

# Jordan-Reily Nomination

## JUDY DORSEY

Nominated by:  
**Gene Fulkerson**



Photo courtesy Northern Colorado Business Report.

When she started Brendle Group in 1996, **Judy Dorsey**, the firm's president and principal engineer, had a vision of an environmentally focused engineering consulting firm. Over the last 16-plus years, Judy's vision became one of Northern Colorado's better-recognized companies.

You might never have heard of the Brendle Group, but the Fort Collins-based engineering consulting firm headed by Judy has a lot to do with the future of the ski resort industry. They've worked with the National Ski Area Association (NSAA) and SnowSports Industries America (SIA), as well as resorts like Alta and Jackson Hole, to craft sustainability strategies.

Those trying to create a picture of a future, sustainable version of their own resort won't have to strain too hard, as the main innovations will come in how the resort works as a holistic unit. The classic lodge will still look the same but deep energy retrofits will reduce their energy use by up to 80%.

There will still be snowmaking, but as water accounting (for both quantity and quality) methodologies improve and snowmaking systems become hyper efficient and their application becomes more exact, the net impact on their watershed will approach zero. Water credits may exist much like carbon credits today, benefiting those in a given watershed who are able to use water more efficiently.

There'll be more small-sale wind and solar generating more of the power for the lifts, but where Judy and her team are most interested are the potential for ski resorts syncing under-utilized assets like the backup generators on chairlifts with on-site renewables and the resort's various energy needs to demonstrate and validate the value of grid modernization.

Judy and her team, despite being trained engineers, see the greatest opportunities for innovations not in silicon and steel, but in spreadsheets, business plans and perceptions. Their most successful project to date has been NSAA's Climate Challenge, a novel collaboration where a group of resorts pooled money in order to fund development of greenhouse gas inventory tools specific to ski resorts, set reduction targets and take on at least one project a year each towards that goal. Without the collaboration among supposed competitors, it would have been cost-prohibitive for any one resort to undertake that set of projects.

Judy also co-founded the Colorado Clean Energy Cluster— an economic development organization aimed at growing primary jobs in Colorado in the area of clean energy through formal partnerships between clean energy companies, the public sector and higher education.

Judy Dorsey's vision of a green Colorado is sure to leave its mark on the ski industry. Her accomplishments towards this goal make her a worthy candidate for the Jordan-Reily award.