



Newsletter

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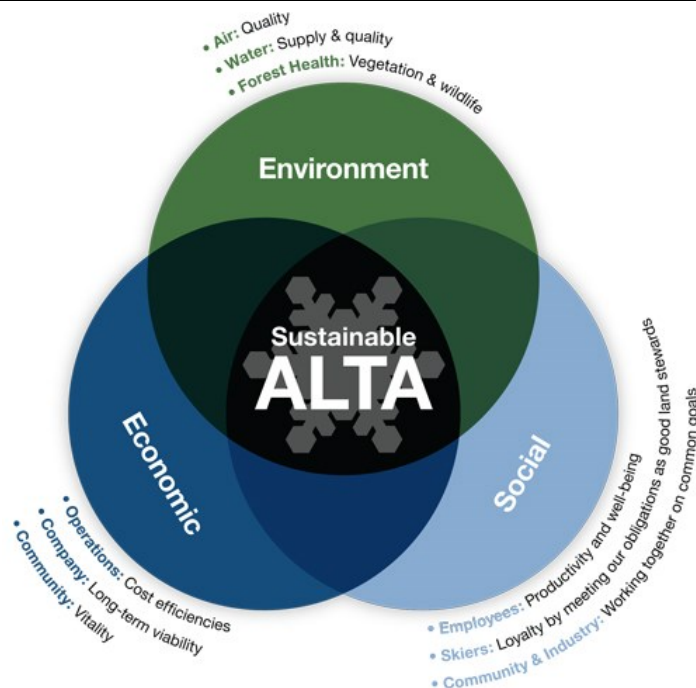


Sustainable New Year's Resolution

Did you know that up to 45 percent of Americans make a New Year resolution, but only about 8 percent actually meet their goals (history.com)? Where did this idea of a resolution come from anyway and how do you make it stick?

Now a widely secular tradition, the act of creating a New Year's resolution is actually a 4,000 year old ritual that sought to make pagan gods pleased with humans, and mostly focused on repaying debt and returning borrowed items. Over time the purpose has deviated from a religious ritual to a more spiritual realm, which has often led to an undesired spiritual state of depression and anxiety from not meeting one's fantastic resolutions. Overall, the theme has maintained a sense of humanity, with the general idea to better oneself either physically or mentally. The idea of bettering oneself speaks to the act or pursuit of sustainability. There's a balance that must be met and though it may not be a step-by-step program, there must be some general rule of thumb from the prudent 8%.

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Alta Green Team Gains Greater Leadership

This year the [Alta Green Team](#) decided to mix things up a little and bring some greater structure to their stewardship by creating a green team executive committee. During their annual retreat and orientation in November the team voted Dana Shaw—Building Maintenance as Chair, Dave Grzymkowski—Vehicle Maintenance as Co-Chair, Shannon Corey—Lifts as Secretary and Jess Oveson—Ticket Sales for Treasurer. Together with the green team and Alta Environmental Center this new leadership hopes to bring greater organization to the team's efforts and administration as well as stimulate and increase the development of sustainability projects in energy efficiency, land conservation and environmental education.

The executive committee will be meeting monthly to discuss opportunities, governance, and communication of sustainability efforts throughout the company. Thank you Jess, Dave, Shannon and Dana for stepping up and helping further the sustainability of Alta.

Communicating Sustainability

Alta Ski Area and the Alta Environmental Center are happy to welcome Nate Bramhall as our new sustainability communications intern from the University of Utah—[Environmental and Sustainability Studies](#) (ENVST) program. This is an exciting venture and connection with ENVST as we seek to share our story and continue to develop relations focused on sustainability. You will see Nate around meeting employees, departments and Alta skiers, seeking to learn more about what makes Alta unique. Nate is no stranger to Alta though, as a native Utahan he learned to ski with his family some years ago right here in Alta. Now, over the season Nate will be working hard to contribute to the "Alta experience," communicate our environmental, economic and social strides, and ski of course. Please extend a warm welcome to Nate and say "hi"; here's to a great season!



Photo: UofU ENVST



*Be at war with your vices, at peace with your neighbors,
and let every new year find you a better [human].*

Benjamin Franklin



New Year's Resolution continued...

To help grow the 8% the AEC 'Googled' high and low to seek out the secret to making and meeting a resolution. Based off countless articles, blogs, and therapy sessions we identified these top four points:

- **Set yourself up for success:** Focus on prevention to promote good habits and behavior. Most importantly remember to relax when needed and be patient, because it's a rarity goals are just met all of a sudden.
- **Be specific:** This means think through how you are going to achieve your goal vs. what the end outcome looks like (again, "all of a sudden" is a rarity). Your goal should be *one thing relevant to your lifestyle*, that is measurable, scheduled in your calendar, affordable, benchmarked, and achievable within the time span you set.
- **Be transparent:** It's not as easy to hide from a goal if you share it with your family and friends or write it down. This allows for conversations around updates, friendly encouragements, maybe a partner, and overall a great positive cycle for progress.
- **Be Prepared:** Think about what you can do if things aren't going your way and life issues play a hand. How can you help yourself from giving up? This is where the "something is better than nothing" motto may come into play, and recognizing the end result is ending up better than you are now.

As the AEC looks at these guidelines, it's hard not to see a process, and this makes sense when it comes to talking about sustainability. Whether or not you decide to make a resolution for this coming new year, or as a life goal, we hope you consider the greener side of resolutions. Maybe it's volunteering more, learning, supporting local, planting a tree, walking instead of driving; many resolutions are a lovely balance between people, planet and profit. **Good Luck to All and Happy New Year!**

December - January Sustainability Events

Check out the full calendar of sustainability events at alta.com/alta-environmental-center/resources#sustainability-events.

- **All Season—Tour with a Ranger:** Led by Cottonwood Canyons Foundation, this program is fun, informative and complimentary all winter. Meet at the top of Sunnyside lift at 1:30pm. More info at alta.com/the-mountain/tour-with-a-ranger
- **December 31—Alta Torchlight Parade:** A new year's tradition the whole family loves. \$10 each and all proceeds go the [Utah Food Bank](https://www.utahfoodbank.org/). More info at alta.com.
- **January 1—Christmas Bird Count:** Join the Wasatch Audubon for this annual event at Antelope Island. More info at ogdennaturecenter.org/calendar.
- **January 9—Winter Bird Survey:** Join Tracy Aviary on our monthly bird survey throughout Alta Ski Area. To register or for more info contact environment@alta.com.
- **January 10—Backcountry Film Festival:** The 12th Annual Winter Wildlands Alliance Backcountry Film Festival is screening in Salt Lake City at Brewvies Cinema Pub. More at [Winter Wildlands Alliance Facebook](https://www.winterwildlandsalliance.org/).

