

# Nordic Newsletter

Published monthly by the Callaghan Valley Local Organizing Committee



## The Season Ahead - Denise Imbeau, Managing Director

This year's World Cup Nordic Events are fast approaching (maybe too fast) although technically Whistler Olympic Park has a year of operation under their belts making them much more confident about execution.

Whistler has jumped in to help support Nordic Festivals at the events by hiring a Festivals Coordinator, but sponsorship for VANOC, CALOC are still needed. CALOC is looking for a dedicated Sponsorship team if anyone is interested in leading or working on this team please let me know.

VIP Hosting has the support of both Tourism Whistler and Tourism Squamish which should allow for great exposure of our Corridor's assets.

The Biathlon Teacher's Guide is complete and starting to hit classrooms. This year's logo's are also complete and once again highlight our first nation culture combined with sport. Marketing will now work with the logo's to create "the look" of all written material including posters.

Community Engagement is working on a Nordic Information Booklet to be dispersed throughout the corridor. This booklet is intended to give all businesses a high level look at the events, schedules, posters, etc, so they understand what is happening in the Callaghan and welcome competitors, athletes and media openly.

We also want as many spectators at these events as possible to test the flow and needs of spectators. As this will be Olympic calibre action in an Olympic venue, with Olympic hopefuls if you are not working the event, you should plan to attend and bring a dozen of your friends or co-workers.

CALOC is planning a pub crawl for January 8<sup>th</sup> to help with further awareness. We are still in need of volunteers in all aspects of planning and execution. If you have not been assigned a role yet, but want to help out email [denisei@gardnerautogroup.com](mailto:denisei@gardnerautogroup.com) and I will make sure you are connected to the appropriate person or group.

Useful websites for you to bookmark:

[www.crosscountry-vancouver.com](http://www.crosscountry-vancouver.com) - FIS Cross-Country World Cup - January 16 - 18, 2009

[www.nordiccombined-vancouver.com](http://www.nordiccombined-vancouver.com) - FIS Nordic Combined World Cup - January 16 - 18, 2009

[www.skijump-vancouver.com](http://www.skijump-vancouver.com) - FIS Ski Jumping World Cup - January 23 - 25, 2009

[www.biathlon-vancouver.com](http://www.biathlon-vancouver.com) - IBU World Cup Biathlon Vancouver - March 11 - 15, 2009

[www.ipcnordic-vancouver.com](http://www.ipcnordic-vancouver.com) - IPC Biathlon and Cross Country World Cup - March 4 - 7, 2009

**Please pass this newsletter along to anyone you think might be interested.**

## Cross-Country Update - Rob Bernhardt, Sport Manager, X-C Skiing, VANOC

Cross-country skiers are looking forward to another year of skiing, programs and events at WOP!

The ski season began with some early season skiing on the upper trails operated by Callaghan Country Adventures, a welcome opportunity to get some time on skis before most trail systems are open. WOP officially opened on Nov. 22 with the grand opening of the day lodge and a fresh 35 cm snowfall. Many of the local ski clubs were at the venue that day to ski and took in the opening. Hollyburn Jackrabbits from Vancouver held a camp that day, Cross Country BC hosted a regional camp for local athletes, the Squamish ski club had skiers on site as did the Whistler and Pemberton ski clubs. The Callaghan Valley National Athlete Development Centre coaches and athletes were training on site, after returning from an early season snow camp in Vernon. Cross Country BC also had a ski preparation workshop at the venue that weekend that attracted coaches from across Western Canada. With the fresh snow and opening festivities it was a great weekend for all.

Cross-country competitions at the venue are coming together with a great deal of work being done by race organizers throughout the region. Although VANOC is responsible for the larger competitions, it is the local ski clubs who host a greater number of competitions both at WOP and their home venues. The Hollyburn Jackrabbits and Nordic Racers from Vancouver will host the first Coast Cup on Dec. 7. From Dec. 12-14 the Callaghan Valley Cross Country Ski Club, working with VANOC, will host NorAm races. The following week, cross-country volunteers will return to the venue to assist with the Nordic Combined competitions on Dec. 17 and 18. The first international events with live broadcast begin January, with FIS world cup cross country & nordic combined competitions from Jan. 16-18. Those events will enable VANOC to test a number of the systems and procedures we are planning to use during the Games.

February will be a competition free month for VANOC, but the local ski clubs will keep the venue busy with programs and events. Both the Squamish and Whistler ski clubs will have their children's and youth programs scheduled at the venue this season, with the Hollyburn Jackrabbits making frequent appearances with some of their program participants. The Whistler and Pemberton cross-country clubs will host a Coast Cup races on Feb. 14 & 15 while the Hollyburn Jackrabbits will provide the highlight race of the season for 12-14? year old athletes from across BC in hosting the Provincial Midget Championships Feb. 28 & March 1.

International athletes with a physical disability will begin arriving at the start of March for an IPC world cup being held March 4-7. This event will be a great event to attend if you have the opportunity. With the top athletes in the world competing in both cross-country and biathlon, it is an opportunity to witness some amazing athletes. Those athletes will travel to Mt. Washington after the WOP event where the Strathcona Nordic Club will host the IPC world cup finals the following week.

The selection of competitions, weekly ski programs and the expanded selection of trails available this year will make a great ski season this year. Don't miss a chance to get out and enjoy it!

### **Cross-Country Quick Facts:**

- Athletes will ski at an average speed of just under 25 km/h during cross-country ski races, reaching maximum speeds near 60 km/h.
- During the men's 50-kilometre race, the athletes will climb approximately 2,000 vertical metres (more than twice the vertical of the men's downhill course at Whistler Creekside). The winning time for this race is expected to be approximately two hours, with an average speed of almost 25 km/h.

## VIP Hosting Program - Kim Stegeman, Co-Chair, VIP Hosting

I am very pleased to announce that Denise Salmon will volunteer co-chair the VIP Hosting Committee with me for the upcoming 2009 Nordic World Cup Season at Whistler Olympic Park. Denise is a long time Squamish resident/realtor and brings a wealth of volunteer experience to the team including: Parent Advisory Councils (local and district levels), Squamish Arts Council, Squamish Triathlon, Test of Metal and many more. We have a big and exciting job ahead of us and it is great to have Denise onboard.

The VIP Hosting Planning Committee also includes Lesley Weeks and Katherine Folinsbee from Tourism Squamish. We will be working closely with VANOC and the respective national sport organizations (NSOs) to welcome and WOW approximately 300 VIPs over the course of 5 World Cups between January and March 2009.

VIPs attending these events will include:

- \* Local/National/International Media
- \* Sponsors
- \* VANOC Dignitaries
- \* Sport Dignitaries
- \* Local/Regional/National Dignitaries
- \* Sport Supplier Representatives

We are also very pleased to have a number of VIP Hosting Event Volunteers back from last year and some new faces as well, including:

- \* Lorraine and Lloyd Black
- \* Ted Craddock
- \* Bobbie Durno
- \* Barbara Gloor
- \* Volker Schneider

We need about 5 volunteers each VIP event day (about 8 days total - specific dates TBD). It is unrealistic; however, to expect that every VIP Hosting Event Volunteer will be able to commit to all VIP event days. Accordingly, we will need about 6-8 additional volunteers on the VIP Hosting Team.

If you are interested in joining the VIP Hosting Event Volunteer team or would like more information please contact either Kim Stegeman @ [kstegeman@boldtracks.com](mailto:kstegeman@boldtracks.com) or Denise Salmon @ [dsalmon@boldtracks.com](mailto:dsalmon@boldtracks.com).

**PS - We are also looking for gift donations to complement our VIP Hosting Gift Bag - to be filled with mementos and goodies from the Sea-to-Sky!**

### ***Whistler Olympic and Paralympic Park Quick Facts:***

- First time in Olympic history that all four Nordic disciplines (biathlon, ski jumping, Nordic combined, cross-country skiing) are occurring at the same venue.
- The only snowmaking system at the venue is for the ski jump landing hill.
- The venue has approximately five kilometres of rollerski trails and six kilometres of lit trails to enhance training opportunities for athletes.
- The venue will host 30 per cent of the Olympic medal events and 50 per cent of the Paralympic medal events.

## Marketing Update - Dave Thompson

It has been a very exciting month in the CALOC Marketing Department as we really begin to ramp up all collateral for the December events (BC Cup #1 and #2, Continental Cup) as well as information and creative for the 2009 World Cups (FIS, IPC, and IBU).

The most exciting news to share is the recently struck partnership between CALOC and Whistler. Recognizing that the World Cups are something for the entire Sea-to-Sky Corridor to enjoy and benefit from, and that Whistler has a vested interest in the Whistler Olympic Park and the Nordic events taking place this season, **John Rae**, Manager Strategic Alliances with the Resort Municipality of Whistler, is coordinating assistance from the Whistler team to help with creative, marketing, and communications. With this new alliance, CALOC is able to ensure our limited (due to budget) marketing efforts are aligned with everything being produced for alpine and sliding World Cups and that the Corridor and Lower mainland are not flooded with an array of mixed-message communication. This way, we work together as **“one sight - one sound”**. We are very excited to be working with the Whistler team.

As part of the alliance with Whistler, we have also been able to employ a Squamish based design firm to help take **Krisztina Egyed's** First Nation infused event logos and get them ready for the 'main media stage'. This includes design elements, colours, and type faces as well as strategy and copy to coincide with the new logos. These new elements will be ready for roll out in early December.

Another key alliance struck with CALOC is with VANOC's contracted communication expert, **Randy Clegg**. Working closely with Mr. Clegg and utilizing the new logos and creative elements, we have been able to take advantage of some key media buys both in the corridor and in the lower mainland. To see some of this new advertising, which is primarily print based, make sure to check your local newspapers in the second week of December when our ads are slated to start.

On the Bold Tracks website front,

- **Gordon Quan** has been busy making updates and additions to accommodate the constantly changing world of CALOC. Some new areas of the website to make sure you check out:
- BC Cup #1 and #2 event pages
- Daily updates to the Continental Cup event page
- Addition of the Callaghan Winter Sports Club banner ad on home page and link to their recently launched website (Congrats Colin Bell on a great site)
- Education subsection which will soon be home to the newly anointed Biathlon Teacher's Guide (Congrats Doug and team on a great Program)

Finally, two other projects keeping the Marketing department busy are:

**Nordic Sport general information booklet** – a clear, easy to read booklet describing each of the four Nordic sport disciplines to help educate the community. The booklets will be made available throughout businesses in Squamish and Whistler with the help of the Chamber of Commerce.

**World Cup event programs** – borrowing from the great design showcased last year, the 2009 World Cup Event programs will be a great keepsake and information base for the events. The hopes are to have the Programs available in both print form and electronically online. **If you know of a business that would like to advertise in the Programs, please have them contact Dave Thomson ([dthomson@squamish.ca](mailto:dthomson@squamish.ca))**

As always, we are still looking for energetic and creative people to join our motley crew here in Marketing. Please forward emails of interest to Dave Thomson ([dthomson@squamish.ca](mailto:dthomson@squamish.ca)), we would love to have you on board the team!

## News and Notes

### The “Peoples Festival” is looking for local “Animation” (talent, volunteers)

Get geared up for the “Peoples Festival”. This festival will provide complimentary arts and cultural programming for the duration of two world class events at Whistler Olympic Park on January 16 – 18 (FIS Cross-Country; Nordic Combined World Cup) and January 23 – 25 (FIS Ski Jump World Cup).

The festival will bring artistic and cultural elements to an incredible sport experience. Spectators will become participants-and that is when great memories happen. We want to ignite all of the five senses – with a local flair. If you live in the Sea to Sky corridor and are interested in performing, demonstrating or assisting please send us your contact information, specialty and/or area of interest. Programming will be locked down fairly quickly so please have your details to us before December 4 to be considered. Please note most of the festival elements will take place outdoors.

Please contact Tatiana Kostiak, Festival Manager at: [tatiana8@shaw.ca](mailto:tatiana8@shaw.ca)

### From Ashley Burke at Biathlon:

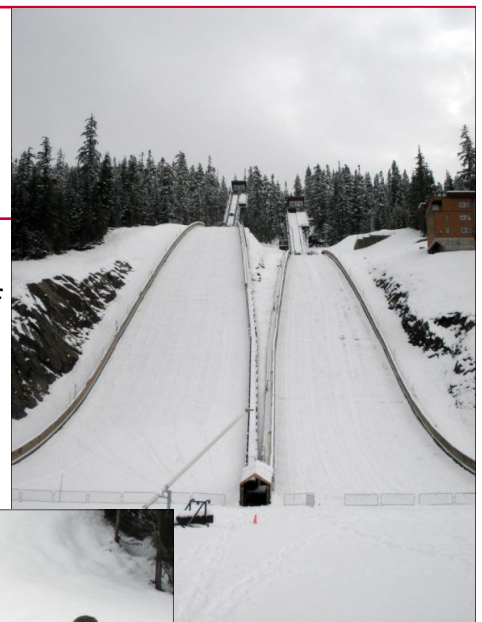
I would like to introduce you all to Greg Wamsley; Greg is the coordinator for Paralympic Planning and is wondering if anyone has any old Solomon skate skis that they would like to get rid of. They would be used for the sport demos, that the Paralympic Planning team has happening at the venues (during World Cups and at Games time) for spectators. They would be putting cross county sit skis on the donated skis. If any of you have any of these old skis that you would like to get rid of and donate to the Paralympic Planning team, please contact Greg at [greg\\_wamsley@vancouver2010.com](mailto:greg_wamsley@vancouver2010.com).

### From Nordic Combined and Ski Jumping:

Corrected dates for the FIS World Cup Nordic Combined  
January 15 - 17, 2009  
And for the FIS World Cup Ski Jumping  
January 23 - 25, 2009

### Eat out for a good cause:

Dining at Boston Pizza is an easy way to support CALOC. At the end of your meal, write CALOC on your receipt and when you pay ask your server to put the receipt towards's CALOC's sponsorship. At the end of the month, CALOC will receive 10% of the total bill towards sponsorship. If you would prefer to directly support an athlete, you can write Biathlete Matt Neumann's name on the receipt and he will be sponsored in the same manner.



Photos from Ski Jump Officials training in the Callaghan Valley on November 23, 2008  
Dave Thompson

## Volunteer Opportunities

Denis Brown, Chief of Timing, for the upcoming NorAm XC Canada Cup and Sprint event, at WOP, Dec. 12 - 14th advised recently that he needed 6 more volunteers.

If you or any other skier would be interested in helping out, please contact Denis at (250) 362-213 or send him an email at [dgbrown@telus.net](mailto:dgbrown@telus.net).

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From Susan Denny - one of the course marshal supervisors for Olympic and Paralympic 2010 games.

We will need more course marshals to fill our roster for both games

Olympic Games - Feb. 12 - 28

Paralympic Games - March 12 - 21

As you know, volunteer recruits for the Olympic games must have at least their level 1 and be active members of a local club.

There will be a level 1 officiating course in Whistler December 5 /6 weekend and Maria Lundgren at 604-906-1080 is the contact

We would be able to place any new recruits into three events this season to gain needed experience at the Olympic Whistler site:-

1. Haywood NorAm XC & Teck Sprints - Dec. 12 - 14
2. Nordic Combined Continental Cup - Dec. 16 - 18
3. IPC , Paralympic World Cup - March 4 - 7

### Course Marshal Duties:-

Course Marshals are strictly in place to keep access to the courses safe and controlled in terms of public, spectators, officials, athletes, coaches and others. In terms of course volunteers Course Marshals will have the largest group of people because there will be many marshals needed for several events. We are estimating a crew of up to 50 people to cover all time requirements and access points. There may only be 23 at a given time but since marshals are needed at every event for extended periods of time, we will need extra people for scheduling etc.

We hope to hear from some potential marshals! Please contact Susan Denny at:- [dennydreher@shaw.ca](mailto:dennydreher@shaw.ca) or 1- 250 - 338-8217

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Ski Jumping/Nordic Combined needs a volunteer (or volunteers) for awards or ceremonies for the Continental Cup events in December. They are also looking for someone people to assist with the event office at the hotel, Hosting/VIP services, transportation coordination, and media liaison (with the NSO). Contact Amanda Cohen (Assistant, Nordic Sports, VANOC) if you feel you can help.

[amanda\\_cohen@vancouver2010.com](mailto:amanda_cohen@vancouver2010.com)

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Calling all CALOC volunteers, (dressed in last year's green jackets and toques), on January 8<sup>th</sup>, we are inviting CALOC to join us in a pub crawl social throughout the drinking establishments in Squamish. Our goal will be to make sure all local pubs/restaurants are aware of the upcoming World Cups. It will also give us a opportunity to get together prior to our first event. We may need a few dry driver's to transport us. Start time and schedule will be in the next newsletter. Please join us on January 8<sup>th</sup> for the CALOC pub crawl.

## Callaghan Winter Sports Club

The **Callaghan Winter Sports Club** was created to encourage the development of nordic sports in the Sea to Sky corridor. Based at Whistler Olympic Park, host venue for the 2010 winter olympic games nordic events, the club is able to utilize the world class facilities and incredible snow conditions.

The club encourages cross participation in all of the nordic disciplines (cross country, ski jumping/nordic combined, and biathlon). The club also encourages the development of coaches and officials through by hosting coaching clinics and officials courses.

The Callaghan Winter Sports Club is an affiliated club of Ski Jumping/Nordic Combined Canada and Biathlon Canada. Our valued partners include Squamish Nordic Ski Club, West Coast Nordic Ski Club, CALOC, and VANOC.

The Callaghan Winter Sports Club (CWSC) provides sport programs in the 3 core nordic sports.

### **Cross Country Skiing:**

**Adults Ski Improvement:** For those Novice to Intermediate skiers looking to ski with a group, improve their technique and gain fitness. Includes some fun as well such as XC Downhill and biathlon demo day!

Ages: 13-100 years of age

**Gnarly Nordic:** For younger skiers looking to have fun on skis while improving their skills. This group will learn ski technique using ski play activities in the nordic terrain area. Skate, Classic, XC Downhill and a bit of biathlon will be covered in this program.

Ages: 6-12 years of age

### **Biathlon**

**Biathlon Bears:** Offered with the cooperation of our partner club, West Coast Nordic this is the national junior development program for biathlon. Participants will have the opportunity to earn skill badges as they move through the biathlon program covering ski technique, marksmanship skills, and general fitness.

Ages: 8-13 years of age

**Salomon Biathlon Race Series:** A fun and easy way to try the sport of biathlon. Rifles are provided, just bring your skis and an open mind. Each race includes a pre race clinic to teach the basics of rifle safety, shooting fundamentals, and race tactics.

Ages: 8-100 years of age

### **Ski Jumping**

**Ski Hoppers:** An introductory jumping/ski play program offered for cross country skiers. Ever wondered what it feels like to fly on skis? This is your opportunity to learn in a safe environment with our qualified ski jump coaches.

Ages: 8-12 years of age

**Learn to Jump:** Already an intermediate downhill skier? Ever wondered what it is like to take off from a ski jump? Come out for a day and learn the basics of ski jumping on your downhill skis. (Single Session Program)

Ages: 6-100 years of age

(Ski Hoppers and Learn to Jump use a "training hill", not the Olympic ski jumps)

To register or for more information please contact: Kelly Heilig 604-815-4275 or kheilig@shaw.ca



Check out the newest Nordic Club in the Sea to Sky Corridor  
[www.callaghanwintersportsclub.com](http://www.callaghanwintersportsclub.com)

## Squamish Nordics Club News - John Tisdale, President

### Who are we?

Formed in 2007, we are a community based club and a sanctioned member of Cross-Country BC (50 member clubs in BC) and Cross Country Canada (50,000 members). Whistler Olympic Park is our "home" ski area, homies...

We are gradually building a club for all ages and abilities, with a mix of programs and activities similar to that of our 30-year-old neighbour club, the ancient (ha!) Whistler Nordics.

[www.whistlernordics.com](http://www.whistlernordics.com)

We are planning for a post-2010 Oly world, knowing a lot of local folks' schedules are now somewhat consumed (understatement!) by the volunteer needs of Olympic sized Nordic events and competitions.

### New! Club Website

Our site goes live mid-December. For a good time, call <http://squamishnordic.ca>

### Kids Program, Season #2

Almost 50 kids are now registered in our Skill Development Program (Bunnies aged 3- 6, Jackrabbits aged 6-9). From "Active Start" to "Active for Life" we intend to add another level of the nation wide program each year as the kids grow. You can also find the related long term athlete development brochure at

[www.cccski.com/ltad](http://www.cccski.com/ltad)

Some key kid dates:

**Dec. 7:** The wabbits hit the snow early this season. All will be wearing their new, bright red toques that come with the program.

**Jan. 11:** A fun ski tournament at WOP with multiple events for kids from all CCBC coastal clubs. Kids also get a T-shirt.

**Feb. 28-March 1:** The BC Midget Championships, hosted by the Hollyburn Jackrabbit Ski Club, will have XC skiers aged 10-13 from all parts of BC, descend upon WOP.

### Cross-Country Level I Officials Courses

Recent course offerings in Vancouver and Whistler (Dec. 5/6) continue to grow the local ranks. Contact [Nicola\\_Kilfoy@vancouver2010.com](mailto:Nicola_Kilfoy@vancouver2010.com)

### Coach Development

Our coach numbers have increased in support of our kids program, with 8 club members completing the Introduction to Community Coaching Workshop in October. Delores Franz Los of Pemberton's Spud Valley Nordic Club taught the course, sharing her decades of sport and teaching experience with Squamish locals.

This season our coaches and kids will also gain some pointers from **Eric Nilsson**, the assistant coach for the Callaghan Valley Training Centre (and National XC Development Team).



## Squamish Nordics Club News continued

### **New! Masters/Learn to Loppet Program**

This winter we are creating a Masters group supported by part time professional coaches. We will collectively create a training schedule, hold technique improvement sessions, trade skiing, base prep and waxing secrets, enter some citizen races and have some fun. Dedicated guys and gals will be rewarded with 6 packs, of the stomach muscle kind, by season end.

Intermediate or higher level skiers. Classic and skate technique.

A mix of Wednesday nights and weekend days starting early January. The final schedule TBA. Space may be limited for first year. Cost: \$80.00, includes club membership.

Contact El Presidente and wanna-be master [tistizz@shaw.ca](mailto:tistizz@shaw.ca) for an info sheet/registration form. And start thinking about the **XC World Masters in Vernon, 2011**, 'cause we're going to go!

### **Socials**

Our first social of the year, an appetizing potluck dinner, member sign-up, swap and draw prizes brought out 40 folks and kids at the local Rod and Gun Club hall on Nov. 22. **CVTC coach Amy Caldwell** and some of her hungry, energetic athletes from Yukon, Salmon Arm and Vancouver joined us for an easygoing evening.

## ***Cross Country Skiing – A Sport for Life!***

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### Biathlon in the Schools - Doug Hackett, Volunteer

The Biathlon Teacher's Guide is available in Canada!

CALOC has sponsored a Teacher's Guide that is specific to the 2009 E. ON RUHRGAS Biathlon World Cup. The guide was written by Kate Drew, a local teacher, with assistance from Karen Saenger, teacher and vice-principal. It links the sport of Biathlon to subjects in the BC Elementary School curriculum. Of course it covers sports/fitness but it also links to social studies, personal planning, science, social responsibility and mathematics. You can see a copy on the BoldTracks website. Just go to [BoldTracks.ca](http://BoldTracks.ca) and click on the Education tab.

CALOC is helping this learning initiative by making copies of the guide available to every school in BC at no charge. Recently, Biathlon Canada asked if they could make the guide available on their website, so now Kate and Karen's Guide will be available to every teacher in Canada!

CALOC has another program that I am proud and thrilled to be a part of. We are providing a program that will allow every Grade 4 – Grade 9 student in Squamish the opportunity to attend the World Cup and see the top Biathlon athletes in the world compete at the best Biathlon venue in the world. The bus transportation, programs at the venue and warm clothing where required are all part of CALOC's commitment to grow Nordic sports in our own community. Maybe one of these students will be representing Canada and Squamish at their own Olympics 4, 8 or 12 years from now.

If you would like more information on how you can help with this program or if you are a teacher and would like a copy of the guide, just send an email to [schools@boldtracks.ca](mailto:schools@boldtracks.ca)

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### Our Website - [www.boldtracks.ca](http://www.boldtracks.ca)

Many thanks to the contributors to this newsletter (and to the website contributors whose material I use shamelessly.)

***Bold Tracks, New Adventures***