

CMH NEWS



CANADIAN
MOUNTAIN HOLIDAYS

CMH HELI-SKIING / CMH SUMMER ADVENTURES

May 2010 Issue 63

CMH ROLLS BACK 2011 PRICES TO 2010 LEVELS

2011 and 2012 prices will remain unchanged from 2010

By David Barry

Trying to make decisions about the future is tough. Even tougher when the crystal ball you're staring into is filled with clouds and snow. The world has changed dramatically since June of 2008. We set prices back then for the 2010-11 season at a time when fuel and the cost of doing business were skyrocketing. In September of 2008 the universe began to shift, the worldwide economy ground to a halt. In response we made price adjustments through the implementation of the EBI (early booking incentive) and a myriad of trip options, all in an effort to respond to the changing economic landscape.

Perfect solution? Not entirely.

The EBI took the price increase down but the bigger question remained; what now?

We began asking more questions in earnest. Firstly, thanks to those of you who were subjected to our many price value questions, surveys, phone calls and e-mails. The CMH world is filled with strong opinions (you know who you are.) Most importantly, and to our benefit, an overwhelming majority of our guests have the strong desire to see us be successful into the future. We read every comment card, and appreciate you taking the time to tell us what you really think.

We set a price two years ago (for the future that is today) in anticipation of where the world might be. Any move that jumps through time into the future is fraught with risk. We got some things right and totally missed on some others.

We're not very good at marketing gimmicks and complicated promotions. We are much



better at offering great skiing and riding all combined with our own unique CMH hospitality. Your many suggestions and creative ideas have helped a lot. We've looked at lots of different options; frankly, it all kept coming back to the simplest and most straightforward decision for CMH and the future.

So, after much discussion here is what we are up to:

- ~ CMH will hold heli-skiing prices flat for the coming 2011 and 2012 seasons, maintaining the published 2010 rates.
- ~ CMH will hold prices flat for CMH Summer Adventures for 2011, reflecting a price freeze for summer since 2009.
- ~ We will continue our 46 year tradition of staying out of the last minute discount game. Price assurance may be

a new word in travel, it's always been our way. Rest assured that the skier or hiker sitting next to you in the helicopter didn't pay less than you by booking at the last minute.

If this seems a bit too good to be true call us and we can walk you through the details... We've always tried to be fair and transparent. And if you've already booked your 2011 ski week with us, thank you. The new prices will apply to your trip too and you will find a credit on file.

Best wishes to all of you for the coming summer season, thanks for your continued support and enthusiasm for CMH.

Sincerely,
David Barry, CEO



**CANADIAN
MOUNTAIN HOLIDAYS**

CMH HELI-SKIING / CMH SUMMER ADVENTURES

Ph: 403.762.7100 Fax: 403.762.5879 1.800.661.0252

www.CanadianMountainHolidays.com

2011/2012 HELI-SKI RESERVATIONS

We will begin
taking bookings
for the 2011/2012
Heli-Ski season
on **November 18,
2010 by phone
only**, starting at
8:30 a.m. MST.

**Call CMH
Reservations at
1.800.661.0252.**

REPORT FROM THE JOURNEY

By Dave Butler, Director of Sustainability

I am proud to announce we have now published the third edition of our Moving Towards Sustainability report.

I know of very few tourism companies in North America that have made the decision to issue regular reports like this one. Some will suggest that it's foolish to do so (because it gives your critics ammunition), but I'm convinced that an honest and open approach to sustainability reporting is much better than hiding your corporate head in the sand (or snow), hoping that the tough issues will go away. Producing this Report presents not only an opportunity to report on how we're doing, it's our chance to share our successes and, in that spirit of transparency, our failures.

With this new edition, we have also taken an opportunity to expand our Report further. There are three areas that differ from previous versions:

1. We shine a spotlight on amazing and very inspiring stories about the ways in which our staff demonstrate innovation and commitment to sustainability.
2. For the first time, we talk openly about climate change, greenhouse gas emissions and our carbon footprint.
3. We are now using specific numeric Global Reporting Initiative (GRI) indicators to track our progress on this sustainability journey. This system is used by companies across the globe, and allows us to objectively compare our progress from year-to-year.

I would really appreciate it if you would take the time to read the report, give some thought to what we've said, and provide me with your feedback. Hearing from you helps us better understand if we've hit the issues that are on your minds, and allows us to better plan the next steps on our journey.

I look forward to hearing from you
(daveb@cmhinc.com).

The Report can be found at:
www.canadianmountainholidays.com/reports

BUSINESS

GREAT DEALS • INCENTIVES • PROMOTIONS

REFLECTIONS ON A CHALLENGING WINTER

By Rob Rohn, Director of Mountain Operations

In the heli-skiing game some winters the conditions work with you, some winters they don't. This was a "don't" winter.

It was my twenty-fifth year with CMH and I've never seen anything quite like it. The weather pattern created a succession of weak surface hoar layers followed by enough snow to bury them, but not enough to clean them out. The resulting layer cake of a snowpack posed continual challenges for our guiding team. These were conditions outside of our collective experience where the conventional wisdom accumulated over our 45 years of operation didn't always apply.

Managing this situation required extraordinary discipline. The result was a ski program that on many weeks and in many areas was very limited. Yet despite our best efforts, on March 20 we lost two guests and friends in an avalanche.

I can't put into words the sorrow we feel and the toll this event has taken on the families, our guests and our entire team. It is everyone's worst nightmare.

Throughout the history of CMH we have experienced a number of tragic events. We have learned from them, we have continually refined the way we operate, and I believe we have emerged from each one a stronger organization. You have the commitment of every member of our team that we will use the sobering and painful lessons learned this past winter in our quest

to make your heli-skiing experience with us as safe as it can possibly be.

In addition to all the challenges we faced internally, our guides responded to three avalanche rescues involving snowmobilers outside our operations. In the most dramatic of these events a group of approximately 200 sledders in an organized competition were hit by a very large avalanche. Miraculously there were only two fatalities. It was only through the heroic response by the guides and pilots from six of our areas and those from a neighboring operation that there weren't many more.

Needless to say it was a very difficult and stressful season for our guides. To each member of our guiding team, I'd like to express my gratitude for your commitment and professionalism, and for your amazing effort to create the best and safest possible experience in a trying winter.

Finally, I must say that the most heartening upshot for all of us this year has been the overwhelming support from you, our guests. In the aftermath of the accident many of you took the time to write. And throughout the winter we heard that while the conditions weren't always ideal you still enjoyed some great skiing in an amazing mountain setting, the wonderful camaraderie and our personally attentive yet unpretentious hospitality.

The CMH experience is about more than the depth of the snow and the number of meters we ski. It's about sharing a unique



passion together, the friendships we make and the magic of the mountains we're so fortunate to ski in.

Many, many thanks to all of you who skied with us this past season. We look forward to hosting you again next winter when the conditions will be, have to be, better!

CMH
GOES
SOCIAL!

JOIN THE CONVERSATION

The Heli-Ski Blog and The Adventure at:

<http://blog.canadianmountainholidays.com>

Twitter: @cmhinc, @heliyes

Facebook: www.facebook.com/cmhski

HIGHLIGHTS

EPIC ADVENTURES • PHOTO OF THE SEASON



"Exile" by Kevin Boehkolt



K2 PARTNERS WITH CMH TO REVOLUTIONIZE HELI-SKIS

"CMH is excited to be a part of the development of what we believe will be the next great innovation in deep snow skiing. We helped to pioneer the way with the early "Fat Skis" and we believe that this next wave of ski technology will be as revolutionary as the last." ~ Marty von Neudegg

By Mike Gutt, K2 Skis

K2 Skis recently teamed up with CMH Heli-Skiing to offer guests two Demo Weeks. The goal of the trip was to give CMH guests an exclusive chance to partake in K2's testing and development process and the opportunity to ride prototypes of future products. This was a rare opportunity for our crew too, who were able to work directly with the end user of our skis.

In mid-March we arrived at the Monashee Lodge with 18 inches of new snow and a pick up truck full of fat skis. Most of our test skis were wider than 100 mm under-foot and all incorporated some type of rocker variations, where the skis have a curvature similar to water skis, allowing them to plane-up on the snow. We quickly realized our test skis looked odd in terms of width and rocker, so were somewhat intimidating at first glance.

But, all that was about to change!

On day one our K2 crew took some Pontoon prototypes out for the first day of skiing in the trees and after a few runs you could almost see the light bulbs turning on in the guest's heads. The skis we were on floated. They turned easily and made the skiing tons of fun. By day two, the only skis left on the racks were narrower than 100 mm, with minimal amounts of rocker. What a difference a day makes.

From that point on it was a struggle to find skis that were wide enough or had enough rocker to keep the guests happy. It became a logistical challenge on our end to make sure everyone had a chance to demo all the types of skis that we brought up.

For 2010-2011 K2's entire line of skis will be 100 per cent rocker. Demo Weeks at CMH further reinforced our decision. We are

convinced that Rocker Technology will be the next big innovation to revolutionize the ski industry – making skiing easier and more fun.

All of our skis incorporate a combination of rocker and camber that we call Baseline Technology. Where camber supplies edge hold, control and rebound, rocker provides a greater degree of versatility, easier turn initiation and an increased sweet spot. Certain skis require more or less of each and focusing on a ski's Baseline determines who it is for and where it is designed to go, making it easier to design skis for all skier abilities and snow conditions.

Check out the K2 rockered skis at the CMH shop this coming winter and experience firsthand how much more fun skiing can be.

To read the full article from K2 Skis' Mike Gutt, see *The Heli-Ski Blog*.

UPDATES

NEWS • HAPPENINGS • CHANGES • AWARDS

MILLION FOOT AWARDS



Mt. Copland, CMH Revelstoke



The Thunderbirds hit a combined 10 Million Vertical Feet.

Congratulations to the guests listed below who reached a Million Foot milestone this year. A special thank you to all our skiers, first timers and repeat guests, for joining us for some turns this winter.

One Million Feet

John Peterson
Lyndsay Meyer
David Kauder
James Sailer
Birgit Rueschoff
Beat Heinemann
Thomas Meyding
Michael Mahoney
Eberhard Schoebitz
Erica Wilson
Lhara O'Connor
Yves Moser
Caglayan Arkan
Oliver Gras
Pierre Vieillard
Thomas Bucher
Lawrence Peirano
Barbara Krieger
Lisa Kleissner
Antonio Gutierrez Sanchez
Stephan Lorenzini
Thomas Brown
Kathleen DiVincenzo
Dave Schlowsky
Peter Southwell-Keely
Elaine Hill
Kim Smith
Marc Salafa
Ronald Berndt
Christian Dubosc
George Ratcliffe
Samuel Ratcliffe
Kurt Eberhard
Urs Soom
Alain Lemaire
Pierre Vaillancourt

Franck Bruel
Martin Bidermann
Alois Proell
Elisabeth Weber
Steven Dobson
Tino Maul
Alfred Lenauer
Darcy Thompson
Mark Foulds
Robert Baume
Lucian Szmyd
Scott Turner
Robert Laurence
Peter Wolf
Peter McWilliams
Roland Krzentowski
Juerg Schweizer
Werner Gnigler
Carlo Micheli
Nobuyuki Suzuki
Bart Verbraeken
Christoph Marksteiner
Anthony Berg
Shona Brown
Jean-Pierre Allegra
Donald Creager
Jean-Eric Gnuva
Mitchell Dann
Barbara Wittmann
Mike Holland
John Berg
Alexandre Lambiel
Dennis Block
Benjamin Gargui
William Pohle
Susan Downing
Gregory Touret

Robert Tate
Dale Martin
Carole Plant
Paul Schreck
Gary Cielinski
Daniel Nattell
Dianne Delayo
Jose Ignacio
De Benito Fernandez
Roland Kyllmann
Pierre Roger Blanc
Jean Covington
Peter Ritchie
Kai Laumann
Rafael Del Pino
Peter Spaeti
Stephen Smith
Jan Rueggeberg
Stefan Weber
Robin Flannery
Jean Luc Bughin
Rowan Ross
Rhonda Omlie
Chris Athas
Ellen Havdala
Francois Mandy
Ulrich Haindl
Barbara Gut Revoredo
Richard Danter
Christoph Schmid
Mark Bildsoe
Elliott Wexelman
Andrea Micheli
Vitaliano Borromeo
Elizabeth Bildsoe
Richard Leclerc
Richard Latulippe

Fernando Bernasconi
Leroy Schmidt
Hisakazu Hirata
Douglas Partrick
Ueli Oswald
Phil Ditmanson
Ivan Wagner
Wolf-Dietrich Schneeweiss
Christian Titze
Franz-Josef Schwarz
Mark Colman
Christian Albrecht
Sebastian MacDonald-Hall
Mario Notari
Nicolas Matile

Two Million Feet

Reiner Pflumm
Virginia Faixat
Christian Moser
Barbara Rosenbaum
Jon Petersen
Willi Dauberschmidt
Karl Boesenberg
John Law
Robert Duch
Robert Kinsley
Jean-Louis Delorme
Camille Abousleiman
Robert Harper
Stacey Baba
Edward Klenner
Luc Prunet
Caspar MacDonald-Hall
Naoko Ihara
John Deignan
Robert Lund

Two Million Feet (cont'd)

Thomas Strand
 Rainer Schroth
 Christian Fretz
 Michael Wilson
 Peter Hedge
 Alexandra Fortner
 Fletcher Green
 Nathaniel Nicholson
 Thomas Africano
 Clint Johnstone
 Peter Klima
 Christopher Ford
 Gianfranco Bisiacchi
 Hans-Joachim Pillich
 John Simpson
 David Lowe
 Timothy Wilson
 Richard Piette
 Didier Delamare
 Josh Epstein
 Elizabeth Alexander
 Timothy Watts
 David Stanton
 Robert Wislow

Three Million Feet

Brian Brady
 Pauline Ross
 Steve Kruse
 Robert Schuetze
 James Hargreaves
 David Frazier
 Donald Smiegiel
 Carlton Neel

Bruce McClaire
 Dave Tamblyn
 Kaj Oehman
 Helmut Wenzel
 Anthony Aveling
 Rosemary Rentschler
 Nicholas Burns
 Meredith Aveling
 Martyn White
 Christian Wieninger
 Robert Bass
 Harvey Berk
 Richard Jaquith
 Walter Fairfax
 Catherine Soederstroem
 Donald Lang
 Thomas Ryan
 Rinaldo Piaggio
 Alex Henshaw
 Charles Shalvoy
 Rhea Posedel
 David Landes
 David Volkmann
 Knut Steglich
 Randy Thrall
 Ray Bellm
 Kenny Prevost

Four Million Feet

Alan Agle
 Arnold Karrer
 Ralph Miller
 Francis Beurdeley
 Michael Durst
 Peter Nicholson

Peter Folkman
 Thomas Amidon
 Amy Phelps
 Sally Roe
 Anna Vinton
 Urs Buehler
 Stephen Rosenberg
 Alan Leigh Green
 Bruce Aronson
 Marco Keller
 David Brooksbank
 Robbert Rappange

Five Million Feet

John Soucheray
 Barry Levenson
 Gary Tarna
 Ed Clark
 Bernard Loranger
 Michael Barmache
 Nicole Piercy

Six Million Feet

Michael Greenwell
 Simon Greenwood
 Ted Ritota
 George Robinson
 Elisabeth Koch
 Sutehisa Kawashima
 Frank Dettinger

Seven Million Feet

Peter Rogers
 Gertrude Chamberlin
 Thomas Chamberlin
 Steven Pollei

Eight Million Feet

Pete Siracusa
 Eric Huber
 John Eaves
 Robin Mix

Nine Million Feet

Heleen Lindsay-Fynn

Ten Million Feet

Forest Fisher
 Hank Brandtjen

Eleven Million Feet

Barbara Guild
 David Andreas

Twelve Million Feet

Francois Lafon

Thirteen Million Feet

Werner Wollet

Fourteen Million Feet

Andrew Epstein
 Roy Ostberg

Eighteen Million Feet

Todd Leibowitz

Nineteen Million Feet

Todd Leibowitz

RECOGNIZING THE CONTRIBUTIONS OF WALTER BRUNS

Over 31 years ago, an individual travelled west from the flatlands of Toronto to join a guiding, heli-skiing and mountaineering company called Canadian Mountain Holidays. On this westward journey, the young man brought with him an incredible passion for skiing, his strong personal integrity, a zest for building things – and a genuine love for our guests. He rose through our ranks from the fastest food truck driver in the company to lodge maintenance, to a full Mountain Guide, then Area Manager, then Chief Operating Officer and ultimately, President. Walter Bruns has made countless contributions to our teams, areas and CMH as a whole.

Walter always approached his job, and its challenges, with a sense of responsibility, duty, good humor and fun – all rolled together with good old common sense and a dose of scientific logic. He is also the best blues harp player I know.

Over the past year, we have worked to re-examine our business, its past, our needs today, and identify a clear direction forward. Through this examination we made the decision to reorganize our structure, which included Walter's departure from the company.

I count myself lucky to have benefitted from Walter's insight, judgment and most of all, his passion for CMH. I am certain anyone who knows, or has worked with Walter, feels the very same way. We are grateful for Walter's contributions and the legacy he has contributed to our organization. We wish him the utmost success and happiness going forward.

Regarding ongoing operations, our Area Managers, Mountain Guides and snow safety resources will continue to be led by Rob Rohn, a 26-year CMH veteran and IFMGA Mountain Guide. Jori Guetg, a 25-year CMH veteran, will continue to lead our hospitality operations, including Lodge Managers, culinary teams, logistics and the maintenance of our far flung, incredible lodge locations. Only in CMH could our General Counsel also be the sales and marketing leader. A key part of our team for 24 years, Marty Von Neudegg will continue to oversee this important function within the company.

As always, we encourage you to reach out and let us know how we are doing, in person, by phone and e-mail. We look forward to seeing you out in the field since there is nothing on this earth we like to do more than ski and hike.

David

FIVE NEW SUMMER ADVENTURES ADDED FOR 2010



CMH Summer Adventures guests explore the Dartmouth Glacier, new hiking terrain in the Bugaboos



By Jane Carswell

From yoga to painting, to a retreat for women whose lives have been touched by cancer, CMH is kicking off summer, and its new adventure brand, in an inspiring way. CMH Summer Adventures, formerly known as CMH Heli-Hiking, is introducing experiences sure to satisfy any traveller's lust for adventure, education and exhilaration this summer.

This name, and our new look, better reflect the total experience offered at the Bugaboo and Bobbie Burns Lodges each summer.

In addition to our three-day Heli-Hiking trips, Family Adventures, High Flying Adventures, Lodge to Lodge and Via Ferrate experiences, we will add five new offerings in the 2010 season:

Great Canadian Explorer Series

Join Dr. Roberta Bondar (Canada's first woman in space) or Dr. Joe MacInnis (Deep

Sea Scientist) for a 3-day Heli-Hiking adventure. Our special guests will share stories about their own work and adventures during an evening presentation.

Retreat for Women Whose Lives have been Touched by Cancer

In partnership with Look Good Feel Better, CMH Summer Adventures is presenting a retreat at the Bugaboo Lodge with special guests and the co-authors of *Cancer and the Art of Healing*, clinical psychologist Dr. Marilyn Hundleby and Sherry Abbot (Executive Director, Canadian Cosmetic Toiletry and Fragrance Association Foundation).

Painting Retreat with Liz Wiltzen

A former CMH hiking guide, Liz Wiltzen's paintings can now be seen in collections around the world. Join Liz in the Bugaboos for a painting workshop with as much or as little instruction as you would like.

Heli-Yoga at the Bobbie Burns

In addition to 2.5 days of Heli-Hiking, Senior Level Yoga Instructor Anne Douglas will take guests through guided meditation and Integrative Restoration (iRest) Yoga Nidra and enable you to achieve a Peak Experience.

CMH & Nature Conservancy Team Up for Nature

Dr. Michael Proctor, a grizzly bear specialist, will join us on this special trip sharing his work and stories along the way. For each space sold on the trip, CMH will donate 10 per cent to the Nature Conservancy of Canada.

For more information about any of our Summer Adventures visit us online at www.cmhsummer.com. A full listing of our 2010 Adventures can be found under "Choose Your Adventure". To receive a copy of our new brochure or to book your vacation, contact a Heli-Hiking Expert at 1.800.661.0252.



HOW CAN YOU HELI-SKI? LET ME COUNT THE WAYS



STAFF PROFILE

MARIA HAWKINS: GOLDEN GAL!

By Connie MacDonald

Our mild mannered and extremely humble Reservations agent (and ex-Olympic cyclist!) Maria Hawkins continues to blow us away with her athletic achievements.

In February Maria competed at the 2010 Masters World Cup (Nordic Skiing) in Falun, Sweden where she won a bronze (15K classic), silver (30K classic) and gold (10k skate) medal.

And if that wasn't enough, a week later she entered the Vasaloppet; a 90 km X-country ski marathon held in Dalarna, Sweden; considered the oldest, one of the longest, and biggest cross-country ski races in the world.

Lucky for us, Maria's commitment to excellence extends to her work life. For over 10 years Maria has been a key part of our CMH team – working hard all day in our Reservations department, and then quietly slipping out to train after work. What an inspiration!

Congratulations Maria!!

To learn more about Maria and other CMH staff, visit our blogs!

Each year we offer an exciting line-up of Heli-Ski trips in addition to our Signature CMH trips. Here's a snapshot of what's on offer for 2011 (at 2010 prices!).

Nomads:

Only CMH Heli-Skiing can offer private trips that span both the Selkirk and Monashee ranges, ski through three to six separate CMH Heli-Skiing areas and travel through seldom skied terrain.

Powder Intro:

We recommend Powder Intro for skiers ready to make the transition into off-piste skiing as quickly as possible. Powder Intro groups comprise ten skiers who work with two specially-trained guides, allowing for practical instruction while skiing.

Powder Masters:

Our passion for Heli-Skiing does not fade, even as our knees, backs and other bio-mechanical hot-spots show signs of wear. We designed our Powder Masters program, under the expert direction of Roko Koell, to keep our guests on the slopes for as long as the spirit is willing.

Pay as You Play:

We can't control the conditions for any given week, so we now offer our Pay As You Play program. This trip allows you to pay only for what YOU choose to ski – as much or as little as you want, and as conditions permit.

Family Trips:

Our Family Trips are designed for families with 12- to 17-year old skiing kids. Families begin the day skiing together, but kids can return to the lodge when they tire to participate

in various fun, supervised indoor and outdoor activities.

Steep Week:

Our Steep Week is designed for skiers and snowboarders looking for a challenge on seriously steep terrain. Dave Gauley leads this in late April in the Caribooos when snow conditions are most stable and days are longer, offering better access to challenging terrain.

Ski Touring:

When a young Hans Gmoser first started taking guests into the mountains almost 50 years ago the thought of using a helicopter to get to the top never occurred to him. Hans believed you 'earned your turns' by rhythmically sliding climbing skin-clad touring skis up pristine slopes in winter.

Nostalgia Week:

In keeping with tradition, CMH will be hosting 2011 Nostalgia Week in the Caribooos. This trip is open to all levels of skiers and is not necessarily restricted to "The Old Guard" of CMH.

Ski Fusion:

The world's best scientists have said cold fusion is not possible. CMH has proved them wrong with the introduction of Ski Fusion – the scientifically-based combination of 2 stellar winter sports: Ski Touring and Heli-Skiing.

Whatever level of skier or rider you are, CMH offers a Heli-Ski vacation for you. Call our Heli-Ski Experts at 1.800.661.0252 or visit www.cmhski.com for further information. See you off-piste in 2011!



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