

THE OFFICIAL MAGAZINE OF ALPINE SKI CLUB

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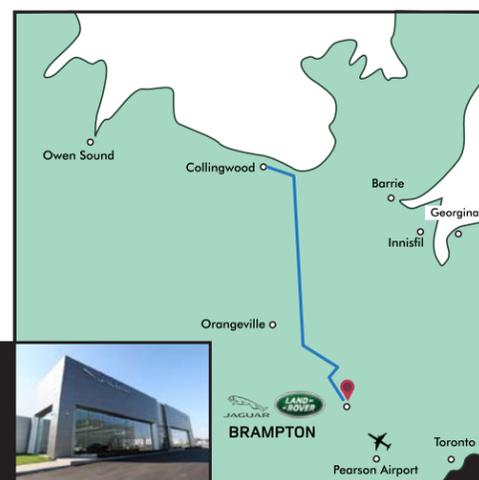
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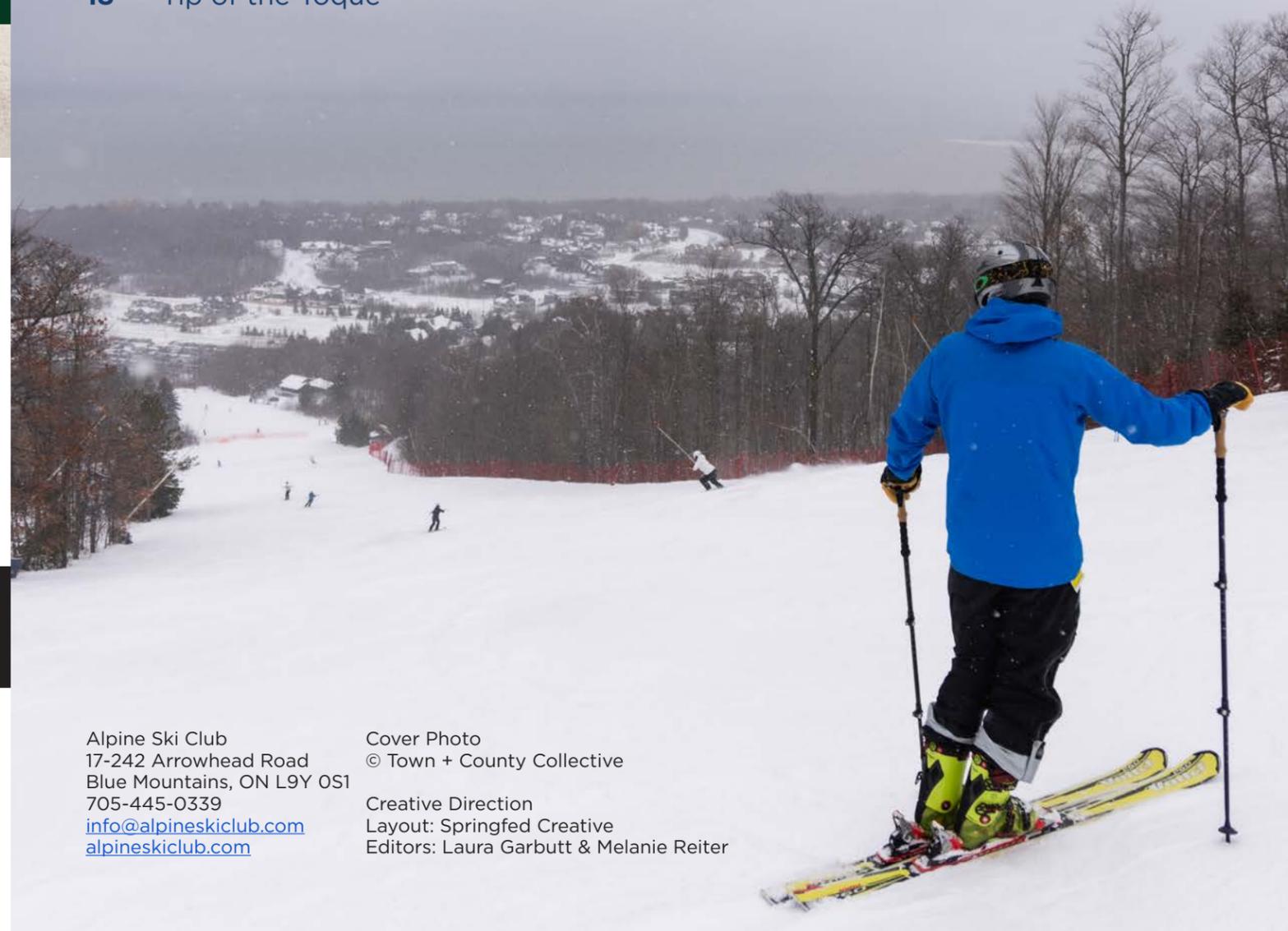
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FIRST TRACKS

By Doug Wansbrough,
General Manager

There's nothing quite like that first lift ride of the season; the Escarpment waking up, the snow under your skis and boards, and the buzz of what's to come. This year, we're going ALL IN on your member experience to make every one of those moments even better. At Alpine, we know that the best days come from two things: great snow and great people. That's why we're continuing to invest in both, because when they come together, your member experience becomes unforgettable.

People + Snow = Everything

From our incredible team to our passionate members, the Alpine community is what makes this place feel like home. We're proud to be investing in enhanced staff training, expanding key teams dedicated to our members' experience, and creating more ways for members to connect on the slopes and beyond. And of course, it all starts with snow.

Snowmaking, Elevated

We're thrilled to be entering the third year of our multi-year snowmaking improvement plan. This year's focus is all about automation to improve efficiency, snow quality, and early-season readiness, as outlined on page 8. Here's a recap of our progress so far:

- **Marginal temperature snowguns:** The installation of 156 high-efficiency guns across the hill allow us to make snow in warmer conditions, extending our early season snowmaking window.
- **Easy wins & demo equipment:** Strategic upgrades, including isolation pipelines and testing various fan guns and automated hydrants, help us deliver quick improvements where they matter most.
- **Look Ma automation:** Top-to-bottom automation on Look Ma means faster, more consistent snowmaking on one of our most popular trails, allowing our crews to reach full pump capacity faster and get other runs open sooner.

And we're not stopping there. Future steps include:

- **North side automation:** Top-to-bottom automation on Parade for even more reliable early season coverage.
- **Pumphouse capacity increase:** Infrastructure upgrades to boost overall snowmaking output across the hill.

What's New for 2025-26?

We have some exciting additions this season, all designed to enhance your day on the hill and at the clubhouse:

- **Safety enhancements:** We've added pull-down straps to the safety bars on all chairlifts to improve safety for our youngest members. We've also relocated the fan guns from the middle of Look Ma to behind lift towers to improve fall line skiing.
- **New view from the top:** Our new 360° webcam at the top of the Steeps is now live streaming real-time weather conditions so you know what to expect before heading to the hill.
- **Snowboard programs:** We're welcoming three new leads to our Snowboard and Freeski Programs team (Freestyle, Race, and Recreational).
- **Clubhouse enhancements:** More indoor tables and chairs have been added, along with upgraded outdoor seating for smoother flow and better après-ski vibes.
- **Partner updates:** Squire John's has received a minor interior "glow up", while Men With Knives is committed to continuing to provide an unmatched food & beverage experience for members. Expect the return of former lunch favourites on the line, the addition of family picnic basket pre-orders and enhanced take-home options so you can maximize your time slopeside.
- **Events calendar:** Look forward to a reinvigorated events calendar with more ways to connect and celebrate.

All In, Together

This year, we're not just opening the hill, we're opening the door to a deeper, more connected experience. Whether you're chasing powder, teaching your kids to ski, or just soaking in the view, we're here to make every moment memorable for you and your family. Let's make this season the best one yet!

PRESIDENT'S MESSAGE

Welcome back, Alpine! Leading up to this season, your Board has been hard at work refining our strategic planning approach. This year, we're excited to expand our strategic focus—not just on infrastructure, but to include an emphasis on member experience.



By Gary Moss,
President

Membership at Alpine is dynamic, evolving each year as we welcome new members to maintain a healthy balance. To deliver a sustainable and exceptional member experience, we are prioritizing the development of long-term, data-driven strategies for engagement, retention, and acquisition. This journey begins by exploring key questions: What does strategic member experience planning look like? Who are our members? What experiences do they value most? And most importantly, how can Alpine consistently deliver an unparalleled member experience while staying true to our core values?

Our robust infrastructure plan, developed over several years, continues to evolve. We are pleased to report that in lockstep with current industry practice, we have developed a plan to extend the life of our chairlifts by about 25-30%. This allows us to focus on snowmaking for the next few years and plan for chairlift replacements after that.

A huge thank you to Doug and the team for tackling another ambitious off-season project list, with automated snowmaking from Look Ma to Square One as the star of the show.

We say goodbye and thank you to outgoing board members Michael Gelfand (Member Engagement) and Matthew

Diamond (Marketing) for their years of service, and welcome Kyla Taylor (Member Engagement) and Henry Long (Marketing) to the team. Alpine thrives thanks to the time and passion of our volunteer Board and committee members—thank you all!

And of course, a big shoutout to the Alpine team, Men with Knives and Squire John's for keeping things running smoothly on and off-season.

Here's to hills full of fresh snow and a winter of great memories. Please stop and say hello if you see me this year. I'd love to hear your ideas for making Alpine the best club it can be.

ENGINEERING WINTER

THE NEW ERA OF SNOWMAKING AT ALPINE

When members think of snowmaking, they often picture snow guns firing on chilly December nights. But the real magic happens months earlier, well before the first frost. This summer, we tackled Phase 3 of Alpine's snowmaking improvement plan, focused on fully automating a key section of our South side from Look Ma to Square One.

Why This Matters

After years of adapting to tighter and less predictable cold weather windows, Alpine's strategy has shifted. Rather than simply adding more snow guns, we're investing in smarter infrastructure. When temperatures drop, our snowmaking plant will reach maximum capacity quickly (and automatically), and as temperatures warm, the snow guns will shut off. Phase 3 is all about getting snow on the ground early, using less energy, and having better control over snow quality. We haven't just patched things up, we've leveled up. Here's what was included with this summer's project:

- New high-capacity air and water lines were installed to move more volume, faster
- 38 new fully automated HKD tower guns were installed, spaced every 100 feet for consistent coverage
- Five new high-efficiency fan guns were installed for added capacity and flexibility where it counts
- High-density hydrants were added in key zones that used to be tough to cover and previously lacked proper water access

All of these key improvements free up valuable time so our team can focus on other areas of the hill simultaneously, allowing us to open more runs faster.



By Greg Hindle,
Mountain Operations Manager

Built by the Alpine Team

One of the things we're most proud of is that almost all of the work included in this project was done in-house. Our crew handled everything from trenching to assisting the welders with getting the pipe welded in lengths and joined to existing lines, electrical work, mounting guns, and more. As Snowmaking Manager Dan Wyant put it, "We've been involved in every step of this install, from system layout to valve placement and electrical termination. This kind of ownership means better long-term reliability and a team that's confident running the system when it counts."

On The Horizon

While Phase 3 sets a new standard, we're already looking ahead to future snowmaking system improvements, including adding automation top-to-bottom on Parade and boosting our pumphouse capacity so we can really take advantage of the newly installed system.

Thanks to a clear plan, smart investment, and a team with deep experience and pride in their work, Alpine is not only ready for winter—we're building the future of it. When you're carving down Look Ma this season, just remember that snow didn't just show up. It came from months of planning, trench work, and a whole lot of sweat from the incredible Alpine operations team.

FOND FAREWELL

By Gary Moss, President

TO OUR OUTGOING DIRECTORS

With a new season upon us, it's time to bid farewell to two of our directors who have retired from Alpine's Board of Directors after four fantastic years. From board meetings to countless hours spent working alongside the Alpine team, these directors have given back to our community and made a huge impact on the progress the Club has seen in recent years.



Matthew Diamond, outgoing Director of Marketing, brought four years of infectious energy and passion to his role on the Board, providing guidance and mentorship to our marketing and communications team. With his assistance in developing a comprehensive marketing plan for the Club, Matthew was a driving force in bringing new spirit to the Alpine brand with our recent ALL IN tagline launch. His focus on continuous improvement has helped drive our brand forward amongst competitors and ensure Alpine is the most digitally connected club on the Escarpment, with a refreshed website and dominance across social media channels.

On behalf of the Board and entire membership, I would like to extend our sincere gratitude to Matthew and Michael for their contributions and dedication to the Club.



Michael Gelfand, outgoing Director of Member Engagement, played an instrumental role in rethinking how we socialize at Alpine. Post-pandemic, Michael supported a forward-thinking, modern approach to our social calendar, focusing on elevating member favourites while experimenting with new events. During his tenure, both Men's and Ladies' Day events have developed cult followings, with sold out record-breaking attendance year after year. The Club also introduced the Rock The Slopes concert series which has become a highly anticipated event for members and their guests. Along with these successes, Michael's passion and renewed focus on engaging Alpine's future generations became paramount, with dedicated events and activities introduced for our teen and Next Gen members.



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WARM WELCOME

TO OUR INCOMING DIRECTORS



Henry Long Director of Marketing

My family and I have been proud members of Alpine for the past four years. What started as a casual introduction to the Club from a family friend, quickly grew into a true winter home for us. Alpine has become a place where our weekends are filled with fresh tracks, friendships, and shared memories both on the hill and fireside.

Professionally, I bring over two decades of leadership experience in marketing, business development, and brand strategy. I've held senior executive roles across both public and private sectors. These days, I currently work and advise a number of high-growth Canadian startups and serve on several boards, which has given me a strong foundation in strategic planning and stakeholder engagement.

As I step into this board role focused on marketing, I'm excited to contribute to the continued growth and evolution of our club's brand. My goal is to help Alpine strengthen its connection with current members while expanding our brand visibility to attract future generations to the Club. Whether it's storytelling, digital strategy, or community engagement, I hope to bring fresh thinking and collaborative energy to the team.

Most importantly, I'm looking forward to creating lasting memories with family and friends at Alpine. The Club has already become a meaningful part of our winters, and I'm excited to help shape its future, one that continues to bring people together on and off the slopes.



Kyla Taylor Director of Member Engagement

Our family joined Alpine Ski Club ten years ago—and from the start, we've been all in. After years with Ontario Snowboard, it was a joy to discover so many familiar faces here. My eldest, Drew, was already off to university, but Dylan, then a provincial slopestyle snowboard athlete, and Danika, a freestyle skier, jumped straight into Alpine's programs. Inspired by my kids and Alpine's incredible coaches, I earned my own "gold trifecta" of racing, slopestyle, and boardercross finishes at our Club Championships.

Along the way, we found our Pine Crew—friends who have become family. Together, we've shared chairlift laughs, powder days, countless après, and off-season adventures. You, friends, and new friends, are as much a part of our Alpine story as the skiing itself. What begins as a place to ski, becomes a place to belong.

I'm proud to be a Next Gen member with my spouse Aaron, carrying forward the legacy that Aaron's parents, Joanne and Brian Courschesne, began 30 years ago when they chose Alpine as their home club. Their love for family chairlifts, chalet lunches, and cheering us on has shaped our story and we're committed to building on that foundation.

Off the slopes, I work with organizations to strengthen strategy, operations, and communications. My experience spans strategic planning, stakeholder engagement, operational design, and team leadership, guiding both high-growth companies and non-profits to clarify goals, build effective systems, and achieve sustainable results.

On the Board, I'll apply my love for this club, a holistically strategic lens, and a listening ear to elevate the member experience and ensure Alpine remains competitive, connected, and unforgettable.



SUSTAINABLE SLOPES

At Alpine, sustainability is not just a goal, it's a responsibility we're proud to embrace. Over the past year, we've taken important steps forward, from establishing our sustainability committee to expanding my role as Director of Infrastructure to include sustainability as a core focus. I'm excited to update you on the progress we've made together as a club.

We are excited to announce that Alpine is now Gold Certified through GreenStep Sustainable Tourism, a recognition that validates the work we've done so far and motivates us to go even further. This certification involved a process comparing Alpine's practices against a set of 87 criteria in 16 different categories that are Global Sustainable Tourism Council recognized and aligned with the UN Sustainable Development Goals. This achievement reflects our continued commitment to environmental responsibility and sustainable practices across our operations; from smarter infrastructure to better energy use, every step counts.

Reforestation continues to be a priority for the Club, as demonstrated at this year's Fall Festival where members rolled up their sleeves and embraced the Alpine tradition of hands-on



By Michael Godfrey,
Director of Infrastructure & Sustainability



volunteerism. Together, we successfully planted over 500 trees, helping to restore and preserve the natural beauty of the Niagara Escarpment for generations to come.

Recent infrastructure upgrades are helping us reduce our environmental footprint in meaningful ways. The Club's newest groomer is Tier 5 emissions control, reducing particulate matter by 80% from the Tier 2 groomer it replaces, modernizing our fleet with environmental consciousness in mind. We have also made improvements to our snowmaking system with our latest upgrades by building new snow gun tower bases using repurposed pipe, giving old materials a second life. The recently installed snow guns are also more energy-efficient, with faster start and stop capabilities, using less energy and people power while still delivering the high-quality snow Alpine is known for.

Sustainability at Alpine also means placing importance on sourcing close to home. We continue to prioritize purchasing locally whenever possible, whether it's construction materials, equipment suppliers, or other vendors. This approach not only supports the regional economy and strengthens our relationships within the community, but it also reduces the carbon footprint associated with long-distance shipping and transportation. Choosing local is a practical and powerful way to lessen our environmental impact while investing in the people and businesses that shape our community.

Our work is far from finished, but these milestones represent meaningful progress in the right direction. We remain committed to tracking our impact, setting ambitious but achievable goals, and sharing updates with you every step of the way.



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RISING STARS

Alpine is proud to recognize our athletes competing at high levels across both skiing and snowboarding. Their drive, skill, and passion reflect the strength of our world-class programs and the community that helps them reach new heights. Join us in celebrating the remarkable talent rising through the ranks.

SKI

Ontario Development Ski Team
Rielyn Brock

U16 Athletic Development Program
Reese Bennett
Avery Stronach

SNOWBOARD

Canada Snowboard National Team
Ben Heldman (Alpine Racing)

Canada Snowboard Next Gen Team
Luis Freeman (Alpine Racing)

Ontario Snowboard Provincial Team
Brayden Dlin (Freestyle)
Sophia Bao (Alpine Racing)

Ontario Snowboard Development Team
Olivia Fry (Freestyle)
Juliette Ostos (Freestyle)

FAST LINES BIG DREAMS

“

I knew I was fast,
and I was able to be as fast as I wanted to be.
It was just a matter of time.

”



Snowboard racing is fast, fierce, and unforgiving. It's a high-stakes dance of precision and power on steep slopes where hundredths of a second separate glory from disappointment. Unlike the freestyle side of snowboarding, racers don't soar — they carve, charging through a maze of gates with calculated aggression, reading terrain at 80 km/h. It's a sport that demands equal parts fearlessness, discipline, and instinct, **and it's exactly where Ben Heldman thrives.**

Ben Heldman, Alpine member since 2017, hasn't put his board down since the first moment he strapped in for a snowboard lesson, his only wish for his seventh birthday. A member of the Canada Snowboard National Team, Ben is now chasing his 2026 Olympic dream. Coming off a breakout year on the World Cup circuit in 2024-25, Ben is eager to build on his current momentum and push hard right out of the gate this December. His sights are set firmly on clinching his first World Cup podium, showing his competitors that he is one to watch.

At 15, Ben stepped onto the FIS circuit and into a pivotal stage of his snowboard career. He had the speed to match the best, but raw pace alone wouldn't win races. The real breakthrough came in mastering the precision, confidence, and control needed to turn that speed into podium-worthy runs.

In a sport dominated by racers in their 30s and 40s, Ben is carving his path early. At just 23 years old, he's chasing legends that are decades his senior. While that age gap may have been intimidating in his first years on the World Cup circuit, it also fast-tracked his growth. Gaining valuable experience shoulder-to-shoulder with the world's best, Ben has proven his place on the global stage, **and he's only just getting started.**

For Ben, success isn't just about speed — it's about mental strength. Guided by his former coach, Jan, who taught him that “the brain is a muscle,” Ben has trained his mind as deliberately as his body. He's learned to adapt, push beyond his comfort zone, and follow through on every goal he sets. That investment in mental fortitude has become a cornerstone of his path to the podium.

The discipline and work ethic required to reach this level of competition is nothing short of incredible and has been instilled in Ben from his early years in Alpine's snowboard race program, learning from key coaches and mentors like Jonas Brook and Danielle Courchesne. The unique training environment provided at Alpine, with a strong balance between fun and competition, has made a lasting impact on Ben's current success.

The other driving factor behind his achievements? A supportive family and network of friends. When reminiscing about all of the support that's led him to where he is today, Ben says, “There is a lot of spotlight on me, but it's a win for my entire family.” Theo Heldman, Ben's Dad, says “It's everything along the way that has contributed to this. The Club, the people that we know. It's really been an entire community to get to this spot. To be able to see and be able to lift up this entire community, it's pretty cool.”

What's next for Ben?

While his immediate sights are set firmly on qualifying for the Olympic Games in February, this season really feels like a launching point for Ben and his long-term goals. He's looking to solidify his place on the international stage as a consistent high-performing athlete and reach his ultimate goal of securing a Crystal Globe win in his career. 🏆

Follow Ben's journey this season on
Instagram: [@ben.heldman](https://www.instagram.com/ben.heldman)

STATISTICS

Age: 23

Discipline: Alpine Snowboarding

Personal Best: 7th, World Cup
(Val Saint-Côme)

2024-25 Results: 4 x Top 10
finishes



TIP OF THE TOQUE

CELEBRATING STAFF EXCELLENCE



① Adult Programs/Private Lessons Ski Pro of the Year: John McCullough ② Junior Programs Ski Pro of the Year: Georgina Coristine
 ③ Rookie Ski Pro of the Year: Scarlett Pontisso ④ Snowboard Coach of the Year: Evan Rosen ⑤ Snowboard Instructor of the Year: Darya Diamond
 ⑥ Snowboard Rookie Instructor of the Year: Robin Lysne ⑦ Snowboard Rookie Coach of the Year: Chris Fellner
 ⑧ Ski Racing Coach of the Year: Rachel Tadress ⑨ Ski Racing Rookie of the Year: Joshua Dlin



Tammy Venning, Little Kids' Club Manager
 Bill Williams Employee of the Year Award

We are thrilled to recognize Tammy Venning, our Little Kids' Club Manager, as the recipient of this year's Employee of the Year Award! Tammy began her journey with Alpine in December 2000, and for nearly 25 years, she has been foundational to our members' club experience. Her warmth, patience, and unwavering dedication have shaped the experience of countless young members and their families, many of whom fondly recall their very first Alpine memories beginning in her care.

Tammy brings heart to everything she does. Whether she's comforting a nervous first-timer, mentoring her team, or helping parents feel at ease, she does it all with unmatched kindness and grace. Her impact on generations of Alpine families is immeasurable, and her presence in the clubhouse is nothing short of essential. Tammy, we thank you for the love, care, and laughter you bring to Alpine each and every day. The Club simply wouldn't be the same without you.

ALPINE Stories from the Heart of Alpine

By guest writer, Maddie Johnson



Each and every family that joins Alpine has a unique story that turns their experience from just a place to ski to a second home and legacy for years to come. Dive into a few of these feel-good member stories that capture the essence of the community and highlight what a special place Alpine has come to be since the Club's early years.



When Harry Palter first pulled into Alpine's parking lot in the late 1960s, there wasn't much to see. A few skiers walking around, a modest clubhouse built mostly below ground, and the beginnings of what would become a second home for his family.

More than 50 years later, the Palters represent four generations of Alpine life. Last winter, at the age of 88, Harry was still skiing.

"If the snow's good and the weather's decent, I'll go for an hour or so," he says.

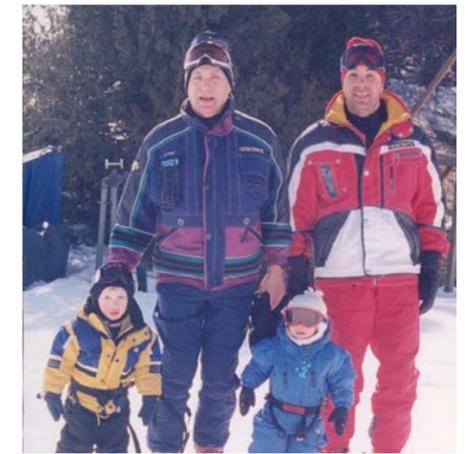
His wife, Esta, now off skis after two knee replacements, still comes to the hill to watch their great-grandchildren take their

first turns. Their three sons — Gil, Steven, and Robert — all grew up at the Club, raced, coached, and eventually brought their own kids through the same program.

"It was every weekend, every winter," says Gil. "We were always there."

The next generation followed suit. All nine Palter grandkids were in the racing program at some point, and many went on to coach. Now, even the great-grandkids are starting to join in.

The Palters' mark on Alpine extends beyond family participation. In its early years, Harry served on the Board, helping shape the Club's ski school and racing programs. He also championed the



creation of the Palter Cup, a Division 2 downhill event that ran for many years.

"It was something we wanted to offer to the younger racers — make it exciting for them," he says.

Outside of organized racing and official events, the Palter boys found their own way to make the most of Alpine life. From night toboggan runs down Lower Alpine to makeshift dummy downhills and streaking through spring carnivals in the 70s, their childhood was equal parts competition and chaos.

"Things were a little less strict back then," Steven laughs.

But even as the Club changed over time, one thing didn't: the sense of community.

"Everyone knew everyone," Gil says. "We were five years old skiing around without our parents. If you acted up, someone else's parent told you off."

For Harry, the reason they keep coming back is simple.

"It was just a great place for the family," he says.

And more than five decades later, it still is.

THE MOSTYN FAMILY



When the Mostyns first considered joining Alpine, there was one lingering question that made them pause: how would Judah fit in?

Carly and Matt Mostyn had both grown up skiing and wanted to give that to their three children — Owen (11), and twins Harper and Judah (9). But Judah is neurodivergent, and while his siblings jumped straight into the Club's programs, the idea of Judah skiing — of him even putting on ski boots — felt far.

"We weren't sure what was possible," says Carly. "But we wanted Judah to be part of the culture here, even if we didn't know what that would look like."

They joined Alpine in 2022, encouraged by family members who were already part of the community. That first season, Judah spent time in the Little Kids' Club, led by longtime manager, Tammy Venning. By the following winter, Tammy had quietly set a goal: get Judah on skis.



"She just said, 'We're going to do this,'" Carly recalls. "She had us bring in boots and slowly introduced them to him — just five minutes at a time. We have no idea how she managed it. Judah has sensory challenges, and even new shoes can be stressful for him. But somehow, she got him in ski boots."

By the end of last season, with the help of Tammy and her son, Judah was not only comfortable wearing the boots, he was on snow. A spot opened up in the Track3 adaptive program, and Judah joined with support from both the Track3 team and his now-familiar LKC champions.

"It all came together," says Matt. "Tammy truly changed the game for us. She was the one who believed it could happen, and she made it happen."

Carly remembers one day in particular when all five of them were on the snow together — Judah showing off what he'd learned, Harper and Owen beside him, cheering him on.

"The pride Judah felt showing his brother and sister what he had learned... it was unbelievable," she says.



For the Mostyns, Alpine has become more than a winter routine. It's become a place where the kids are thriving, and the parents get a break too.

"We always say it feels like a weekend date for us," Carly says. "We can ski together, have coffee, and also spend meaningful time as a family."

Their two eldest, Owen and Harper, have also found their stride in racing.

"The racing program has been a game changer — not just for skill development, but mindset, motivation, and friendships," says Carly.

As newer members, the Mostyns already feel rooted. They ski, they race, they après. And they've seen how a little encouragement can change the experience entirely.

"Joining Alpine was a leap for our family," says Carly "and it's been one of the best decisions we've ever made."



On opening day at Alpine, while most people are still shaking off sleep, Kennedy Knowles is already at the front of the lift line. She's ten, a U12 ski racer, and takes pride in being first chair. This year, she earned it.

"We're always there early," says her mom, Morgan. "Kennedy wouldn't have it any other way."

Morgan and Kennedy aren't your typical Alpine family. When they joined in 2019, Morgan was a single parent living in Oakville, commuting to Collingwood every weekend. They didn't have a legacy connection or generations of ski racers behind them. But what they found was a community that welcomed them in — and one they now can't imagine a life without.

"We didn't really know what to expect," says Morgan. "But we jumped in with both feet. Now, I can't picture our winters anywhere else."



Since joining, the Knowles have become deeply woven into the fabric of the Club. You'll find them skiing open to close, lingering at après, or catching up with friends on the terrace. Morgan has chaired Alpine's Ladies' Day event three times and speaks with genuine admiration for the staff, coaches and behind-the-scenes teams that keep things running.

"You really get to know how much work goes into making this place so special," she says.

A few years ago, Morgan made the decision to move her family to Collingwood full time.

"Alpine was a huge part of that," she says. "We were already here all the time, so it just made sense."

Now, Kennedy attends Pretty River Academy and skis four days a week in season. When there's fresh snow on a Wednesday? They're on the hill.



Plus, their Alpine life doesn't end when the snow melts. In the summer, Kennedy attends Alpine's week-long summer camp, and the two often meet friends for hikes or tennis.

"It's not just about skiing," Morgan says. "We've made lifelong friends here. It really does feel like family."

That sense of belonging has been especially meaningful.

"As a single mom, you sometimes wonder how you'll fit in," says Morgan. "But I've always felt like people look out for us. Kennedy has a big extended family here."

Whether it's race days, summer camp, or weekend après, the Knowles are all in. They show up, contribute and soak up every part of the club life.

"Don't invite us anywhere in the winter — we're at Alpine," laughs Morgan. 🏂

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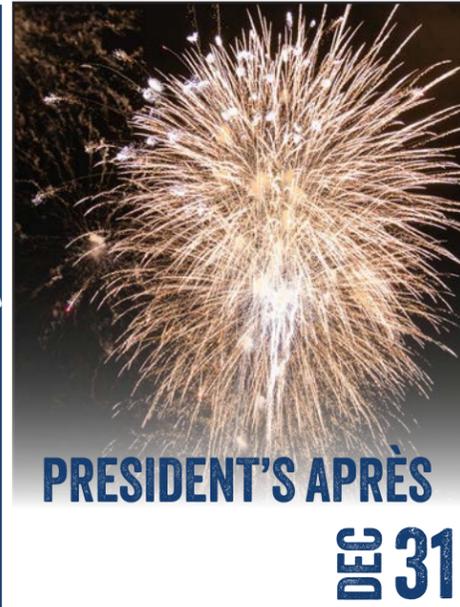
MEN'S DAY | JANUARY 30, 2026

LADIES' DAY | FEBRUARY 27, 2026



TRÈS CHIC. TRÈS SKI.

**THE
SOCIAL
HOUR**



PRESIDENT'S APRÈS

DEC 31



**NEXT GEN
Après**

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**RETRO
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FEB 14



WV ROCK THE SLOPES

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Alpine Stampede

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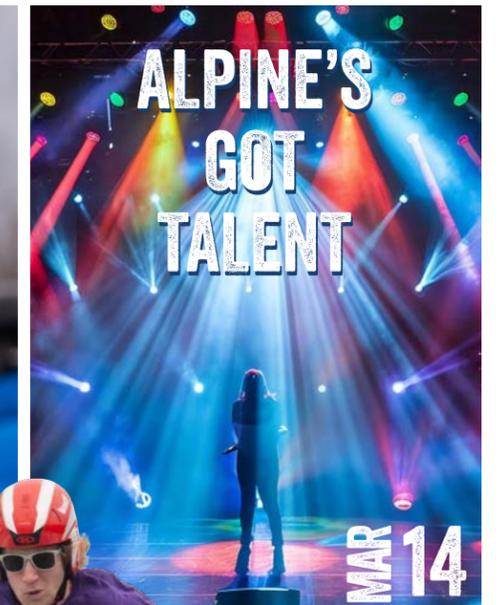
DRINK CRAFT

JAN 17



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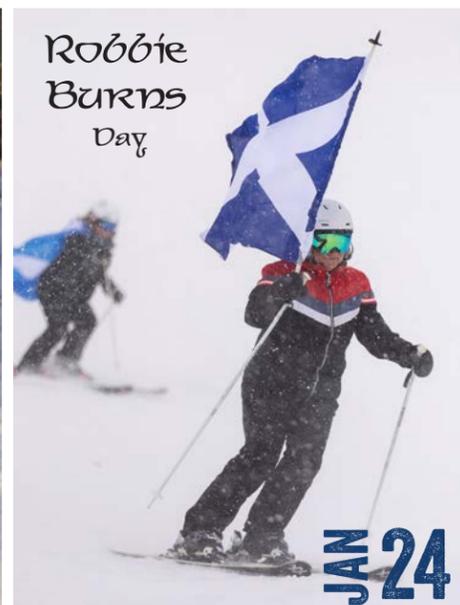
**ALPINE'S
GOT
TALENT**

MAR 14



**TEEN SUMMIT
Sunset Après**

JAN 17



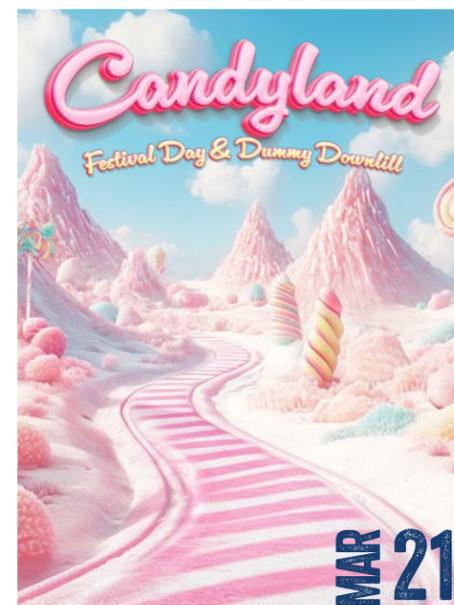
**Robbie
Burns
Day**

JAN 24



**ALL STAR
Après**

JAN 31



**Candyland
Festival Day & Dummy Downhill**

MAR 21



POND SKIM

APR 04

ALPINE AMBASSADORS

ALL IN FOR OUR COMMUNITY

Community is at the heart of everything we do, and it always has been. From the very beginning, Alpine was shaped by the hands and hearts of its members.

Long before there were lifts and clubhouses, dedicated volunteers came together with a shared vision; clearing trees to carve out the very first ski runs, building our first infrastructure, and laying the foundation for the vibrant club we know today. Our members' love of skiing, and for Alpine, was the spark that brought this community to life.

This year, we are thrilled to introduce a refreshed and flexible way for members to get involved and contribute to the vibrant energy that makes Alpine so special—through our newly expanded Alpine Ambassadors program. Building on past roles like morning greeters and après hosts, we're now bringing together all volunteer opportunities under one umbrella to make it easier than ever to give back to your club and this incredible community.

The Alpine Ambassadors program includes a variety of roles, tailored to fit your interests and schedule. Members are invited to sign up for the roles that interest them and choose when they want to help, whether that's a few times a season or more regularly.



Morning Greeters

Be the first impression and friendly face welcoming fellow members and visitors to the Club on weekends. The best part? You control the morning playlist.



Lift Ambassadors

Back by popular demand, this is an energetic role designed to help flow traffic at our busiest times. Keep the lift lines moving (Single! Single!) while interacting with your fellow skiers and riders.



Après Hosts

If you're the life of the party, or just know how to throw memorable events, we'd love your support with one of our many social events!



Kids Après Crew

Bring the fun to our littlest members alongside Tammy and the LKC team! Help spark the après magic with games, crafts, dance parties, and more. If you love high energy and little smiles, this role is for you.



New Member Ambassadors

For those who are truly ALL IN and want to share the magic of Alpine with our newest members, take some time to connect and welcome them to the Club, helping them form lasting friendships in their first season.

Register as an Alpine Ambassador and help our team make this season another one for the books!



ALL IN FOR ALPINE



Our top 5 families from the ALL IN contest: Skelding-Barach, Koster, Henry, Reid and Johnston families. Congratulations and thank you for being ALL IN!

This past season, the Club unveiled its newest tagline and with it, a vibrant new energy took hold within the Alpine community. ALL IN isn't just about what we have to offer; it's the fabric of who we are and how we show up. ALL IN means something different to each and every member, but at its core is a shared passion for our happy place and embracing every moment to its fullest.

This exciting brand refresh was spotlighted by our season-long contest that challenged members to go ALL IN in a variety of ways, earning points week-to-week by sharing their love of the Club. While only one family could claim the top spot as Alpine's most ALL IN, each participating family showed us what this phrase means to them.

From homes decked out in Alpine memorabilia, to family pets named after their favourite winter activities, our members embody the deep-rooted spirit of what it means to be ALL IN for Alpine.



As a family, we believe that in life, the more you contribute to something, the more enjoyment you will receive in return. At Alpine, we have experienced this 100% for more than 15 years. From the very start, it has been a "full send" for our family and our enjoyment level has been epic! From our first three years as the furthest full-time members travelling all the way from Chicago for weekends spent at Alpine, the Club has been central and fundamental to how we spend our time together as a family.

We have always been active members at the Club, participating in all aspects of what it has to offer and giving back where we can to further enhance the experience for all. Our daughters Parker and Sloane grew up through the racing program, Fiona dabbled in

Fun & Glory, we have all taken ski lessons to hone our skills, and now three of us are instructors and one is a coach/instructor. Jed and Fiona have both volunteered time as directors on the Board, and have participated in various committees over the years. We always enjoy the fundraisers, special events, après, lunch with friends, and making new connections.

When the competition was announced, we knew we wanted to jump in as we always do. To be ALL IN is who we are as a family, as are all the Alpine families that participated alongside us. We are honoured to be recognized along with the other 40 ALL IN families. We will be ALL IN at Alpine, always!

Fiona, Jed, Parker and Sloane

Last year's contest revealed some pretty special ways that highlight how ALL IN our members are. Check out some of the fun things we learned about our contestants and passionate Alpine members:

LIFE'S MOST MEMORABLE MOMENTS

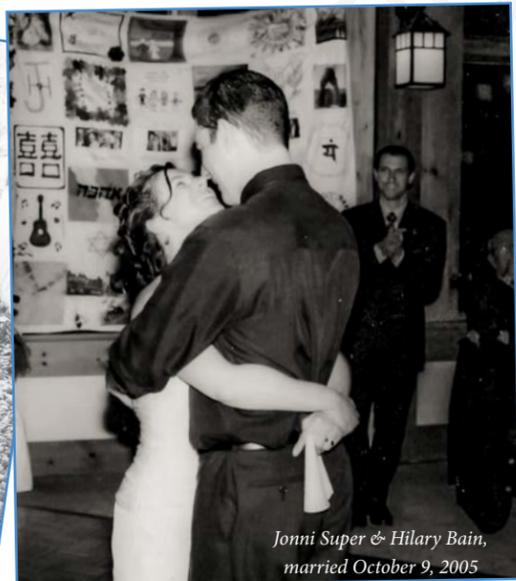
We know so many members have tied the knot at the 'Pine, and these are just a couple from over the years:



Randy & Carey Millthorpe,
married October 24, 1998



Shane & Becky Henry,
married June 13, 1999



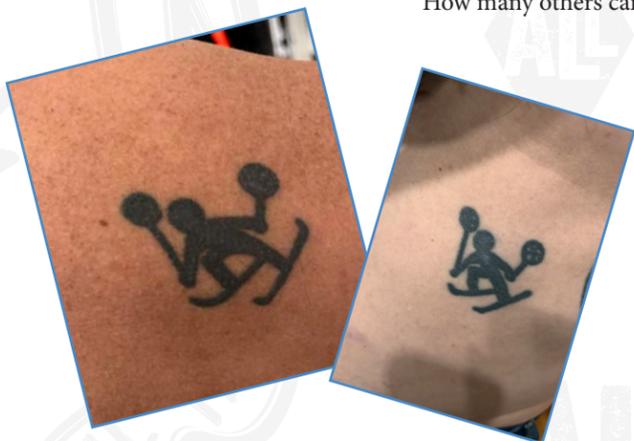
Jonni Super & Hilary Bain,
married October 9, 2005

FIRST KISS

We've been sworn to secrecy, but one of our contestants revealed they had their first kiss at Alpine. How many others can claim the same milestone memory?

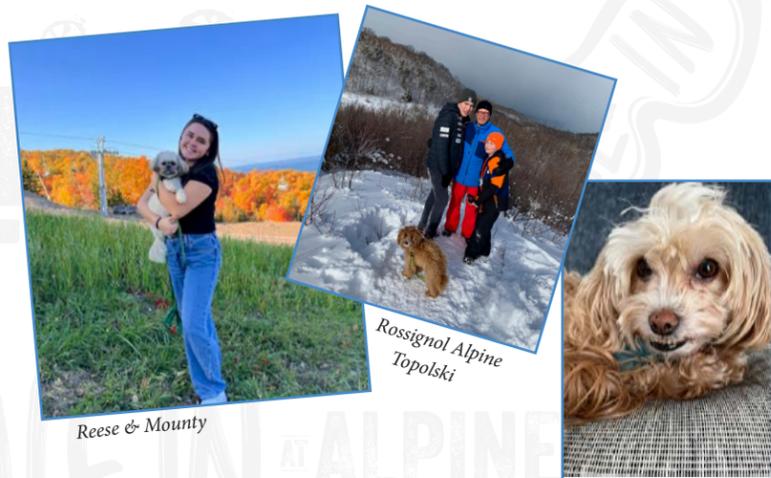
FURRY FRIENDS

Oh, you thought you were obsessed with skiing? How about naming your furry family members after your favourite winter activity? We present to you: just a few of the most ALL IN pets of Alpine.



BRANDED FOR LIFE

There is arguably nothing more ALL IN than branding yourself with Alpine's logo. And why do it just once, when you can do it TWICE?! Shout out to this mystery member (can you guess who it is?) for showing their commitment to Alpine with these sweet tattoos.



Reese & Mounty

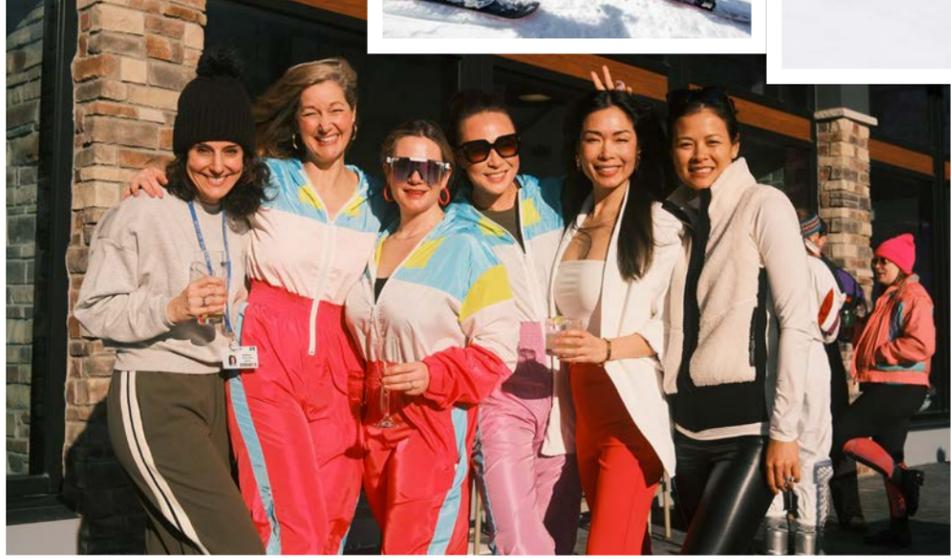
Rossignol Alpine
Topolski

Pow Pow

SOCIALITE

PORTRAITS OF LIFE AT ALPINE,
FROM FIRST TRACKS TO FIRESIDE CHEERS.









WHAT'S UP SOUTH GEORGIAN BAY



Our region is buzzing with new businesses redefining style, taste, and experience. From chic spots to hidden gems, these are the places worth checking out this season.



Georgian Bay Surf Club

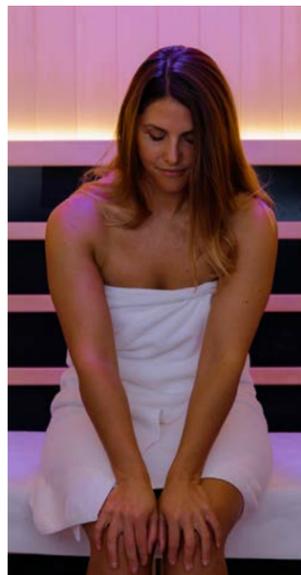
A community hub where surf culture intersects with hospitality and retail experiences, Georgian Bay Surf Club offers a laidback clubhouse-style space that hosts a globally inspired food and beverage menu rooted in intention and connection to place. Despite being hundreds of kilometers from the sea, Georgian Bay has one of the most passionate freshwater surf communities in the world—and it's what inspired them to build a surf club here. With food and drink menus curated by surf locales around the world, these influences are bringing people together around great food, drink, and shared experiences. Don't miss their sustainably inspired Surf Shop on the upper level, with a selection of curated clothing and goods from unique lifestyle brands.



Vortex Wellness Studio

Canada's first and only self-guided self-care studio, Vortex offers a curated mix of high-tech, high-impact private wellness sessions designed to help you reset, recharge, and feel amazing—fast. From fitness recovery to deep relaxation and high-vibe energy boosts, Vortex makes self-care simple, fun, and effective.

Co-Founders Daniel James and Steve McCrea were inspired by the west coast wellness vibes of California while living in San Diego and decided to return to their roots, bringing Cali vibes to Collingwood.



Zisis Greek

Craving authentic Greek street food? Look no further than Zisis! Tucked away just off Collingwood's main strip, Zisis brings the true taste of Greece to you with every bite. From traditional recipes to modern twists, every dish is made with the finest ingredients for an unforgettable culinary experience.

Zisis was inspired by owner Laertis' grandfather, a highly regarded and well-known chef in their hometown, who was renowned for having cooked for every single resident at one point in his career. The name serves as a way to honour his legacy and pay respect to his significant contributions to the community through his culinary skills.

Smash Pickleball™

Smash Pickleball Collingwood offers a vibrant, welcoming environment as the region's premier indoor pickleball destination. With six indoor courts at 93 Sandford Fleming and five more under construction at its new Highway 26 flagship location, Smash will soon feature 11 state-of-the-art courts, the largest in the region.

It's the perfect spot for competitive rallies, casual drop-ins, or connecting with friends. Smash also brings the energy to corporate events, team-building sessions, and birthday celebrations.



Hidden Hare

Collingwood's first premier tequila and cocktail lounge, Hidden Hare is a true hidden gem in downtown Collingwood. Step into another world, infused with chic and cozy candlelit vibes, where mixologists are ready to conjure up new concoctions and time-honoured classics. The perfect date night spot to add to your roster.

Lovebird Beer x Belle Marche

What happens when Lovebird and a Nomad Chef fall in love? You get Lovebird Beer x Belle Marche, a unique new technicolour spot in the heart of Meaford. Blending the delicious brews from small-batch legends at Lovebird Beer with the east coast barbecue inspired by the comforts of Chef Ryan Praskey's childhood.

Stay in the Know with What's Up Collingwood

From new restaurants and businesses to local events and can't-miss happenings, there's always something exciting going on in our community!



Follow @whatsupcollingwood on Instagram for the latest updates, behind-the-scenes peeks, and everything you need to make the most of Collingwood, Blue Mountains, Thornbury, and beyond!





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GEAR GUIDE

EACH YEAR MANUFACTURERS COMPETE TO INTEGRATE THE LATEST IN TECHNOLOGIES, MATERIALS, AND DESIGN INNOVATIONS INTO THEIR GEAR. WE ARE THE FORTUNATE BENEFICIARIES. HERE IS A CROSS-SECTION OF THE LATEST IN FASHION AND FUNCTIONALITY FOR YOUR WINTER ENJOYMENT.

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NORDICA HF 100 GW SKI BOOTS \$549.99

Fall in love with skiing all over again with Nordica's HF 100. Offering a unique blend of performance, comfort, and convenience, it reimagines the modern ski boot. Thanks to Nordica's revolutionary Back Buckle Closure System, getting in and out of these boots is as easy and intuitive as sliding into your favorite slippers. This hands-free design is perfect for anyone who wants to skip the hassle of buckling their boots for a simpler approach. For exceptional comfort and control, the HF 100 features a high performance liner. And for a fit that's truly personal, the liner and shell can readily be customized. Your love for skiing should last a lifetime—ensure it does with Nordica's HF 100.

DAKINE TRAVEL BAGS



50L BOOT BAG BACKPACK \$94.99 ▲

The 50 liter Boot Pack has several roomy pockets for organizing and protecting your gear in transit. The dedicated helmet and goggle pocket is padded to protect against dings or scratches, and the zippered front cargo pocket is the perfect place to keep gloves, hats, tuning kits or an extra base layer. The boot compartment stows ski or snowboard boots separately, and with easy access through the zippered rear-entry access panel. Securely transports your entire kit from the gear closet, to the car, to the resort, and back. A solid choice for those running frequent trips to the Club.



BLACK GOGGLE STASH \$34.99 ▼

Keep your goggles safe with the Dakine Goggle Stash, fully padded and fleece lined with an extra lens sleeve and mesh vents – this is a must have for your new goggles!



LOW ROLLER BOARD BAG \$174.99 ▲

The Low Roller is the bag of choice for everything from a weekend trip at a nearby mountain, to a week-long dream trip epic. With 360-degree padding, it comfortably holds one board (or two boards with bindings removed), outerwear, and a removable boot bag in the main compartment. The exterior zippered accessory pocket stows essential items close at hand, keeping your entire kit secure and in one place. The handle pairs with a rolling luggage bag, for easy one-handed towing, while heavy-duty urethane wheels glide easily through airport terminals and parking lots.



◀ **SALOMON STANCE 84 SKIS W/ MI12 GW BINDINGS** \$799.99
 Energetic and stable, Salomon's Stance 84 is what you need to ski everywhere on the mountain. The Titanal frame provides the perfect energy for cruising through crud or icy slopes, while a progressive frontside sidecut and poplar wood core deliver lively, controllable turns, no matter how steep or deep the snow. Grab a pair and "Let's Stance!" A poplar wood core with a Titanal insert and All-Mountain rocker give this ski the finesse and agility you've been looking for in an All-Mountain cruiser. Sandwich Sidewalls create confidence-inspiring edge grip to make the most of icy groomers and changing terrain. This dynamic All-Mountain construction creates a ski that will take you from groomers to glades, from the steep to the deep - with ease.

ALL-MOUNTAIN SKIS

\$999.99 ▶
HEAD E-TOTAL JOY WOMEN'S SKIS W/ JOY 11 GW SLR BINDINGS
 The Total Joy offers advanced women a high-performance ski for the entire mountain. A new design lengthens the sidecut, making the Total Joy more forgiving and versatile in a variety of turn shapes. HEAD focuses on managing weight distribution by using carbon in the poplar core, resulting in a lightweight yet strong all-mountain ski. Better Balance technology puts women in an optimum position for easy turn initiation and stability on the slopes.



▲ **SMITH 4D MAG XL GOGGLE W/ SPARE LENS** \$389.99
 Whether you're dropping in on a hike-to line or charging through a storm day at the resort, the Smith 4D MAG XL goggles set you up with the best field of view possible. They combine the unmatched peripheral range of Smith's BirdsEye Vision™ lens with an oversize XL frame and the terrain boosting optics of ChromaPop™, so you don't miss a wind lip or terrain change. The MAG lens-change tech lets you swap lenses to match the light conditions with ease. Their XL size and temple cut relief cut outs make them the only OTG compatible goggles in Smith's 4D lineup. Buckle up and embrace the fall line with confidence..



▲ **SMITH VANTAGE 2 MIPS HELMET** \$324.99 ▲
 From powder days to carving laps, the Smith Vantage 2 Helmet balances lightweight comfort with targeted safety tech to keep you focused on your line. The three-piece hybrid shell reduces weight while maximizing coverage to match the impact zone. Zonal Koroyd™ compliments Mips® for energy-absorbing impact protection to give you confidence whether exploring in or out of bounds. Dual vent regulators let you independently fine-tune airflow across the top and sides. When it comes to fit, the BOA® 360 Fit System offers micro-adjustability around your whole head with the turn of a dial. Add proven Smith AirEvac™ tech for a fog-free goggle interface, and the Vantage 2 is a dedicated all-mountain partner for storm days, bluebird laps and chasing lines at the resort any day of the season.



◀ **PICTURE NAIKOON MEN'S JACKET** \$495.00
PICTURE NAIKOON MEN'S PANT \$350.00
 The Naikoon two-layer stretch jacket is a lightweight freeride jacket that can literally do it all. Eco-designed with Circular polyester, it features a 20K/20K membrane for unparalleled breathability and waterproofing, reinforced by a PFC-free durable water repellent treatment and waterproof zippers. For optimized breathability, this jacket also has zippered vents for easy temperature control during the most intense moments in the powder. For improved protection and fit, the hood, cuffs, and hem are all adjustable, while the stretch lining with multi-density hybrid knit offers exceptional freedom of movement. With its modern cut, this jacket is equipped with pockets and all the functional details you need. Our Naikoon jacket allows you to seamlessly transition from the snowpark to riding in the powder without a second thought.

The Naikoon two-layer stretch pants guarantees breathability, lightness, and protection for freeriding. Eco-designed with circular polyester sourced from textile waste, they feature a 20K/20K membrane for unparalleled breathability and waterproofing, reinforced by a PFC-free durable water repellent treatment and waterproof zippers. Offering maximum protection against snow and wind, enhanced by a warm Coremax lining, these pants have zippered vents for easy temperature control when you're climbing or when the sun comes out. Perfectly matched with the Naikoon jacket, these straight-cut freeride pants are ready for all your mountain ascents and descents, ideal for long days of riding in the powder.



ARC'TERYX BETA AR WOMEN'S JACKET ▶
\$800.00 ▶

The toughest, hardwearing jacket in the Beta family, this all-mountain hardshell gives you pro-level protection when the rain's blowing sideways on a summit push. The hybrid mix of GORE-TEX PRO ePE fabrics (extra durability in the shoulders, lighter weight in the body) will keep you keep your core bone-dry. Designed with a helmet-compatible DropHood and for easy access.



◀ **K2 EXTRAVISION WOMEN'S SNOWBOARD** \$569.99

Designed for the intermediate-to-advanced snowboarder, the all-new K2 Extravision snowboard features a Combination Camber profile that places camber in between the feet for snap, stability, and adds rocker profile outside the bindings for playful and intuitive turn initiation. A small amount of rise in the tail helps keep the board lively and predictable, while a long-extended rocker profile in the tip helps to ease turn initiation and float in powder. The Extravision is built upon K2's sustainably harvested Rhythm™ Core - which is comprised of Aspen and Paulownia, the world's fastest-growing hardwood. This combination of materials was chosen to reduce weight in the tip and tail without sacrificing strength and performance. The Extravision is wrapped in ICG™ 10 Biax Fiberglass with tip-to-tail carbon stringers for dependable edge hold on long traverses or carving at any speed. The K2 Extravision is an all-mountain women's snowboard made to do it all while giving you the confidence to show 'em what's what, anywhere on the hill.

BURTON STEP-ON BOOT & BINDING PACKAGE
BURTON HIGHSHOT X PRO STEP-ON MEN'S SNOWBOARD BOOTS \$899.99 ▶
BURTON STEP-ON CARTEL X EST SNOWBOARD BINDINGS \$459.99 ▶

Made for those who like a responsive, powerful boot, the men's Burton Highshot X Pro Step On Snowboard Boots give you total control of boot fit and tensioning to match its powerful flex. The Burton BOA Triple Dial PerformFit Wrap Fit System lets you independently adjust the upper plus internal lower and ankle zones. The three-zone system offers a new level of control to dial in fit to match the boot's power. The high-performance outsole balances weight and durability for outstanding response and traction. We're talking high-performance from the inside out, and a true step-on-and-go program for riders who like to rip.

The men's Burton Step On Cartel X EST Snowboard Bindings bring the intuitive ease of Step On to the legendary shred-it-all versatility and pro-caliber control of the Cartel X. They combine the plush cushioning of EST with a baseplate that maintains natural medial/lateral movement for less fatigue and easier ollies. The design balances all-terrain versatility and the intuitive ease of Step On. Just step on and ride.



When you're here, we are here for you.

Whether you're taking one last run, enjoying après-ski or hitting the trails, one thing is certain: when medical care is needed, you want it to be **close, fast, and world-class.**

We're building the new hospital for South Georgian Bay's growing and diverse community, including those who call it home and those who make it their escape.

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Dr. Olivia Cheng,
Orthopaedic Surgeon, CGMH



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LAST CHAIR

The Calm Before The Powder

Take a breath, gear up, and get ready—the magic of a new season is almost here.

Each page of this Skidoodle is a reminder of what makes Alpine so special. The energy, the laughter, the shared love of the slopes. It's our members—your dedication, your spirit, your ALL IN attitude—that turn every run, every après, and every moment into something unforgettable.

This winter, we encourage you to lean into it all. Feel the rush of opening day, the joy of powder mornings, the thrill of bluebird afternoons on wide-open runs, and the camaraderie that carries through to the very last chair.

Here's to a season of memories waiting to be made together.

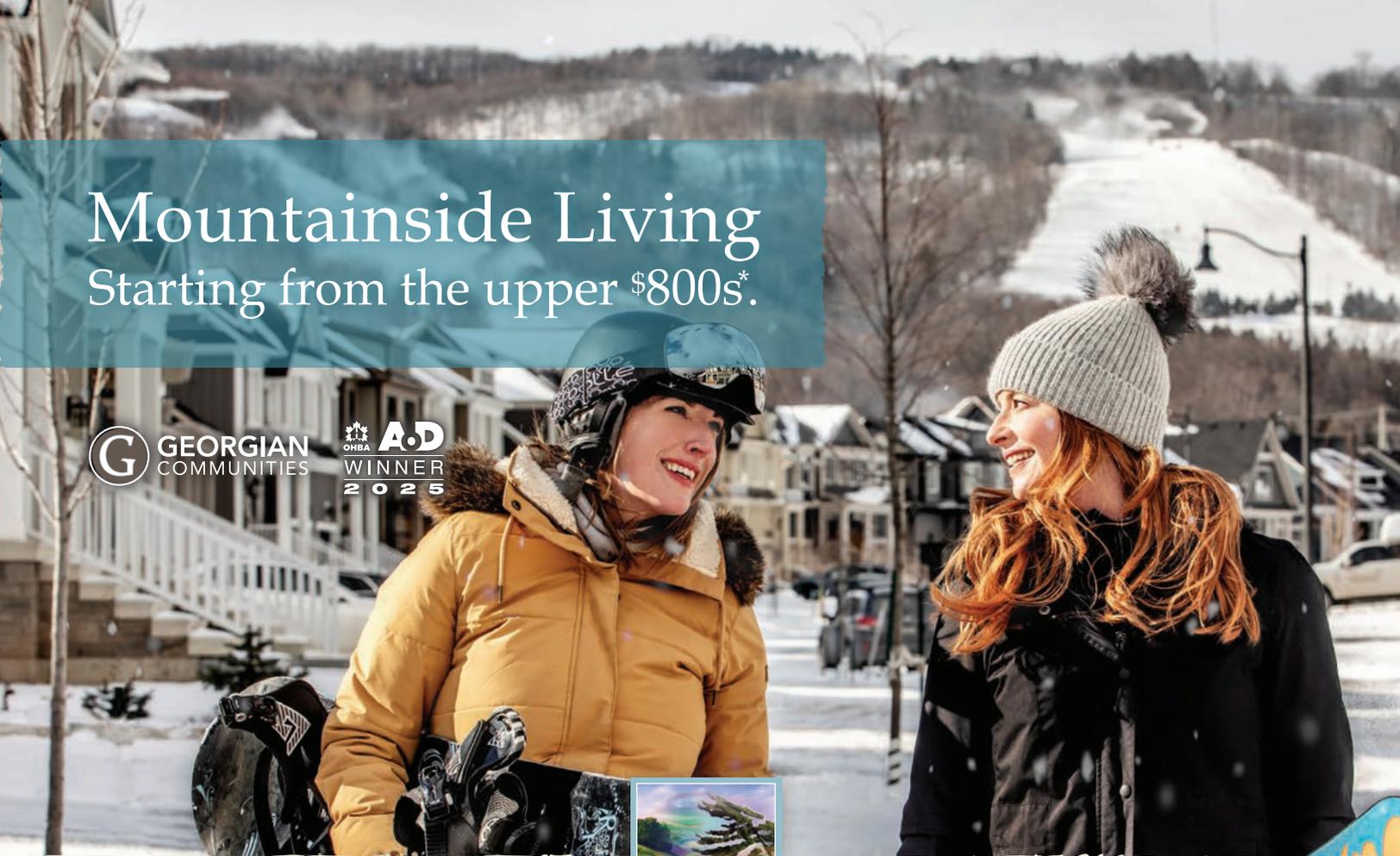
Don't forget to share the stoke and tag us in your Alpine moments this winter.

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