resort, washing dishes, handling the hotel front desk. The World Pro Ski Tour was in town. Spider Sabich came up to the front desk to check in. Noticing my goggle tan, he asked if I was a ski racer. He said, "Give me the best room in the hotel, and I'll get you entered in the pro race." Done! So I entered the race and I did OK, and raced for the next couple of years on the tour all over New England. I won some money, but I was also teaching skiing, and earned my Level 3 Certification in 1975."

As (more) luck would have it, Reeve was skiing some moguls with some

buddies when the newly formed Chevrolet Freestyle Tour came to town. Wayne Wong ("Ski the Wong Way") noticed, and encouraged Reeve to enter a competition. "Turns out, I was pretty good. I did the New England tour for two or three years, consistently ranking in the top ten. I loved it." Unfortunately, Reeve had a life threatening boating accident which sidelined his competition skiing career. "I regrouped, dedicated my ambition to coaching and ski instruction. I sent out my resume to several resorts. SV answered, and here I am."

Why here? "I had lots of opportunities. I picked SV because of the mountain, the terrain and the expert skiers. Extreme skiing was just taking off and it wasn't unusual to see skiers hucking off the Palisades, skiing cliffs, just having a great time. So many mentors - Stan Tomlinson, Leroy Hill, Bertrand, Steve Evensen, Eddie Messler, just to name a few. When

Lito Tejada-Flores retired, I took over the Advanced Ski Clinic. I ran it for 25 or 30 years before they retired the program. We had participants come back year after year. I worked my way through PSIA - Level 3 Instructor, Examiner, Clinician, Training Instructor, Tech Team Member, it's been super rewarding."

Off season, Reeve spends his time mountain biking Truckee/Tahoe trails, wake surf-

ing Stampede Reservoir, wind surfing the Delta and hanging with his two grandkids. He retired three years ago from his summer gig as a land surveyor. "It's nice to have some time to enjoy summer. I've cut back some from teaching a bit, but I'm still loving it. It's more than the mountain, it's the culture, the people. I've met celebrities, millionaires, as well as small town folks who have never skied before. There are lots of stories out there."

I wondered why a seasoned skier should take a lesson? Reeve was quick to answer: "To clean up technique, to refine technique - to last longer. Skiing is always evolving, there are efficiencies to perfect all the time. There are athletic skiers and technical skiers. It's good to be a little bit of both. Some of the great ones are both athletic and technical."

And the future of Palisades Tahoe Ski School? Reeve smiles, "It is constantly improving; growing. It is a respected ski school with a lot of talent." At 71, Reeve doesn't have any plan to retire soon. "As long as my body keeps working, you'll find me on the mountain." *



Ski Magazine named Reeve one of the top 100 instructors in the country.

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Elissa Slanger Pioneered a new Path for Women Skiers Across the Country

Fifty years ago, Elissa Slanger led the first women-only ski clinic in the world on the slopes of Palisades Tahoe. Her Woman's Way seminars recognized her students as female athletes with learning styles distinct from those of men, and she established a new teaching methodology that has become a standard offering at most major ski resorts across the country. Slanger, who holds a Ph.D. in psychology, is a true pioneer and changed the way female skiers and athletes are coached and trained. We caught up with this trailblazer in Reno where she lives with her husband, the former director of the SV Ski School, Leroy Hill.

Where did you grow up and when did you learn to ski?

"I was born in Brooklyn, and raised in various places in New York. For some reason, which is really bizarre, I knew that I wanted to ski. Even though I didn't know anybody who skied. I was 17. I had never seen anyone ski. I didn't know anyone who skied. I never saw skiing on television or anything. But for some reason, I just knew I wanted to ski.

"That summer I worked at a summer day camp, teaching kids. I made a little money, and I bought ski equipment. It was top of the line ski equipment that was totally inappropriate because I had absolutely no idea what I was supposed to look for.

"My mother asked around and finally found somebody who skied. He took me up to Franconia, and just dropped me at the base. He took the gondola up to the top - beginner areas were always at the bottom. I took this rope tow up, got off, had absolutely no idea what I was supposed to do. So I pointed my skis down the hill and took off. When I wanted to stop, I fell down. And I thought to myself, this is the greatest thing ever!

"I originally skied on the East coast, and then I spent a winter in Europe. After that, I came to San Francisco in 1963. I met the whole Beat group, Allen Ginsberg and all those guys. It was absolutely great. I was living in San Francisco, with all of the beats and, I loved skiing. I came up to the mountains and eventually met Leroy."

Somewhere in all of this, you've learned to ski. Did you take any lessons?

"In the beginning, I was self-taught. I



TRAILBLAZER: Elissa Slanger pointed women's ski instruction in an innovative, new direction.

didn't take lessons while on the East Coast. I went to Aspen with my first husband on vacations, and I took lessons there. I also spent a winter in Europe and also took lessons there too."

When did you join the SV Ski School?

"When I came to California, I was a probably a strong intermediate skier. Leroy wanted to find something that would make me want to come

instructors would only teach kids.

"Since I was an athlete and played other sports - I played with boys when I was growing up. So, I was used to being a kind of an outsider, but when Hans Standteiner, became co-director, that is probably what brought home to me the need for something different for women."

Tell us more about the genesis that led to Woman's Way?

"Hans would take us out on these on clinics, and it was very, very macho. I remember one time we were making big GS turns through a field of moguls. You're sort of just skiing the tops of the moguls and there were a few of us who

would hang back. It was like, why are we doing this? I felt completely intimidated.

"I was sensitized because of these experiences I had, as a woman, and in a very macho kind of environment, being pushed or asked to do things that I felt uncomfortable with. I recognized that in my classes, women weren't totally comfortable with the way skiing was being taught.

"I just thought that it was kind of absurd that in typical ski school class, you have everything - a range of very macho teenage boys and young men, and maybe

sentful. Feminists at that time thought that it was only nurture, not nature, that made us different, that we all were the same and that we could all be the same. They really believed it just was because boys were brought up differently. And I was saying, no, we're not the same. We're different. We are just as good, as capable, and smart, but we are different."

What happened after that first seminar in the spring of 1975?

"It was like, a whirlwind; it was just overwhelming. It just exploded. There was an article in the San Francisco Chronicle, and I got more than 150 letters. Women really wanted this. And for a number of years, I was the only one setting up these programs all over the country. I was running this business. I incorporated and became a corporation with stockholders. And I was traveling constantly, training and running the seminars all over the country--on the East coast, Colorado and, of course, in California."

Fifty years ago, you started this conversation, asking questions people never thought to ask before. How does it feel to know the concept you pioneered is now fully integrated into skiing and ski culture?

"The United States Ski Areas Association now lists more than 200 women's programs. I'm so gratified to know that my program has such an impact. From the very start, what made the seminars so incredible was the camaraderie with the instructors and the women. It was a feeling that we were breaking through. We were doing something different. We were backing each other up. In Woman's Way, so much of it was based on women supporting each other. In the beginning, we were in a circle, and it was as if the woman instructor is one of them. She just knew how to ski better. She was showing them - it wasn't set up as this competitive thing. Even when we had races, the person you were racing against was helping you to ski your best.

"When I think back, one of the most important things about Woman's Way, is that before, nobody paid much attention to women skiers. The ski industry didn't realize that women were a viable market. The idea hadn't even occurred to them to have skis or boots for women because they didn't think it was worth investing in and developing these things because they didn't think that women were a valuable segment of the market, or that they were that interested in anything beyond being ski bunnies. Woman's Way showed them how serious women were about skiing, and they would flock to it if it was made more comfortable for them." ❄️

Acknowledging your own discomfort and recognizing it in your female students was a break through moment. How did people react to this?

"This has come into general awareness now, but it wasn't at that time, so I just became very, very, aware. When I started Woman's Way in 1975 it was a time when feminism was coming to the foreground. Interestingly, when I started Woman's Way, not only were some males tremendously resentful, but the feminists were also re-

'From the very start, what made the seminars so incredible was the camaraderie with the instructors and the women. It was a feeling that we were breaking through. We were doing something different. We were backing each other up.'

up to the mountains, besides him, and spend the winter. He encouraged me to try out for the ski school, and I was probably on the weaker end of what they were looking for in an instructor, but they did hire me."

At the time ski instructors were mostly men. What was that like being in a male dominated field?

"Yes, that's when I learned to ski better. I went up through the ranks of certification. I was fully certified. There were, very few women teaching on most ski schools. But Stan Tomlinson was just wonderful. You know, he let women teach adults, but on almost every other ski school, women

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Valley à la Carte

Made in Tahoe Festival to Include FiftyFifty Brewing's Gold Medal Winner

The Made in Tahoe Festival showcases the talent and creativity that thrives in the North Tahoe Truckee area, and one participant in the upcoming Memorial Day weekend event recently earned international acclaim.

FiftyFifty Brewing Company's Tahoe Pilz was awarded a gold at the 2024 European Beer Star Awards held last fall in Nuremberg, Germany. The Truckee-



Jared accepts the gold medal in Nuremberg.

based brewery took top honors in the Bohemian-Style Pale Lager category.

A total of 2,360 beers from 50 countries took part in the competition which was judged by an international jury in a two-day blind tasting. The 140 or so master brewers, specialist journalists and beer sommeliers assessed the beers according to the sensory criteria of appearance, smell and taste as well as the typical varietal characteristics of the 75 categories.

The gold-medal winning beer will be available at the Made in Tahoe Festival and is also served at the River Ranch Lodge and Bistro 22.

Tahoe City Food & Wine Classic

Tickets are now on sale for the 18th Annual Tahoe City Food & Wine Classic to be held June 7.



The FiftyFifty award-winning team, from left: Derek Hockenbrough, Paul Tingey, Dana Fleming, Jared Baer and Michael Mitchell.

Experience Tahoe City's lakeside charm with a leisurely stroll, sipping wine, tasting delicious morsels and discovering unique shops. The event features select wines and beverages paired with delicious food bites provided by some of North Tahoe's favorite restaurants and caterers. The event, a fundraiser for the Tahoe City Downtown Association, runs from 1-4 p.m. and is held rain or shine.

All tickets will be sold online through Eventbrite and cost \$75 plus a processing fee. There are a limited number of tickets available and attendees must be 21 and over to purchase a ticket. Cost includes a commemorative wine glass and wine bag.

Enhancing the experience is the "Grab Your Glass" Pre-Party on June 6 from 5:30-7:30 p.m. at Boatworks

Mall. This exclusive gathering allows ticket holders to pick up their tasting glass and wristbands in advance, avoiding long lines on event day. The pre-party also features live music, a Makers Market with local artisans, wine tasting and delicious bites.

Visit tcfoodandwine.com for details and to purchase tickets.

Kiwanis Wine Tasting

The Kiwanis Club of North Lake Tahoe hosts its 33rd annual Wine Tasting and Auction May 4 at Sunnyside Restaurant. The community fundraiser runs from noon-2:30 p.m. and features tastings from several renowned wineries and breweries and auction items worth over \$50,000, including vacations, golf and dining. Tickets are \$65 in advance and \$75 after April 28. For more information go to www.kiwanisnlt.org

River Ranch Lodge Happy Hour

Located on the banks of the Truckee River near the entrance to Alpine Meadows, the historic River Ranch offers Happy Hour prices on libations and a variety of menu selections from 3-5 p.m., Sun.-Fri.

The Ranch also offers weekend breakfast and lunch. For more information go to www.riverranchlodge.com



The Tahoe City Food & Wine Classic offers savory sips and tasty bites.

tion go to riverranchlodge.com or call 530-583-4264.

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Uncorked in the east end of The Village stocks their shelves with vintages from around the globe, reflective of the season, and offer a Monday Wine Flight Deal and a Wine Club which features a monthly theme. There are Uncorked locations in Tahoe City and Truckee, too. Uncorkedtahoe.com

Tahoe Wine Collective

Located in the Boatworks Mall in Tahoe City, TWC features a wine tasting menu that changes weekly highlighting different boutique producers from the Sierra Foothills. They also offer charcuterie and cheese plates, display local artwork on the wall and sometimes spin vintage vinyl on weekend and host comedy shows. TahoeWinecollective.com

Sierra Surf Club Bar & Restaurant Opens

Sierra Surf Club opened March 1 in the new evo Hotel Tahoe City on North Lake Blvd. The bar and restaurant is open for coffee and grab-and-go menu items daily at 7 a.m. along with full bar open daily. When in full operation, the restaurant will feature a global comfort menu serving breakfast, lunch and dinner from 7 a.m. to 9 p.m. daily. evohotel.com/tahoe-city

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Valley Vibe



Resort Hosts Toyota U.S. Mogul Freestyle Championships

Palisades Tahoe, in partnership with Olympic Valley Freestyle, hosts the Toyota U.S. Mogul Freestyle Championships March 27-30 on the legendary Red Dog course. This premier event will bring together the nation's top moguls and dual moguls skiers as they compete for national titles in one of the most challenging disciplines in winter sports.

The Freestyle Championships feature moguls and dual moguls competitions, with Olympic hopefuls and U.S. Ski Team members expected to participate. Spectators will have the opportunity to witness world-class athleticism up close and enjoy the vibrant atmosphere of the resort which last hosted the U.S. National Freestyle Championships in 2005.

"We are thrilled to welcome the Toyota U.S. Freestyle Championships back to Palisades Tahoe," said Jimeel Ferris, Program Director at Olympic Valley Freestyle. "The Red Dog course is an iconic venue that has challenged the best skiers in the world, and we look forward to showcasing these elite athletes as they compete for national titles."

In addition to the action, fans can enjoy a vendor village featuring outdoor brands, ski gear and official event merchandise. Guests can also experience live entertainment, including music performances and athlete meet-and-greets.

For complete schedule go to palisadestahoe.com.

Spring it On!

A High Sierra Spring at Palisades Tahoe means sun, snow and music - which is always a winning combination.

Once again, Palisades will be open through the Memorial Day holiday and maybe even a bit after as history has proven.

Skiing and riding on the 4th of July, anyone?

Although that remains to be seen, there's plenty of spring to bring and plenty of fun in the sun to be had.

Spring Music Abounds

Throughout the Spring, The Village at Palisades Tahoe showcases talented local bands and musicians in the Events Plaza, as well as hosting performers during the annual Tahoe Truckee Earth Day Festival on April 26. There's also spring sounds to be found at the Alpine Base Bar on Saturday afternoons as well as free "Spring Tracks" live performances at the KT Bass Bar.

Billy Dutton Uphill

The Billy Dutton Uphill on April 12 commemorates the late founder of the Tahoe Nordic Search and Rescue in the annual uphill challenge. Open to nordic skiers, snowshoers, runners and outdoor enthusiasts of all ages, the Uphill course travels 3.2 miles from the base of KT-22 and follows the

Mountain Run to High Camp. The entry fee includes an awards party, raffle, food and music. Event date subject to change and weather. Funds raised benefit the Far West Nordic Juniors.

Race begins at 8 a.m. Full race day details can be found at farwestnordic.org.

Ski & Tee: 39th Annual Snow Golf Tournament

Alpine Meadows hosts the 39th Annual Snow Golf Tournament on April 19. This highly popular spring event features a peak-to-base, nine-hole course which starts at the top of Summit Express Chair and meanders its way down the mountain with the last holes bringing competitors back to the bottom of Alpine Bowl Chair.

Registration is free at base area (must have lift ticket or season pass) and one golf club and two tennis balls will be provided per person, as well as scorecards.

Groups of four are encouraged. Registration is first come, first serve starting at 8 a.m. First tee time is at 9 a.m.

There will be prizes awarded to top finishers and also for best costume.

Tahoe Truckee Earth Day

The Village at Palisades Tahoe hosts the largest Earth Day celebration in the area on April 26. The free community event runs from 11 a.m.-5 p.m., and offers children and adults the opportunity to learn about recycling,

composting, alternative energy and sustainability through hands-on activities the whole family can enjoy. Plus, the day will be filled with free

live music performed by local bands. Tahoe Truckee Earth Day is a com-



munity tradition and features educational displays and booths about sustainable products and services offered by local organizations and businesses. Festival attendees can meet with local area non-

profits that share Earth Day values and connect with the people and resource-

Continued on p.21

Amie Engerbretson's WOW Weekend



photo courtesy Jeff Engerbretson

Professional Big Mountain skier Amie Engerbretson hosts a signature Women of Winter weekend April 4-6. The three-day clinics have been a key feature of the Palisades Mountain School, providing continuing education for skiers looking to improve their technique and mental skills.

Engerbretson grew up skiing at Palisades Tahoe and skied in her first American Express commercial when she was two. She has been

featured in a number of Warren Miller films, and also produced Hypocrite, a documentary short film about climate change and how that has impacted her personally as a skier. Her new short film, Blue Hour, was released last fall.

For links to Amie's films, find her on Instagram, Threads, and Facebook @Amieski and at amieski.com.

From The Blog: Pat Northrop Leaves Impressive Legacy

Pat Northrop spent 46 years teaching thousands of skiers how to navigate the slopes of Palisades Tahoe and recently retired, leaving behind an impressive legacy. To read more about Pat's impressive story and her impact on ski instruction go the resort's blog at palisadestahoe.com.

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FRI APR 25	DEAD WINTER CARPENTERS BOOT JUICE	\$17 ADV \$22 DOS 8PM
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Beacon & Eggs

The PT Ski Patrol buries avalanche beacons in a one-acre area and competitors will work individually or in teams of up to four people to locate them. Find a beacon and win a prize. Participation is free and registration takes place at the top of Subway chair from 10-11:30 a.m. The search starts at noon. Please note guests should bring their own avalanche beacon, probe and shovel.

Sierra Avalanche Center will have a booth at the event and the Alpine Avalanche Rescue Foundation (AARF) dogs and handlers will be on hand for

a dog search demonstration.

Cushing Crossing

The 33rd Annual Cushing Crossing is a signature event of the spring season. The original, pond skimming contest in the country is scheduled for May 3, conditions permitting, and the competition starts at 1 p.m. Watch big thrills and spills and share some laughs with celebrity judges and emcees. Costumes are highly encouraged and an awards ceremony immediately follows. Each category winner will win prizes from participating sponsors: Yeti, Smith, Dakine and Darn Tough.

Go to palisadestahoe.com for entry information.

Visit the Bar Car

The Tram Car Bar, a restored 70's era Palisades Tahoe tram cabin, has made its home on the Olympic House deck, serving drinks as the Aerial Tram soars overhead. The 7,000-pound silver tram cabin is a nod to the resort's storied past—the unique shape of the cabin will be the ideal après-ski photo op with the iconic Tram Face in the background. Tram Car Bar offers a full bar with a robust signature drink menu.



The Annual Cushing Crossing always features thrills and spills.



The Made in Tahoe Festival showcases the abundant creativity found in the North Tahoe/Truckee area.

Made in Tahoe Festival

The Made in Tahoe Festival, held May 24-25 in The Village, is so popular it's held twice—in the spring and fall. Celebrating "all things local," MIT showcases the wide array of creativity inspired by the Tahoe/Truckee area and features local artisans, businesses, chefs, organizations and entertainers. Attendees can discover, explore and experience the Tahoe/Truckee community's talented creators while enjoying a variety of local food, beer and live music. All pro-

ceeds from the Made in Tahoe Festival benefits the Tahoe Food Hub. Festival runs from 11 a.m.-5 p.m. both days. The Lake Tahoe Bike Coalition and the NTCA are providing a free bike valet during the event in the food court area.

Please Note: All events subject to change due to weather and conditions. Visit PalisadesTahoe.com for updated information and complete schedule.



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