

# CMH NEWS



CANADIAN  
MOUNTAIN HOLIDAYS  
CMH HELI-SKIING / CMH HELI-HIKING

May 2009 Issue 61

## IN TOPSY-TURVY TIMES

By *Walter Bruns*

Old Man Winter came on strong and stayed with us to the very end! The season is over, and I would like to thank all the amazing and enthusiastic people at Alpine and CMH for another safe and successful winter.

"Topsy-Turvy" – definition: adj. in utter confusion. So is that the world we live in now?!

I managed to retain some sanity in these topsy-turvy times by visiting our areas. It was incredibly heartening to see so many delighted guests enjoying these beautiful mountains. Thanks to all of you for joining us! There was no hint of utter confusion out there. Everyone was VERY focused on the program: GREAT SKIING/BOARDING AND SUPER GOOD TIMES!!!

We weathered the economic storm. People reorganized their powder plans along with their portfolios. There were cancellations and last-minute changes. The upside for our guests was much more skiing opportunity in areas with fewer groups.

Interestingly, our proportion of first-time guests has remained constant. That means all you new folks are still willing to give it a try! And many of you have said that you will be back! With your friends!!

There was a shift in our ratio of global to direct bookings: from 50/50 in 2008 to 53/47 in 2009. Our agents around the world have worked hard to fill the gaps that emerged to a greater degree in North America.

So where to from here?

Summer bookings are picking up. The Bobbie Burns and Bugaboos will operate on a (more-or-less) alternating basis. The Bobbie Burns' "VIA FERRATA" climbing adventure is even more spectacular than the photos can convey. If your family "staycation"

keeps you in North America this summer, then come and play with us!

We are pleased to see reservations for next winter trending back to normal patterns. Remember to book by June 15 for the early booking credit, and get 10% for all those first-timer friends!

A substantial \$2.5M renovation at Galena is already underway (see rendering on page 4). The guest wings will be raised onto a sound foundation. The connector between them will become a pleasant entrance with drying room. The spa area will be completely re-done, and a flat roof system will keep the snow from shedding. All of these changes will be sufficiently subdued and appropriate to the needs and character of the facility, so as not to offend all those regular Galena guests who keep telling me: "Don't change a thing!!!"

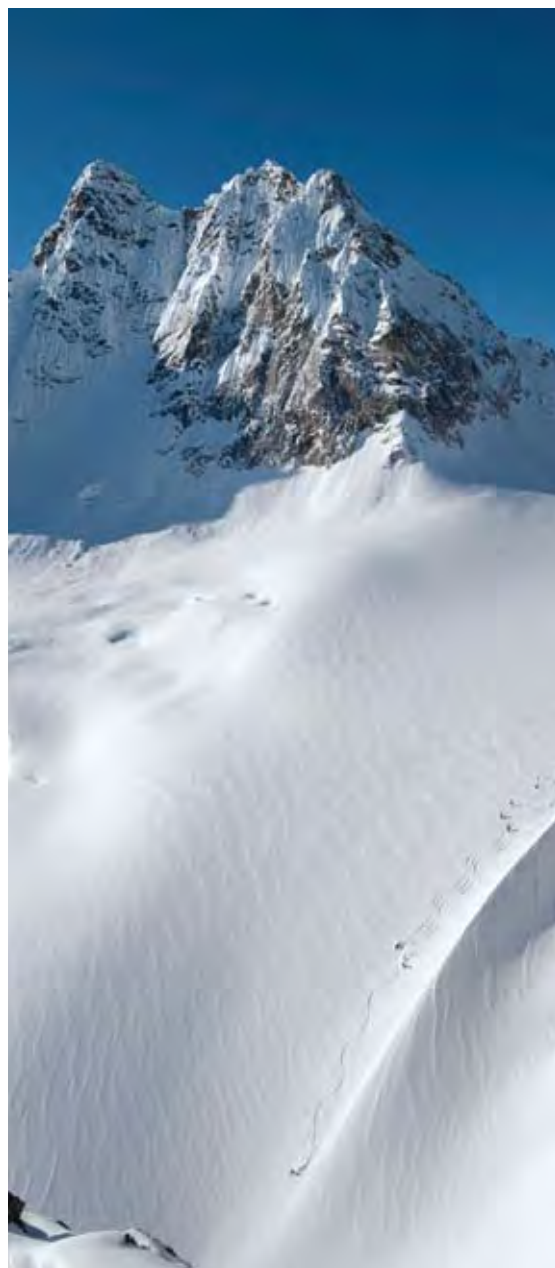
Topsy-turvy times induce change. They require change. But at the same time, some things are immutable.

I had the honour of guiding guests at Nostalgia Week who had been guided by our founder in the very beginning. They got in and out of the helicopter, they skied some powder and some corn, and they did it pretty much as they always have for over forty years. Even if they did not have quite the same spring in their step, there certainly was the same twinkle in their eyes! That hasn't changed at all.

Guides taking guests into the mountains is timeless. A perfect run is a suspension of time. A trip to a CMH area is absolutely the best time off. Time and time again.

So we will keep doing it as many times as you will.

*Walter*



# GOOD THINGS COME TO THOSE WHO BOOK BY JUNE 15!

By *Walter Bruns*

Hans Gmoser, our founder, always said, "Charge everyone a fair price so you can be generous with your services; charge everyone the same and then give them good value for their money." After much careful thought concerning the economic changes that have occurred since setting our 2009 hiking and 2010 ski prices, we are pleased to announce the following:

## 1. Early Booking Credit:

**2010 Heli-Skiing:** Put a deposit down on any area and any trip (except Kootenay: \$975 CAD [approx. \$813 USD] is as low as we can go!) for the 2010 Heli-Skiing season by June 15, 2009, and receive a lodge credit of \$100 per person per day booked (a 7-day trip will result in a credit of \$700; a 5-day trip will be \$500, and so on). Guests who have already booked at this time will receive the credit as well – there is no need to reconfirm with CMH. The credit may be used as you wish: at the bar, for massage services, on extra metres of skiing, or at the shop.

## 2009 Heli-Hiking and Mountaineering:

Receive a \$75 credit per adult and youth per night for all direct bookings made by June 15, 2009. For a 3-night trip you will receive a credit of \$225, for a 6-night trip you will receive \$450, and so on. Children 5 to 14 years of age are 50% off when travelling with one full paying adult (minimum). This credit also applies to all current bookings. The credit may be used as you wish: at the bar, for massage services, or at the shop.

**2. Kootenay Pricing:** The price of a 2010 Kootenay regular ski trip will remain

unchanged at \$975 per day, still one of the greatest bargains in the Heli-Ski industry!

## 3. New Guest Credit (NGC) Increase:

For existing guests who introduce a first-time guest with deposit by June 15, 2009, the NGC will increase from 7 to 10 per cent of the pre-tax trip price. These credits may also be used for extra metres, massage services, at the bar, and at the shop.

Many of our colleagues and competitors in the adventure travel business have dropped their prices, some significantly. By offering you a credit for booking early and for introducing new guests to our product, our hallmark value remains undiminished.

In keeping with the spirit of CMH, we believe we are charging a fair price for the trips we offer. We will continue to work very hard to provide you with "an exceptional experience, in a spirit of friendship." We feel that the sports of Heli-Skiing and Hiking, with all they entail – from safety to good guiding to generous hospitality, are experiences worth a lot more than a discount. While the times are indeed challenging, I am confident about the future. Exchange rates for the USA and EU countries, which impact trip cost immensely, are very favourable right now. Many of you have shared the fact that you continue to be 'wowed' with the incredible experience the CMH team provides day in and day out.

For me, when the 'real world' closes in, I



head out to one of our areas. These oases in the mountains, and all the wonderful people out there having so much fun, replenish the spirit and rejuvenate the soul. It will work for you too!

Best wishes,

*Walter*



**CANADIAN  
MOUNTAIN HOLIDAYS**

CMH HELI-SKIING / CMH HELI-HIKING

Ph: 403.762.7100 1.800.661.0252 info@cmhinc.com

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# BUSINESS

GREAT DEALS • INCENTIVES • PROMOTIONS

## ALPINIST AWARD DONATION

By Bob Krysak

At CMH we are fortunate to have a dedicated group of repeat customers that come back to enjoy the mountains with us time and time again. During our summer operation, we recognize these loyal guests with our Alpinist Award (built on the Million Foot celebrations), consisting of different levels of gifts ranging from packs to jackets, walking poles to altimeters and more.

In summer 2008, CMH guest Marie Dybala reached a milestone by spending 76 days climbing and mountaineering in

the Adamants, Monashees, Bobbie Burns and Bugaboos. When offered a gift certificate from our outdoor suppliers, Marie asked if this could be used to purchase gloves and hats for kids in need at a local school in her hometown.

Marie's generosity and care for others resulted in over 20 children receiving gloves and hats from Marmot last fall, demonstrating how the values and experiences we gain in the mountains can be brought back to help others. Thank you for your kindness, Marie!



## A SPOTLIGHT ON THE WORLD STAGE

By Sarah Pearson

Next winter, all eyes will be on the 2010 Olympic Winter Games in Vancouver – and CMH Heli-Skiing will be there, too! Film crews from Canada's Olympic Broadcast Consortium have been travelling around the country, filming vignettes of Canada's most spectacular experiences. The most spectacular of

all? Our magnificent Heli-Skiing in the Bugaboos, of course! Thanks to all the Bugaboos Week 12 guests and staff: your smiles, laughs, and contagious enthusiasm for Heli-Skiing will be shared with Olympic viewers around the globe. Watch for us in February 2010!

## DID YOU KNOW...

By Nancy DaDalt

... that after 32 and 25 years respectively, Richard Veronneau (Banff office, IT department) and Kathi Hewer (shop manager Kootenay) retired from CMH this spring. Richard's dedication and hard work over the past 32 years is greatly appreciated and we know there will be new 'beasts to tame' in your future. Everyone at CMH wishes Richard all the best! Kathi's constant helping hand and listening ear will be missed by everyone. Kathi is always quick to share a laugh with guests and staff and has been a good friend to all. Thank you for everything, Kathi.

... what one of the "Nomads" guest said this year? "I just finished the first ever 'Nomads' trip. It was splendid. We had amazing flexibility to maximize the best turns. The terrain we had access to was over 50% the size of Switzerland. Awesome snow and lots of great and tough skiing thru Revelstoke (one of the best), Monashees, Galena, Kootenay, Adamants, and Gothics made this a remarkable skiing experience."

...some fun facts about our reservations department: on a winter day mid-season, the team responds to over 600 guest e-mails and 300 phone calls.

...that the Bobbie Burns guides are adding on more exciting adventures to the new Via Ferrata on Mt. Nimbus? We hear it will be a glacier walk and a rope bridge to start...to keep everyone's heart pumping.

...this is the third year we are offering Bodacious in the Bugaboos and both trips are now sold out! If you're interested in the combination of heli-adventuring and yoga, join us for a NEW trip this summer...Heli-Yoga, July 24 at the Bugaboos.

# HIGHLIGHTS

EPIC ADVENTURES • PHOTO OF THE SEASON



Photo by Kevin Boekholt

## NOMADS COULD IT BE A LIFESTYLE?

**By Jeff Bodnarchuk**  
**Manager, CMH Nomads**

My excitement spiked the moment the private charter touched down in Revelstoke. This was it – the inaugural Nomads group had arrived. A trip that had been in the planning for over a year was finally becoming a reality. Would it work? Would the guests be as stoked about this experience as I was? Would we really be able to roam freely through the mountains of multiple CMH areas?

After meeting our guests at the airport, we headed to the Regent Hotel to gear up. There were three men, three women (all new to CMH), and one special guest who shall remain nameless. Our team comprised three guides, a private CMH concierge, helicopter engineer, and our own pilot. It was obvious everyone was pumped for the week. We headed out, warming up our legs with some great runs in the Jordan Valley of the Revelstoke tenure, then on to some high country skiing in the Gothic's terrain.

It was getting late, but we had time to hit some Monashee steeps before calling it a day. By the time the guests slipped into the hot tub at the Monashee Lodge, I knew this "nomads" concept was now a reality and the guest experience was even better than we anticipated.

For the next three days we explored the outer reaches of the Monashees, Gothics, and Adamants with our local lead guides. To be honest, we were over-indulgent powder pigs. On day five, we packed our bags and began our nomadic trek southward toward Halcyon Hot Springs, skiing through the Monashees and Gothics, before rendezvousing with our Revelstoke guide. If we saw the perfect bowl, we skied it. If we found the perfect tree glade, we ripped through it. As a skier, it was Nirvana.

Arriving at Halcyon Hot Springs was a treat. Our luxurious digs for the next three

nights were located just north of Nakusp and overlooking the shores of Arrow Lakes. Halcyon is the perfect hub to quickly access the terrain of Revelstoke, Galena, and Kootenay. And access it we did! Two full days later, no one wanted it to end: there were still so many places to explore. Squeezing in as much as we could, we skied our way back to Revelstoke where our exhausted and exuberant guests caught their private flight back to Calgary.

Successful? From my perspective – definitely. Both guests and guides were continually blown away by the endless possibilities for riotous fun. We skied through six CMH tenures, across two major mountain ranges had access to over 1,000 runs and massed 175,800 vertical feet. I can say with confidence that being a nomad is a fantastic way of life. But, like any lifestyle change, you really need to decide for yourself!

# UPDATES

## MILLION FOOT AWARDS



*McBride Million Footers and CMH Heli-Ski aficionados at the end of a big day!*

It was another year of extraordinary skiing and you, our loyal guests, racked up more and more metres once again. Congratulations to all on reaching your Million Foot milestones this past winter!

### **One Million Feet**

Carlos Aguado Blass  
Tom Anawalt  
Eric Anderson  
Kris Anderson  
Jan Armstrong  
Xavier Azalbert  
Kim Bakke  
John Bargren  
Derek Karl Bentson  
Ewald Benz  
Thomas Bergamin  
Janine Bernasconi  
Christy Bieber-Orris  
Mark Biittner  
Douglas Bing  
Francisco Boada Palleres  
Greg Boland  
Somala Bouvier  
Kingsley Brown  
Philippe Calame  
Fernando Carazo  
Amundarain  
Robert Colle  
Kevin Connors  
Polly Constantinou  
Tristan David  
Anthony Davies  
Jean Degaudenzi  
Edward Donovan  
Brigitte Eaves  
Russell Eckles  
Claudia Eibl

Denis Mark  
Bruno Mattis  
Gunther Mauerhofer  
Nader Moavenian  
Antonella Morini de la Forest  
Stephen Morrison  
Tomoko Nakatsuka  
Toshiaki Nakatsuka  
Fabrice Notari  
Patricia Nuckols  
Chris Ohrstrom  
William Omlie  
Alex Papadimitriou  
Matt Pauw  
Andrew Pec  
Jose Pecina Sanchez  
Scott Philiben  
Daniel Pinewski  
Graham Plant  
Ernie Pombo  
Guillaume Prin  
Ryan Prince  
Klaus Rader  
Bettina Ragazzoni  
Jim Ratcliffe  
Art Reimers  
David Rinehart  
Ian Robinson  
Josh Samuel  
Max Schierer  
Mitchell Sheinkop  
Takahisa Shimbashi  
Timo Soini

Douglas Hampson  
Joyce Hardy  
Vera Hauser  
Gerald Hosier  
David Jenkins  
Donald Jensen  
George Kellner  
Peter Kirchler  
Jutta Klein  
Michael Ingo Klein  
Elmar Klotz  
Joachim Kritzer  
Gerard Landry  
Dierk Maass  
Marina Migoya Martinez  
Akira Nakagawa  
Lloyd Nixon  
Rae Nixon  
David Patchell-Evans  
Antonio Paulino-Alvarez  
James Peay  
Frank Pepler  
John Perry  
Hans Peterhans  
Todd Roadman  
Robin Robison  
Rosario Rodrigo Alason  
Ingrid Rolles  
Hermann Samonigg  
Wiglef Schoepplenberg  
Daniel Schultze  
Mike Shockro  
Anthony Singer

### **Four Million Feet**

Michael Anderson  
Michael Brooks  
Robin Brown  
Robert Cameto  
Donald Coggan  
Tom Glassberg  
Alberto Gonzalez Campos  
Olivia Gordon  
David House  
Hanns Lettner  
Shep Secter  
Susan Smith  
Kazuko Watanabe  
Benjamin Whitfield  
Larry Wickler

### **Five Million Feet**

Pepi Erben  
Bernhard Graf  
Peter Herwick  
Les Lederer  
Nancy Lieb  
Ken Naito  
Yves Pensec  
Alfons Stempfle

### **Six Million Feet**

David Hummel  
Walter Koch  
Dennis Ouellette  
Stewart Siebens

### **Seven Million Feet**

Bruce Ellis  
Ulrich Endress  
Ferd Feidt  
Abigail Fisher-Gould  
Charles Fleischman  
Joaquin Folch  
David Folkman  
Michael Folkman  
Thomas Fontana  
Robert Fuchs  
Thomas Gallagher  
Tom Garvey  
Ian George  
Jacques Giraud  
Hollie Green  
Nathanael Greene  
Josemanuel Gutierrez  
Eric Hanson  
Philip Hench  
Frank Hervatine  
Sonja Hieber  
Mike Hildesley  
John Holland  
Juergen Honus  
Ute Honus  
Gerhard Huber  
Gerard Ivey-Frank  
Chad Jenkins  
Jeff Johnson  
Mark Kalisch  
Jim Kaufman  
Richard Knight  
Julian Knights  
Michael Kogler  
Margit Kritzer  
Jaroslaw Kulikowski  
Alain Kwiatowski  
Pierre Lusinchi  
Donald MacMillan  
Alain Marchand

David Spira  
Geoff Stansen  
Jerry Steinbrecher  
Erwin Stern  
Laurence Straus  
Ralph Sweetland  
Jun Tamai  
Yuko Tamai  
Blas Taracena Spinelli  
Joerg Teitscheid  
Stefan Thalhammer  
Walter Theler  
Laurence Thiry  
Xavier Touron  
Eberhard Vielhaber  
Robert Welch  
Michael Wheatall  
David Wilbur  
Samuel Williamson  
Henri Winters  
David Wolff  
Frank Yates  
Rick Youngs  
Donna Zimmerman

#### **Two Million Feet**

Norman Adams  
Hans Albrecht  
Ivo Arnhold  
Kaj Astroem  
Nancy Bartusch  
William Clark  
Robert Cummins  
Katrina Economou  
Cynthia Fairfax  
Alberto Fuentes Cabrera  
Bradley Funston  
Michael Gaebel  
Marie Josee Gazo  
Robert Gazo

Walter Smith  
David Terpening  
Gina Thomas  
Nigel Timms  
John Wallace  
Carl White  
Clive Whitmore  
Brad Wilson

#### **Three Million Feet**

Guy Averill  
Harvey Berk  
Payson Coleman  
James Cooper  
Thomas Degenhardt  
Silas Ford  
Colin Fuller  
Bettina Guetg  
Christian Herrmann  
Michael Hoey  
Takashi Ichimura  
Richard Kracum  
Peter Mangold  
Joseph Mitter  
Michael Morris  
Richard Olney  
Nick Orme  
Dimitri Perros  
Fawn Rogers  
Daniel Rosen  
Stephen Rosenberg  
Toni Steglich  
Dag Sundman  
Natalie Sutherland  
Geoffrey Tims  
Mark Weeks  
Edwin Williamson  
Michael Young

John Bentson  
John Eaves  
Larry Epstein  
John Glanville  
Fred Noble  
Steven Ramacher  
Richard Schlesinger  
Jean Thomas

#### **Eight Million Feet**

Jonathan Cohen  
Eric Disbrow

#### **Nine Million Feet**

Richard Barrett  
Gerard Cassan  
Ralph Gutierrez  
Eric Laigneau  
Nigel Lindsay-Fynn  
Dan Neyenhuis

#### **Ten Million Feet**

Kenneth Ferrin  
Gerhard Liebau  
Terrance Turner

#### **Eleven Million Feet**

John Alexander

#### **Twelve Million Feet**

Ary Dedet

## 2010/2011 HELI-SKI RESERVATIONS

We will begin taking  
bookings for the 2010/2011  
Heli-Ski season on  
Thursday, November 12,  
2009, by phone only,  
starting at 8:30 am MST.  
Call reservations at  
**1.800.661.0252.**

## SKIING IN THE GOTHICS IS AS DIVERSE AS IT GETS

*By Marty Von Neudegg*

This year, for the first time, the Gothics ran with three groups of 11 skiers for the entire season. This has proven so successful, in terms of skier satisfaction, that we are pleased to announce that the Gothics will remain a three group operation in 2010 and beyond!

These smaller groups allowed for flying further afield, allowing more time on the slopes. So, for those of you that like to ski at a faster pace, this is another option to consider in addition to the Bobbie Burns. And check out the Gothics price advantage as compared to the Bobbie Burns! The skiing in the Gothics is as diverse as it gets. Since we access both the Northern Selkirks and the Monashees, we can boast an excellent variety of terrain, ranging from tree skiing to open glaciers.

Claude, Kristy and the Gothics team invite you to come and check out this new smaller group option – super value, and the usual fantastic skiing.

# IMPACT

STAFF NEWS • ACCOMPLISHMENTS • PROFILES • AWARDS



CMH guide and filmmaker extraordinaire Guy Clarkson filming guests on the Bobbie Burns via ferrata. Go to [www.cmhhike.com](http://www.cmhhike.com) and check out "Video" to feel the excitement.

## GUEST PROFILE

### TALK ABOUT BODACIOUS!

By *Ellen Slaughter*

#### **Bodacious**

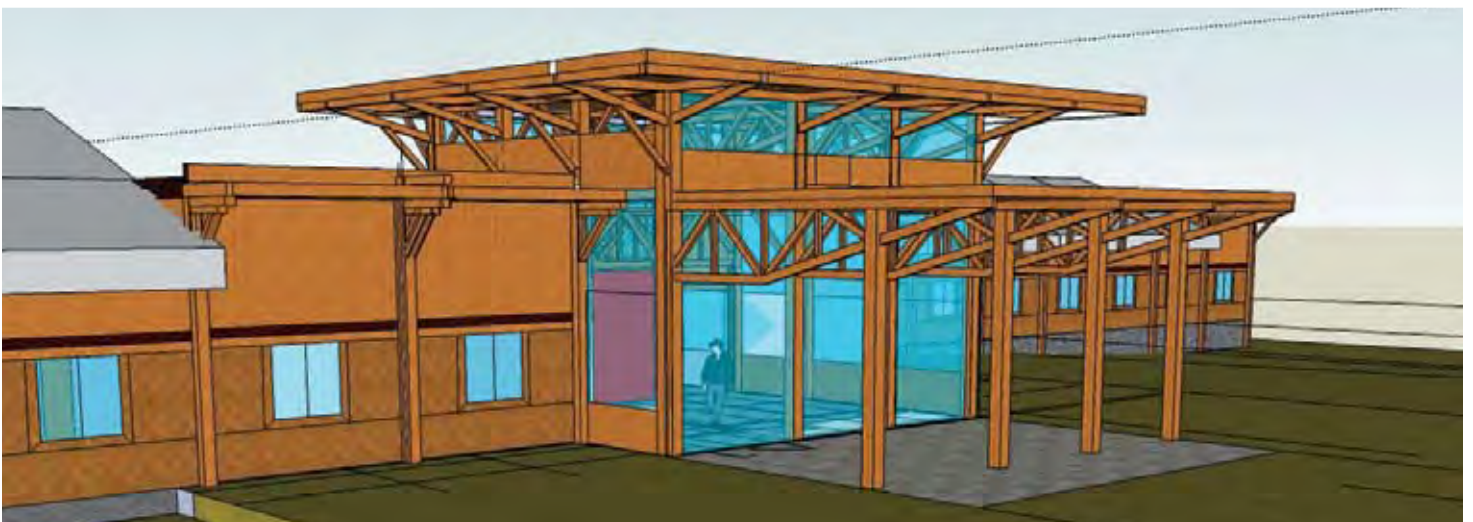
(a blend of bold and audacious)

1. outright, thorough
2. remarkable, impressive
3. gutsy, brazen
4. voluptuous

This coming August, for their third consecutive year, Kathy Smeland and Heather Friesen will light up the lodge for 'Bodacious in the Bugaboos,' our annual women's heli-hiking and yoga trip. These two long-time, soul mate friends are BODACIOUS to the core. Their abundant energy, zest for living, and infectious friendliness endear them to all: lodge guests, staff, and guides alike.

Heather and Kathy, both proud Calgarians, are always up for a new challenge. This July will find them embarking on a physical and heartfelt challenge of a lifetime. For 10 days they will be riding road bikes from Calgary to San Jose, California in support of the Cancervive Foundation. Kathy will be riding for her mother and Heather for her dear friend Tammy, both battling cancer.

Each year, Heather and Kathy spread the word about their life-changing experiences at past 'Bodacious in the Bugaboos' trips. We thank you both for your continued support and for enriching the CMH family. We look forward to seeing you (and playing with you) in August!



Architects rendering of Galena Lodge renovations – opening December 2009!



# BEST HELI-ADVENTURE COMPANY ON EARTH

By Annie Frew



When the February 09 issue of National Geographic ADVENTURE arrived on newsstands, inside was the eagerly anticipated "Best Travel Companies on Earth" list. For the second year running,

CMH was rated as one of the top five adventure specialists (with an overall score of 94%) and the number one heli-adventure company.

The survey and its results are based on the idea that a traveller's most important decision is not always where to go but who to go with.

The results of National Geographic ADVENTURE's annual survey are based on five categories: Quality of Service, Spirit of Adventure, Education, Sustainability, and Client Satisfaction. CMH was given a score of 100% for Guest Satisfaction with respondents deeming their experience as outstanding – underscoring the magazine's assertion that, "In a time when travel dollars are stretched, it's essential that an outfitter deliver the trip of a lifetime, the first time."

In Walter's words, "We are thrilled to receive this recognition from such a prestigious publication and we will continue to devote our energies to exceeding expectations and ensuring the best travel experience for all our Heli-Skiing and Heli-Hiking guests."

## STAFF PROFILE

### CMH'S POW(D)ER COUPLE

By Connie MacDonald

CMH has a long and proud history of quasi-nepotistic staff relationships. More often than not, behind every passionate CMH employee there is at least one relative who has the same enthusiasm and chutzpa.

Our newest pow(d)er couple is Barb and Andre Cartier. These two die-hard skiers abandoned their careers in Whistler to come to CMH. Barb manages the switchboard (in English and German) and Andre manages the purse strings, as our Controller.

It's been great to watch Barb and Andre jump right in the CMH world...

**Q.** So who has the real power? Phones or money?

**Andre:** Barb has all the power as she controls who talks to me and knows everything that goes on in the office.

**Q.** OK...but more importantly, who's the better skier?

**Barb:** We ski the same things but Andre drops bigger cliffs. I still remember the first time I saw him take big air...that was it for me.

**Andre:** Actually, I bit my tongue on that jump and spit blood all the way up the lift. Barb thought it was so romantic but I felt like an idiot. So, I may drop bigger cliffs but Barb always looks better – and I've never seen her spit blood. She can rip with the best of them.

## CMH GARNERS "SOCIAL RESPONSIBILITY FOR THE ENVIRONMENT" AWARD



CMH has recently been selected from an elite group of Young President's Organization (YPO) members as award recipients for the Social Enterprise Networks (SEN) Corporate "Social Responsibility for the Environment" category. The award is granted to a YPO member company or organization that consistently employs corporate responsibility practices that target any form of social benefit, but specifically in the three areas of economic justice/ community impact, sustainable environmental business practices, and employee impact.

This award recognizes the efforts of the entire CMH team in our journey toward sustainability.

Comprising more than 20,000 leaders in 100 countries, YPO is the world's largest network of peers, connecting members to exchange ideas, pursue learning, and share strategies to achieve personal growth and professional success.

Nominees are among companies and executives who work diligently to answer to more than the bottom line, but rather share best practices and inspire others to implement change of their own.

"We are very proud of the efforts of our sustainability team!" said CMH/ Alpine CEO and YPO member, David Barry.



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