

Safety, Health & Fitness—

Some Conditioning Exercises

Back and Groin Stretch

Sit comfortably on the floor with your feet out in front of you. With your hands on your shins, keep your lower back straight and pull forward until you feel the stretch in your hip flexors and lower back. Then slide your hands to your ankles (not your toes). Pull slightly forward so the back rounds.

Lower Back Stretch

Using your hands for balance, press your pelvis into the floor, keep the toes pointed and lift your upper torso towards the sky. Don't arch your back unnaturally. Instead, lift up until you feel the stretch in the lower back. To protect your neck, keep the eyes facing forward.

Inner Thigh Strengtheners

Stand with feet slightly wider than shoulder width apart and knees slightly bent. Using hands on the thighs for support, squeeze your butt and thighs and sink down to a right angle. To strengthen the quads, keep the knees perpendicular to the wall and hold for up to 90 seconds.

Hamstring Stretch

Lie on the back. Bend one leg so that your foot is against the knee of the other, extended leg. Raise the extended leg, making sure to keep the feet relaxed. Put your hands on your calf as high up on the extended leg as you can and pull it toward you. To intensify the stretch, flex your foot. Repeat with the other leg.

Calf Stretch

Stand about two feet from the wall. Place your hands on the wall and move one foot back another 12 inches. With the pelvis tucked and the knee slightly bent, bend forward until you feel a stretch in the calf. Hold and repeat on the other leg.

Quad Stretch

Holding onto your chair, pole or table for balance, grasp your shin and pull your foot back toward your butt until you feel the stretch in the quadriceps. Hold and then repeat with the other leg.

2004 NSAA Resort Safety Awards

Year after year, resorts across the country take what may be viewed as a rather dull topic, safety, and turn it into a reason to celebrate.

Sierra at Tahoe won the Best Overall Originality award. This year Sierra focused primarily on the Smart Style campaign as well as the tag line "respect gets respect." The resort's objective was to reach the younger crowd of snowboarders and skiers." Many guests are young and adventurous and National Safety Week was a way of targeting a group that may not be aware of the more traditional safety messages. The program included distributing safety-related t-shirts and hats to all front line employees, filming a local T.V. program demonstrating good and bad terrain park behavior and using Sierra mascots, Captain Safety and Snowball, to greet guests and answer questions.

This year **Aspen** was placed in a league of its own, winning the award for 'Sauciest' Safety Program. As part of its program, the resort created custom labels for a popular hot sauce brand. The label features the NSAA logo, the dates of National Safety Week and the phrase, "Safety is hot and you're the sauce." Bottles of the sauce were placed on every table of the resort's food and beverage operations during safety week. Chefs at each mountain operation created special menus highlighting the message. "The chatter about the program was rampant. Certain restaurant specials were so popular that they have become permanent menu items and they've received many requests for more bottles of the sauce.

Beaver Creek created the largest safety posse in Colorado, which helped them win the Best Use of Community Volunteers award. The resort deputized over 4000 employees and guests with special Beaver Creek Safety Posse caps, star badges and buttons throughout the day to help bring awareness to National Safety Week. Beaver Creek's safety alliance, a combination of local police, firefighters, paramedics, nurses and others, joined together to help educate the local community and skiing guests about safe practices. Also new this year was Beaver Creek's Parkology, a ski school program that teaches kids three to 17 terrain park etiquette and how to be safe and respect others while skiing and riding. The resort's efforts gained the attention of local media. Stories appeared in local and regional newspapers, Vail's TV8 aired three live interviews and two separate segments on the Parkology program aired on Denver's CBS affiliate. They had unprecedented participation in on-hill activities and all of events drew impressive crowds."

This was the fifth consecutive year that **Vail** presented an award winning safety program. This year the resort placed emphasis on adding new and more creative signage throughout the resort. Their efforts were enough to bring home the award for Best Overall Safety Program. From the creative ice sculptures and Skiing Safety Chefs in the winter to downhill mountain bike volunteers in the

summer, the emphasis of the importance of safety is a part of their culture.

Squaw Valley won the Best Backcountry Safety award. The resort's annual Steep & Deep Avalanche Clinic drew over 150 people this year. The clinic includes multimedia presentations by several local backcountry guides, high profile athletes and local weather and avalanche forecasters. Presentation topics included terrain analysis, snow stability, weather and safety protocol. Several local TV stations covered the event, which further promoted avalanche safety to the Reno and Sacramento markets. In addition, the Squaw Valley ski patrol held beacon classes to help educate skiers and riders about the proper way to use beacons and transceivers. Also freeride safety public service announcements were produced featuring high profile members of the Squaw Valley Freeride team such as Brad Holmes and Scott Gafney. The spots were aired on the Resort Sports Network.