

Nordic Newsletter
May 14, 2007

CALLAGHAN VALLEY VANOC UPDATE - John Aalberg, Director Nordic Sports

Construction

The construction season at the Callaghan Valley 2010 Olympic Nordic Centre has finally started for this year. Although the average snow depth around the venue is still over 1 m, roads and areas around the building sites have been cleared for the VANOC contractors, including two First Nation companies, to start their projects. The start of the construction season also means that access into the site will be strictly controlled such that accidents can be avoided and safety procedures maintained.

The main focus of the summer construction is the four main buildings at the venue, totalling about 30,000 square feet, as well as the ski jump structures and the ski jump lift. The technical event buildings will be finished just in time for the winter season, while the venue's Day Lodge will not be completed until next spring. The large steel structures for the two Ski Jump in-runs will be erected in early summer, while the Doppelmeyer double-chair ski jump lift will be installed in parallel.

The 20 – 25 km long Olympic competition and training trails and the biathlon shooting range will be finished mid-summer.

Main events for the first operational season

2007 - 2008 season	
Ski Jumping and Nordic Combined National Championship	January 4 - 6
Cross-Country BC Cup (Provincial)	January 19 - 20
	February 29 -
Ski Jumping Continental Cup (International)	March 2
Cross-Country National Championship	March 16 - 23
Biathlon National Championship	March 24 - 30

Additional local (smaller) events will be scheduled as the winter season nears.

Volunteering for events

It is VANOC's hope that many Sea-To-Sky residents will sign up to volunteer for next year's events at Callaghan Valley to gain valuable experience towards 2010. The Nordic sports are fairly unknown in this area, especially Ski Jumping and Biathlon, so one way to create a great resume for 2010 volunteer

opportunities is to part-take in any of the Ski Jumping and Biathlon events scheduled in 2008.

AMY CALDWELL HIRED AS CALLAGHAN VALLEY TRAINING CENTRE HEAD COACH

It is with great pleasure that Cross Country BC announces the hiring of Amy Caldwell as Callaghan Valley Training Centre (CVTC)/National Athlete Development Centre Head Coach. Amy will be moving to Squamish, BC in the next few weeks and start work on June 1st when the new Training Centre program officially gets underway.

Amy brings a vast degree of experience from her twelve years of coaching with the Stratton Mountain School in Vermont, USA. She has coached more than ten athletes that represented the USA at the World Junior Championships, some of which went on to become members of the US Ski Team and US Olympic Team. Amy has a passion for coaching and cross-country skiing, and the commitment necessary to lead the CVTC program towards achieving its objective of qualifying athletes for the Canadian National Ski Team.

Welcome to the team!

SKI JUMPING & NORDIC COMBINED - John Heilig

Ski Jumping Flight School at Whistler Blackcomb

What will we do?

Learn about jumping by building a small jump with shovels, rakes and skis

Take a few jumps or watch others try it out - This is a jump that a 5 year old child could master so no need for intimidation

Run a fun competition to see how it's done

Same as the Olympics only smaller jumps and no television!

Date: June 24

Time: 10am – 3pm

Location: Blackcomb Mountain (on the snow)

Equipment: Snow boots and weather appropriate outdoor clothing

Downhill, cross-country or telemark equipment and a helmet if you want to jump

Please register by e-mailing - Ashley_Burke@vancouver2010.com

Deadline for registration: **June 1st.**

If you would like to find out more about the tasks that ski jumping volunteers fill have a look at:

http://www.vancouver2010.com/resources/PDFs/Ski_Jump_Job_Descriptions.pdf

BIATHLON - Max Saenger

We are very please to welcome Max Saenger to our area, let me introduce you **Max Saenger.**

Max Saenger, is from Stockholm. Max was recruited by VANOC as one the foremost experts on biathlon event organization in North America. He has recently orchestrated the hosting of the 2004 Biathlon World Cup and the 2005 Biathlon Junior World Championship in Fort Kent and Presque Isle. Max started his job as VANOC's Sport Manager for Biathlon on May 8, 2007, and has just moved to Garibaldi Highlands with his wife Karen.

CROSS COUNTRY UPDATE – Rob Bernhardt

Local cross country skiing enthusiasts have been active as always! In addition to looking forward to the opening of the venue for skiing next season, many local skiers have been getting involved in the sport in many ways. Several residents of the region have been involved in the creation of the National Athlete Development Centre for cross country skiing at the Callaghan Valley. Amy Caldwell was recently hired as the training centre coach. She & her husband Zak will be moving from their native Vermont this month along with the athletes from several provinces & territories. The establishment of the training centre at the Callaghan Valley is an exciting and important step in developing the sport system Western Canada.

On May 5th & 6th representatives from both the Squamish Club and the Whistler Club attended the club development workshop and AGM for Cross Country BC in 100 Mile House. It was a very informative weekend during which all club representatives were able to meet with other clubs and receive updates regarding what is going on within the sport. The competition committees for next years events continue to recruit volunteers to host the two major cross country ski races being held at the Callaghan Valley next year. We will be hosting both a BC Cup race with approximately 300 competitors and the National Championships which should attract approximately 500 athletes from across Canada & the USA. In addition several local cross country ski clubs are looking forward to hosting regional competitions at the venue. All in all, next year is

shaping up to be a busy season beginning with the opening of the venue and continuing until spring!

NORDIC CLUB – John Tisdale

The **membership drive** for the Squamish Nordic Club has begun.

Memberships will run for one year, commencing Oct 15th 2007, and so you may be asking why should I join now?

The club has lots of work to do between now and next season, we need to plan for courses, kids programs etc. As a new club we need funds, and we need to have an idea of what the membership will look like, in numbers and demographics.

We also are seeking submissions for a club logo, so if you have a creative streak please submit your idea by email and we'll put them to a vote, and maybe even award a prize!

Forms can be mailed, dropped off at the Squamish Adventure Centre, or to Dave Jevons, application forms to register for the club can be found at the following link: http://www.squamishchamber.com/dyn.Nordic_Club.php

Please forward this email to any person or organization who is interested in the Whistler Nordic Competition Centre or any related activities. Help spread the word.

LOCAL ORGANIZING COMMITTEE UPDATES

The local organizing Committee for Nordic Sports at the Whistler Nordic Competition Centre is busy getting organized, educated and focused. The first competition of National significance will be January 2008, and there is lots of work to do before the New Year.

To learn more about the economic and other benefits of this centre come to the Squamish Chamber's May luncheon on **Tuesday May 15th**, to hear Nancy Hamilton and Denise Imbeau speak about their experiences in Fort Kent, Maine and Mont St. Anne Quebec. Several of the Nordic Sport Manager's will be in attendance and this will be a prime opportunity to discover what is happening in our own back yard.

RSVP at 604-815-4990 or online www.squamishchamber.com

ACCOMODATIONS – Kim Stegeman

The Accommodation Sub Committee has been the first committee that has sprung into action. The Committee is responsible for finding suitable accommodations and rates to communicate across the Country to incoming athletes, teams and supporters. We have a number of Nordic events in 2008, largest of which is the Cross Country Nationals in mid-March that will bring up to 800 visitors to the area.

The Committee has had several meetings with Squamish area accommodation operators and is working closely with VANOC to secure accommodations throughout the Sea-to-Sky corridor. All accommodation types are being considered including hotels, motels, hostels, schools, B&Bs, vacation home rentals and home-stays. The Committee also includes Ian Lowe, General Manager, Whistler Residence Inn by Marriott and Judy McQuinn (with specific focus on developing a home-stay program).

MARKETING – Dave Thomson

The Marketing Sub Committee has had four meetings to date. Minutes from all four meetings are available by request. We are pleased to introduce four new members to our Sub Committee: Wesley Wenhardt, Kathy Barnett, Marina Knez, and Paul Shore. We now have 11 members on the Committee.

To date we have set out process to 'discover' our Positioning Statement as the Callaghan Valley Local Organizing Committee. A Positioning Statement is one or two statements that conveys what we do for whom, to uniquely solve an urgent need. We are pleased to present, after hours of SWOT analysis, Market overviews, and competitive reviews, our following positioning statement:

Callaghan Valley LOC ignites the passion to create a community legacy of pride, lifestyle and opportunity!

Next steps are to refine the positioning statement into a 'TAG LINE' as well as develop a 'SMALL BOX' and creative brief to present to our Agency in Vancouver. With the Positioning Statement, Tag Line, and Small Box, we will brief the Agency for the development of an overall brand logo (there may be other logos developed for each individual event as well as our overall logo). Along with the creative base and logo development, we are starting work on a website. The website will be the most dynamic and informative portion of the marketing portfolio for the CALOC.

The Marketing sub-committee has also splintered into another sub-committee; Sponsorship. Bill, Nancy, and Paul with the guiding help of Rob have held their first meeting to begin developing and understanding the sponsorship responsibilities of the CALOC.

VOLUNTEER – Nicole Carothers

There are many opportunities to become involved with the Nordic Sports from a recreational to a competition support role. Positions are available in all areas of the Local Organizing Committee from organization to execution of the Nordic Sports.

Please send your contact information to denise@squamishchamber.com to have your name added to our growing list of volunteers in all areas including

- Athlete Services
- Spectator Services
- Finance
- Hospitality
- Food Services
- First Aid & Safety
- Transportation

All skill sets will be required, whether you can help out with planning or execution of the competitions or just want to find out more, send us your contact information.

Please forward this email to any person or organization who is interested in the Whistler Nordic Competition Centre, 2010, Sport Legacy or any related activities. Help spread the word.
