



# newsletter

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**January -  
February  
2011  
Issue 22**

## Alta Environmental Center Welcomes Two New Interns!

Since the start of the new year Alta's Environmental Center has brought on two interns to help tackle the ski lift company's mission of becoming a more environmentally conscious and a sustainable business. Here is a brief introduction to the interns and the work they will be doing for Alta. To find out more info on these internships or interns, feel free to stop by the Alta Environmental Center to speak with Adam or Matt.



Adam Geoffroy is a Junior from the Massachusetts Maritime Academy, majoring in Marine Safety and Environmental Protection and hopes to pursue a career that will allow him to actively improve environmental problems. Adam's school gives each student, every year, a two-month winter term to complete a work internship or take extra classes. Last year, Adam spent his winter term working in Ecuador for Global Crossroads, a leading volunteer abroad organization that focuses on grass root projects, cultural immersion and broadening travel experiences. While in Ecuador he worked in the rainforest and volunteered at local orphanages where he helped with fundraising efforts. During his time at Alta, Adam will help gather information to be placed into a database (created by Thad Bookman) for Alta's revegetation program and research or educational projects done in Alta. He hopes to help advance Alta Ski Area's environmental work by demonstrating his willingness to learn and sharing new perspectives.



Matt Hundhammer is a recent graduate (December 2010) from the University of Oregon where he majored in Environmental Studies. To prepare him for his chosen field, and consequential work in Alta, Matt had the opportunity to attend school abroad in Quito, Ecuador and fulfill an internship with a non-profit organization called the Planet Drum Foundation. In school he studied anthropology and sustainable development and for his internship he worked on a revegetation project and taught environmental education for an after school program. The school program's objective was to increase kids awareness of their regional biosphere, but it also inspired Matt to explore environmental educational development. Thereby, bringing him to Alta to help refresh Alta Ski Area's Ske-Cology program.

His goal with Ske-Cology is to complete a set of informative signs, a brochure, a Teacher's Manual and allow the material to be applicable year-round. Alta Ski School Instructors and local educators may use this program as supplemental curriculum to inform kids and adults on the ecology of Little Cottonwood Canyon. The mission of the program is to bring environmental awareness to Alta visitors of all ages and to enhance their connection with their natural surroundings so as to ensure that Alta's commitment to environmental stewardship remains engrained in our culture for generations to come.

## Book Review: No Impact Man – Author Colin Beavan – By Adam Geoffroy



Colin Beavan was no different in his environmental mindset than the average NYC residents; that was, until he discovered his impact on the world's pollution. Seeking a new and unique writing topic, Colin realized the role he played everyday in contributing to the rapid degradation of the Earth. Following the inception of his new environmental consciousness Colin and his family devoted themselves to living a "no impact" lifestyle for 1 year. The resulting changes in their way of life, daily activities and social gatherings allowed them to discover unexpected changes within themselves. What they found was that they didn't have to change for the project; but rather, the project changed them. Happier, healthier and closer than ever, Colin and his family changed their daily lives to live without plastic and electricity. In the heart of NYC, they ate locally grown food and utilized self-propelled means of

transportation. His book will open your eyes to the dilemma of environmental issues present in today's world and introduce new ideas on how one can live a less impacting, happier and healthier life.

## 2011 Annual Goals for Alta Ski Area—How You Can HELP!!

### 1. Create an Employee Computer Carbon Footprint baseline using the Alta Commute Program.

- Using Alta's Online [Alta Commute Program](#) employees can track their commute habits on a calendar that displays their personal and company wide commuter carbon footprint. These numbers will help Alta create a baseline of our employee commuter impact and set future deduction goals based off of 2011's results.

### 2. When replacing heating and electrical equipment Alta will evaluate alternatives and strive to replace with high energy efficient and eco-friendly upgrades in order to decrease our carbon footprint.

- Alta potentially has equipment replacement opportunities every summer. With this goal and our commitment we will take every opportunity needed to research and install the most energy efficient equipment that best adapts to Alta's facilities and document the consumption before and after for a complete understanding of cost savings and carbon emissions.

### 3. Alta Ski Area challenges itself and employees to increase their environmental awareness and stewardship by volunteering 500 hours to local environmental efforts.

- Starting February 15<sup>th</sup> employees can contact the Alta Environmental Center or Green Team members for a list of partnered non-profit organizations for volunteer service. Partnered organizations will sign off on service hours to add to our tally. All seasonal and year-round employees are welcome to participate. This is your opportunity to give back to the community, increase networking, employee camaraderie, and your general well-being!! Stay tuned for more info!

Alta Environmental Center • PO Box 8007 • Alta, UT 84092 • 801.832.1700

Email Newsletter Subscription Available On Our Website • Send A Question to [environment@alta.com](mailto:environment@alta.com)

## Alta Earth Day Poster Contest

Turn in your Earth inspired artwork for the chance to have it become the logo for  
**Alta's first Earth Day Celebration!**



**Deadline: March 1, 2011**

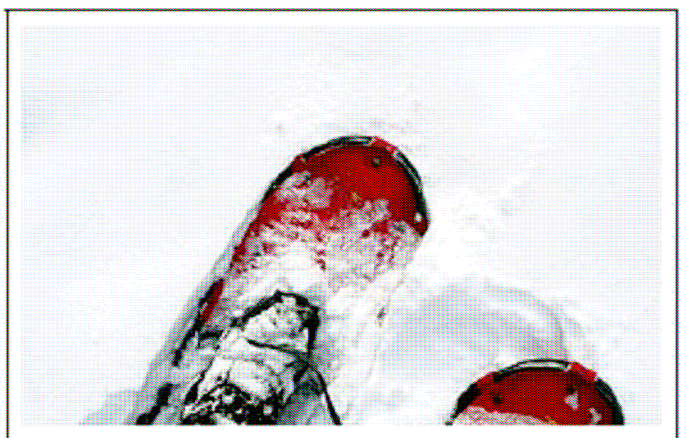
**Criteria:**

- Maximum Size: 8.5x14"
- Date: April 22, 2011
- Must include Tagline: Alta Earth Day – Building awareness and appreciation for the place we call Alta.
- Must be submitted as a PDF with a description of all fonts and font sizes used
- Alta Earth Day retains full rights of all artwork submitted
- Prize given to First Place only.

**Email Entries to:**

[hannah@shejumps.com](mailto:hannah@shejumps.com)

## Naturalist Guided Snowshoe Tours at Alta



**What to bring:** Dress warmly! Wear snow boots. Bring snowshoes, sunscreen and water. For All Ages.

**Where to meet:** Meet on the East side of the Upper Albion parking lot in Alta.

**How to get there:** Carpool or catch a UTA ski bus. Bus schedules can be found at [alta.mycommuteoptions.com](http://alta.mycommuteoptions.com)

**Available Dates don't work for you?** Make a **FREE** reservation. Call (801) 466-6411. Reservations can be made up to 2 weeks in advance.

### Snowshoe Schedule 2011

Saturday, January 29 <sup>th</sup>	10:00:00 AM
Saturday, February 19 <sup>th</sup>	7:00 PM Full Moon Tour
Saturday, February 26 <sup>th</sup>	10:00:00 AM
Sunday, March 13 <sup>th</sup>	10:00:00 AM
Saturday, April 16 <sup>th</sup>	7:00 PM Full Moon Tour



**For more information contact the Cottonwood Canyons Foundation**

[info@cottonwoodcanyons.org](mailto:info@cottonwoodcanyons.org)

(801) 466-6411

[www.cottonwoodcanyons.org](http://www.cottonwoodcanyons.org)