



## February 2012

### Newsletter of the Canadian Ski Patrol System

#### From the Editor

Frances Norlen [frances.norlen@skipatrol.ca](mailto:frances.norlen@skipatrol.ca)

There is no constant except change and the ski industry is no exception. The weather has been variable across the country with some areas seeing lots of snow while others have been receiving liquid snow or experiencing bone chilling temperatures. Completing on snow training has been a challenge for some divisions.

The Rick Mercer Report visited Camp Fortune in early January to learn how the CSPS promotes safe skiing and to learn some on snow skills. Also in the news was an announcement from the federal government about funding for a national concussion awareness program, something the CSPS, in partnership with BrainTrust Canada, began five years ago. Please take a few minutes to read these stories and more, including news of this year's National Annual Conference's theme *Managing Our New Realities* and the CSPS's new social media policy.

As always, stories sharing your experiences, or compliments or critiques on what you have read, submitted in English or French, are welcome; just email the editor.

The next issue of Patroller eNews will arrive March 1 as spring skiing begins in parts of Canada.

#### Rick Mercer – Patroller for a day

*Editor's Note: This article comes to us courtesy of Ryan Falls ([ryan.falls@ottawa.ca](mailto:ryan.falls@ottawa.ca)) a Gatineau Zone patroller.*

It all started with an email. A Gatineau Zone patroller, more than a year ago and without consulting anyone, sent an email addressed "To whom it may concern" at CBC headquarters in Toronto. Imagine that patroller's surprise when his message in a bottle was answered just before Christmas with "What did you have in mind?" A few emails were exchanged over a week or so and it finally became real when the producers provided height, weight, boot and helmet sizes; The Rick Mercer Report was coming to Gatineau Zone!

Zone VP Marketing Danielle Morneault took the reins implementing a plan for the day. Historic Camp Fortune, at CBC's request, would be the stage and the Canadian Ski Patrol System the players. Assembling her team of planners, led by John Simpson, Danielle proceeded to rough out a crash course to train Rick Mercer to the high standards of the CSPA in just one day. The plan was set: Rick would learn about chairlift evacuation, marking hazards, toboggan handling, CPR, and CSPA hospitality.

While Rick rolled in with a production crew of three, Danielle called in a production crew of 30. While Rick arrived at 8:30 a.m., Danielle's crew started preparing on the early side of six in the morning, January 6.

The deal was made: the CSPA would show Rick a good time, and Rick would show all of Canada that the CSPA was a good time. Given the cost of advertising in this day and age, who could imagine a better deal than a six or seven minute recruiting placement in Canada's most-watched television show in exchange for doing what we do best?

Camp Fortune Patrol Leader Bob Brooks took the male lead, guiding Rick through his day of patroller training, while Danielle took the female lead, informing Rick, and the rest of Canada, who we are, and what we do. Ottawa favourite, Kunststadt Sports stepped up and outfitted Rick from head to toe in our sponsors' equipment, and Ski Camp Fortune provided free use of their resort, facilities, staff, and equipment in every required capacity. With an all-star cast and crew, it was sure to be a smash!

The production process was an exemplary display of cooperation between all parties involved. The day kicked off with a brief planning session, and the decision was made to open by rescuing Rick from a stalled chairlift.

While the RMR crew mounted cameras and microphones to the chairlift, the CSPA crew got set up for the evacuation. After successfully evacuating Rick and Danielle, filmed from the chair, it was time to reload the chair for a second take allowing the crew to film the same scene from the ground.

Safely on the ground, Bob educated Rick on the ins and outs of marking obstacles on the mountain, before returning to the clinic for a barbecue lunch.

The yellow-and-blue clad Rick, doing the tired ski-boot walk that patrollers know all too well; while taking off his snowy helmet, and looking for a place to sit down in the crowded patrol shack, did not look out of place. For that Friday afternoon, one of Canada's top celebrities was just another patroller on shift.

Fed, and with sunlight running out, both crews returned to work on the slopes. The Camp Fortune prop crew did an excellent job outfitting a Resusci-Anne with the latest outdoor apparel to give Rick the chance to brush up on his CPR before loading her into a toboggan for transport.

In spite of his disclaimer "I've only ever been on skis four times, and they've all been for a shoot", and thanks to Bob's coaching, Rick handled the toboggan like a professional, and all three found themselves



Danielle Morneault, Rick Mercer and Bob Brooks in the Camp Fortune patrol room.  
Photo : Philippe Landreville ©

safely at the main lodge with the entire patrol for the send-off. "You're watching the Mercer Report on CBC! Ski Patrol!"

Throughout the day, Rick always had time for his fans. Whether interrupting mid-shoot to say hello, or during a low point in the action for a chat, photo, or autograph, Rick truly is a man of the people.

After a long day on the slopes, the shoot was a wrap. The Gatineau Zone group, hoping to have done the entire CSPPS proud, had one last duty for the day. In true patroller style, Rick joined the patrol in a boots-off beverage, both as an honoured guest, and as an equal.

The Rick Mercer Report, CSPPS visit, can be viewed [here](#).



## **Canadian Ski Council Ski Helmet Policy Statement--December 2011**

*The Canadian Ski Council recommends wearing helmets for skiing and riding. Skiers and snowboarders are encouraged to educate themselves on the benefits and limitations of helmet usage. The primary safety consideration, and obligation under the Alpine Responsibility Code, is to ski and ride in a controlled and responsible manner.*

The Canadian ski industry has invested in all aspects of the sport to make it as safe as possible in an attempt to minimize injuries. However, the sport takes place in a challenging and exciting outdoor environment, which is a large part of why people ski. Helmets can help reduce the risk and severity of injuries in many situations, but cannot prevent injuries when skiers and boarders ski excessively fast or out of control. Skiers and boarders who ignore the Alpine Responsibility Code put themselves, and others, at greater risk.

Ski helmet usage is increasing through education programs and awareness of the benefits of wearing a helmet. The Canadian Ski Council and its member regional ski area operator associations (Canada West Ski Areas Association, Ontario Snow Resorts Association, Quebec Ski Areas Association and Atlantic Ski Area Association) will continue to promote helmet usage and provide educational materials that identify the benefits and limitations of helmets. Helmets are available for rent or sale at all ski areas across Canada. A national website with information on helmets is available at [www.myhelmet.ca](http://www.myhelmet.ca) and in French at [www.moncasque.ca](http://www.moncasque.ca).

The Canadian Ski Council will continue to work with partners in government and other organizations to make skiing and boarding as safe as possible. Educating skiers and boarders about participating safely is the proper solution to minimizing injuries.

The purpose of this memo is to provide additional information to the Canadian ski and snowboard industry about helmets, and their contribution to making the sport safer.

### **1) Canadian Ski Areas and Ski Associations have achieved significant success in promoting helmet usage amongst Skiers & Boarders.**

- Ski helmet usage in Canada increased from 32% in 2002-2003 to 75% in 2010-2011.
- Helmet usage amongst young Canadian skiers & boarders is now approaching 100%: 95.5% of children under 14 wear helmets. Source: Canadian Ski Council

### **2) Ski helmet usage should be a matter of personal choice.**

- We believe that the vast majority of skiers & boarders are capable of making responsible choices with respect to their safety on the ski slopes.

### 3) A ski helmet is only one component of a safe approach to skiing & boarding.

- The *Alpine Responsibility Code* promotes ten safety practices that collectively help maximize the potential for safe skiing & boarding.
- We believe that promoting a comprehensive set of safe skiing & boarding practices is a more effective approach to maximizing safety than legislation of a single safety measure (e.g. ski helmets).

### 4) Ski helmets are only designed to provide protection against lower speed collisions.

- Ski Helmets are certified to provide protection at speeds up to 23 km/h (Snell RS-98 & ASTM). However, skiers & boarders often ski & ride at speeds greater than this.

## Respect the Code



In the past few issues of PeN the National Safety and Injury Prevention Team has been introduced. In their monthly feature they invite every snow slider to take a closer look at the Responsibility Code and what it means to a patroller.

**Who am I?** Cindy LeBlanc ([cindy55@rogers.com](mailto:cindy55@rogers.com))

**What division?** Atlantic West Division

**Where from?** Dieppe, New-Brunswick

**Home ski area?** Poley Mountain

**Why did you join the patrol?** When I first met my husband, he was already part of the patrol. I went skiing with him every time he would patrol and got a chance to see what ski patrolling is all about. By the end of that ski season, I was very interested and joined the patrol the following season.

**Why do you still patrol?** Why not? I LOVE skiing! I made lots of new friends on the patrol, I enjoy meeting new people on the hill. My husband and I became very involved with the System and it became a big part of our lives. I couldn't imagine leaving the patrol.

**CSPS volunteer role?** National Safety Special Projects, Fundy Zone VP Safety

**Alpine Responsibility Code: Observe and obey all posted signs and warnings.**

**So what does this really mean?** THERE IS A REASON FOR EVERYTHING!

It is important to respect all signage and ski area boundary markers. When trails are closed, they are closed for a reason! There could be dangerous conditions, the groomer could be on that trail, there could be bare spots etc. These rules apply to all levels of riders, even to excellent skiers or snowboarders and to patrollers too...don't forget we are role models!

Patrollers are not required to render help to someone who has gone beyond those boundaries. Someone who skis out of bounds or on a closed run could go without aid if it is impossible to get a toboggan or other equipment to them.

The degree of difficulty of a trail is indicated in green, blue or black. A skier or snowboarder is free to choose whichever trail he/she wants as long as they are aware of their abilities to descend that trail.

The trails are also marked with other signs showing direction or giving warnings of danger or closure. Skiers and snowboarders should be aware that warning signs are posted for their protection.

Some skiers and snowboarders might not obey some signs. As patrollers, our duty should be to educate the public about the importance of following these signs. A patroller may need to explain to people why certain trails are closed, what they should be aware of when they see warning signs and the degree of difficulty of a trail, especially for first time skiers and boarders.

**Know the Code-Be Safety Conscious. It is your Responsibility.**

## **Troll Patrol upgrades**

Snow enthusiasts, who enjoy all the action at Troll Resort in Pacific North Division, certainly don't expect to get injured but should that happen, the Troll Patrol is there to aid and assist them. With funds raised at the Ski Patrol's annual ski swap, they purchased a Zoll AED (automated external defibrillator) to be kept at the ski hill. [Read more here.](#)

## **CSPS World Cup and Avalanche Training Week** Ken Lukawy [lukawy@telus.net](mailto:lukawy@telus.net)

Ever wonder what this subject of avalanches is all about? Why is it that about a dozen people a year die in avalanches? What did they do wrong? Are avalanches strictly limited to Western Canada? Why should CSPS members from Saskatchewan, Manitoba or Ontario know a bit about avalanches? Ever come out skiing to Alberta or British Columbia and be awed by that untouched powder just on the other side of the ski area boundary ropes?



If you have ever asked yourself any of the above questions, the CSPS has an opportunity for you! March 5 to 9, 2012 is the second installment of the World Cup and Avalanche Training Week. During these five days, you will get to ski at Lake Louise and Kicking Horse Mountain Resorts, take an Avalanche Skills Training (AST) level 1 course and even, assuming avalanche conditions make it safe to do so, ski one day in the backcountry. The cost is only \$750 per person, double occupancy.

Interested? There are few spots remaining and you have until Saturday, February 4, 2012 to express interest. Details can be found in the [December 2011 issue of Patroller eNews](#) or contact Ken Lukawy, the CSPS National Avalanche Advisor, at [lukawy@telus.net](mailto:lukawy@telus.net). (Pinpoint Probing – photo courtesy of Ken Lukawy)

## **Pacific South Postings**

*Editor's Note: This is the third in a series of articles from division presidents that will appear over the next few issues of PeN to provide information about some of the unique aspects of patrolling across Canada. Thanks to Tom Tull ([tmtull@telus.net](mailto:tmtull@telus.net)) for sharing the uniqueness of Pacific South with the rest of Canada.*

January is here and so is the cold and snow. Financially it has been a rough go for the ski industry since 2009 however a few good things seem to be happening. First there is little snow in the United States, second the snow came early and southern British Columbia didn't experience its usual late November/early December melt. As a result, while there hasn't been as much snow as in past years what has fallen has stayed; the result is quite good skiing. Reports coming from the various places are that ski areas experienced record breaking Christmas seasons. This can only be good news.

On the business front, Resorts of the Canadian Rockies (RCR) has purchased Kicking Horse Resort. All comments that have been shared with me are that this is good news.

In PSD there has been a small drop in registrations last year over this. There hasn't been time to analyze the reasons and significance of this change but this will be done over the next couple of months. All zones indicate that they are doing well and we know the excitement will grow as the snow continues to increase. Having said this, I would also report that numerous events of significance have occurred already this year. These have included avalanches and significant accidents, events that I am sure we will be hearing about in the future.

The PSD Executive has been hard at work distilling a focus that is specific to the circumstances, geography and environment of the industry in our area. More frequently PSD is experiencing requests and expectations to up the bar of the standard of service that is delivered. The Extended Protocols pilot has been extended to buy the committee time to address the challenging journey of provincial recognition.

More specifically, PSD is focusing on improving the effectiveness of recruiting and retention within the division, tightening up areas in education and above all making CSPS services available to the assortment of ski areas which do not presently utilize CSPS services. There is, it would seem, a little known fact that CSPS provides services to less than 50 per cent of the ski areas in southern B.C. Therefore the division is committed to expanding its influence within the region.

As is always the case in these matters, I know that change is a reality and that collectively PSD is doing its best to impact the change to bring about positive results that align with the goals of CSPS.

## **The value of hut-duty**

*Editor's Note: This article comes to us courtesy of A.P. Crawford ([apcrawford@sympatico.ca](mailto:apcrawford@sympatico.ca)) who skis at Dagmar Resort in Kawartha Zone, southern Ontario.*

There are times in the career of almost every patroller that he or she is not physically able to participate fully in the on-snow part of patrol duties. After putting in all the commitment and time to gain/maintain certification, injury or illness is certainly not welcomed. If the patroller's situation permits, hut-duty is the obvious answer.

Over the past several years at my local patrol, we have been blessed with at least one member of our group falling into this category – from our patrol leader one year to a first-year patroller the next. There are advantages to have someone assigned on a regular shift to hut duty. It keeps the individual involved with the group and in many cases is beneficial for recovery – in fact some years ago, one of our patrol suffered a major stroke at an early age. When he was able, he returned to regular assigned hut duty. The routine and continued association with the patrol was credited in large part for the level of recovery he achieved.

Currently we have two hut-duty patrollers for this season – one was courteous enough to make sure he sustained his injury inside the patrol room so that we didn't have to go out and get him; the other suffered a work-place injury that will probably put him out of commission for a while. Both are senior patrollers with much to contribute, even if not dancing down the slopes. By the end of the season, each will probably have been signed in for more duty hours than many of our able-bodied patrollers.

So ... what is the value of having someone who would not otherwise be on regular shift participating from the hut? Walk-in cases can be assessed and treated almost immediately and dispatched. They can help with or do the paperwork – all those wonderful forms that beget more forms with which we are now blessed. If transportation off-site is delayed, the hut patroller can take over patient responsibility, thereby freeing up others to be out on the slopes and trails.

First year patrollers will continue to learn and hone first aid skills by working with the rest of the patrol in similar manner to being out on the snow. A more senior hut patroller can coach and work with new patrollers and share skills. Hut patrollers can also be assigned specific tasks that might otherwise not be completed, depending on physical abilities.

Hut maintenance, keeping on top of supplies inventory including everyone's favourite job of folding triangulars, coordinating resources, working on safety programs and liaising with members of the public all come to mind. The scheduler remembers to assign the hut duty restricted person in addition to the normal outdoor complement required for specific functions such as opening/closing sweeps.

We have found that keeping all members of the patrol involved over the course of the season to the best of their abilities is a win-win. Those unable to don skis or boards retain ties to their patrol and keep skills sharp; the rest of the patrol has extra assistance that lightens the work load. And, best of all, we have retained a valuable member of the team who will come back next season.

## Liquid Snow

Being part of the Canadian Ski Patrol, especially in Eastern Canada, we can often run into liquid snow days and the ski area will still be open. Instead of dreading skiing in the rain, we always find a way to keep dry and still have fun out on the mountain!

Cindy and Mat LeBlanc dressed for liquid snow. Photo courtesy of Cindy LeBlanc ([cindy55@rogers.com](mailto:cindy55@rogers.com))



## **Managing Our New Realities – an update on the NAC 2012**

The theme of this year's conference looks at how to can manage the changes seen within the System and the snow sliding industry over the 70 years of the Canadian Ski Patrol System.

The conference will be held from May 10 to May 13, 2012 in the Delta Kananaskis Hotel, Kananaskis, Alberta. Sessions will focus on education, finance, operations, fund development and communications. The conference will also include the Annual General Meeting and election of the Board of Directors, National Awards Banquet including Canadian Ski Patroller Awards.

Arrive early on May 10 to register beginning at 4:00 p.m., and then prepare to join Calgary Zone members and your fellow patrollers in the hotel pub at 5:00 p.m. for a relaxing drink and visit with old friends.

### **Keynote Speakers**

Keynote speakers during the conference are Kevin Nichol, Director of Risk Management at Gougeon Insurance and Dr. Delia Roberts, President and Chief Research Scientist of FitSafe Solutions Inc.

Risk management is increasingly becoming one of the most important aspects of snowsport area management. In the first keynote address join Kevin Nichol as he presents a primer on managing risk and decreasing liability. Find out exactly what role the CSPS can play with its risk management team, how reporting critical injuries should be done, and what needs to be done with accident site management.

During the second keynote address Dr. Delia Roberts will describe the two year study that evaluated patrols, instructors and lift ops at work, from inception through the sometimes surprising findings of the study, to the outcomes of the implementation phase. She will then present the training program that was designed based upon the study findings, including tips about how simple changes to diet and lifestyle that not only reduce risk of injury while at work, but will also help enhance health and improve on snow performance.

The rest of the NAC unfolds with something of interest for everyone. Members have an opportunity to hear from and question leaders from within the organization who are running for election to the board of directors.

As a follow up to last year's NAC join the Board and Management Committee as they review the activities being undertaken to address the new realities facing the organization from a national perspective. A question and answer session will follow this presentation.

Being a premier provider means the CSPS has to be on the leading edge in the snow industry. Bring ideas to share and take back many more to your zones and patrols. Come and participate in these important discussions that will set new directions for the System.

Plan now. See you in Kananaskis Alberta, May 10 to 13. The draft NAC 2012 Agenda can be found on the CSPS website [here](#).

## **No Provincial Sales Tax in Alberta!**

Will you be coming to Calgary for the NAC in May? Were you aware that there is no provincial sales tax in Alberta?

Maybe you would like to take a few hours for a shopping excursion on your way to or from the Delta Kananaskis.

As you exit the airport you will be directed to Highway 2. If you travel north on Highway 2 you will come to [Cross Iron Outlet mall](#) which is the largest outlet centre in Alberta with numerous stores not regularly found in Canada. You should plan to spend a minimum of 4 hours there.



If you travel from the airport to Highway 2, you can take the Stoney Trail bypass west towards the mountains and along the way you will come to Sarcee Trail. Off of Sarcee Trail, on the north side, is a Costco Store. In Alberta, Costco has a liquor store where you may want to compare prices.

Another stop along the way and close to the University of Calgary and the Alberta Children's Hospital is Market Mall, another great destination for those individuals looking to save sales tax. Leave the airport and go north on Highway 2, west on Stoney Trail to Shaganappi Trail and follow this south until you come to Market Mall on the west side.

There are a lot of opportunities to save the sales tax, so make a plan to come early and enjoy the shopping and there is always something to be found in Calgary or in Banff. For example, come skiing! If conditions allow, Sunshine Village usually stays open until the May long weekend.

We look forward to seeing you at the 2012 NAC at the Delta Kananaskis from May 10-13, 2012. Calgary Zone Committee Chair Jean Rioux, [jean.rioux@shaw.ca](mailto:jean.rioux@shaw.ca)

## **Recruiting Retention and Release**

Justin Lane Pacific South VP Education and Ogoopogo Zone President [cspspatroller@gmail.com](mailto:cspspatroller@gmail.com)

Life can be easier. A large number of the issues that seem to plague the ski patrol are tied to the three Rs, recruiting, retention and release. I've been on the patrol for 11 years and have held several executive positions for the last 10. Here is a little wisdom I have gleaned in organizing groups of volunteers, whether it is a cadre of instructors, an entire zone or any patrol group.

### **Recruiting**

Recruiting is important! The best source of recruiting is high performing current members. The people they recommend also tend to be high performing. With that said, it is very important to recruit people outside of your current social group. If everyone shares a common background you end up unable to see a larger view of the world. In recruiting these people attitude is almost everything. It is generally far easier to teach the skill required to someone who shows up than to get someone who is skilled, but unmotivated to show up.

## **Retention**

Cost and value are not synonymous. Far too often the focus is on controlling the cost of being on the patrol, over which there is limited control as opposed to value the patrol provides to members. Don't abandon working on the costs that can be controlled. However, it is hard to make a strong argument for patrolling by simply adding up the dollar value of the benefits received and subtracting the financial costs of being a member. Where the patrol can compete very effectively is in the value of the experience it provides. Focus on making sure the experience members receive is as positive as possible.

## **Release**

Knowing when to part ways is just as important as recruiting and retention. It can be a matter of a person whose circumstances have changed. It may be better for the person to take some time off than for either the organization or the person to twist themselves into knots trying to make it work. It is far better the person takes some time off while they still have a positive attitude and if it makes sense in the future they can come back.

Where someone is unable to meet the requirements of the patrol, pruning the patrol will only make it stronger. The certifications required to patrol must apply to everyone as it is a question of skill not of the person's like-ability or value to the patrol. They could be the sweetest life member in existence, but neither the patient nor the courts will care if the worst happens and the patroller did not have the skill to help the patient or safely transport them.

In other instances the key is to be fair and being seen to be fair. It should never be personal; it should always be transparent and you need to be able to communicate the rationale for actions taken.

In summary; recruit positive people, give a positive experience and maintain CSPS standards.

**Education** Nancy Askin, VP Education [education@skipatrol.ca](mailto:education@skipatrol.ca)

## **Yukon and Newfoundland Recognized as Advanced First Aid providers**

The governments of Newfoundland and Labrador, and the Yukon have both just recognized the Canadian Ski Patrol System as offering an Advanced First Aid course. Congratulations to Jack Haley and Tim Sellars for putting together the necessary documentation to send to the respective provincial and territorial governments for application for this new Advanced level accreditation.

The accreditations are available for downloading on the shared files on the CSPS web site. If you reside in Newfoundland and Labrador or Yukon, check with your workplace employer. You may now be eligible for an hourly wage increase due to this new accreditation in your region.

## **Brain injuries and helmets in the news**

Through the Public Health Agency of Canada's *Active and Safe* initiative, the federal Government is supporting a number of projects that focus on preventing serious injuries and reaching Canadians in the communities where they live and play. In announcing funding in Ottawa, Minister of State for Amateur Sport Bal Gosal noted that an estimated 90 per cent of severe brain injuries were preventable if parents, coaches and the kids themselves knew more about the risks.

Information provided by his department says more than 40 per cent of brain injuries in children and youth aged 10 to 19 years who get treated in emergency departments are due to sports and recreation activities.

Types of helmets and data on their effectiveness in different situations was recently published in the *Journal of Neurosurgery: Pediatrics*. The article [Performance analysis of winter activity protection headgear for young children: Laboratory investigation](#) highlights the Canadian research being done at the Neurotrauma Impact Science Lab, University of Ottawa and Pediatric Neurosurgery Children's Hospital of Eastern Ontario, Ottawa, Ontario, Canada. The purpose of this study was to evaluate how currently used helmets perform for winter play activities. Additional information about helmet use can be accessed [here](#).

**Communication** Ron Gathercole [communications@skipatrol.ca](mailto:communications@skipatrol.ca)

### **Social Media Guidelines**

As social media is a part of society there is a need for the CSPA to have guidelines in place when CSPA members use social media as a means of communication. The Communications Team worked with the division presidents to develop a set of guidelines to assist in how social media should be utilized within the CSPA. These guidelines can be accessed by clicking [here](#). Please follow these guidelines and if there are any questions or concerns please feel free to contact either your division President or myself.

Craig Taggart, the Atlantic West Division President, provided this excellent advice:

“When it comes to our dealings with the public, it is important to remember that we have to maintain confidentiality. We do not release accident information except to authorized individuals. To do so compromises privacy and confidentiality.

Therefore, it is in this same vein we have to be mindful that it is not appropriate to be posting updates or information on our social networks or texting friends. It might be tempting to write ‘Three accidents already today, WOW!’ However, just remember, you don’t know who might read that or with whom it might be shared.

Communicating about accidents opens up both you and the system for liability issues, and nobody wants that. Texts, BBMs, emails and Facebook notes are all retained somewhere in cyberspace, and can be subpoenaed. So please, when it comes to accidents, debrief with your fellow patrollers. However, put away your cell phone, camera, BlackBerry, iPhone and everything else, and keep the confidentiality.

So rather than message about the accident you dealt with, post, tweet or text about what a great day you had patrolling and how proud you are to be a member of the CSPA.”

**Social Media in Ontario** Guy Stewart President Ontario Division [guystewart@rogers.com](mailto:guystewart@rogers.com)

I am extremely delighted to share the news of the creation of a brand new position on the Ontario Division Executive committee, the Director of Social Media. As one of my executive put it, “Social Media is here to stay.” In fact that is why our National management team with input from the division

presidents worked collectively together to develop the Social Media guideline. Just walk down the street and count the number of people with their Blackberry or iPhone out and watch them thumb typing on these devices. This behaviour and culture is here to stay and what better way to embrace it then proactively taking a leading role.

I am pleased to announce and welcome Veronique Brunet to take on this new role and exciting challenge. Veronique is a first-year patroller who will be rostered at Blue Mountain in Central Zone which is one of the busiest resorts in the province.

Veronique has already developed the Ontario Division [Facebook page](#).

Please join me in welcoming Veronique and feel free to contact her at [veronique.vb.brunet@gmail.com](mailto:veronique.vb.brunet@gmail.com) or post a greeting or an event on the Ontario Division Facebook page.

**Fund Development** Louise Charron VP Fund Development, [funddevelopment@skipatrol.ca](mailto:funddevelopment@skipatrol.ca)

### **Pro-deal with Rocky Mountain Accommodations**

Fund Development is pleased to announce that Rocky Mountain Accommodations has entered into a pro-deal with the Canadian Ski Patrol System that will support our National programs and sponsor various projects with annual gift in kind and sponsorship offerings throughout the duration of the agreement. Rocky Mountain Accommodations is committed to supporting members with preferred pricing for various levels of accommodations that service Kimberly and Panorama ski areas.

Details of the preferred pricing program can be found on the [CSPS website in the member's only section](#).

### **Campaign Launch: National First Aid Manual Sponsorship**

As follow up from the December PeN Article Fund Development is pleased to announce that the National First Aid Manual Sponsorship Campaign is being launched March 1, 2012. There have been some changes in the format of the level of sponsorship available to internal and external partners.

This is a great opportunity for members, zones, divisions and external partners who would like to participate or continue supporting the National First Aid Manual Sponsorship program. There are new ways to support the system with different levels of sponsorship.

National First Aid Manual Sponsorship Campaign Team Members will be in contact with members, zones and divisions in their areas of responsibility with sponsorship information and to provide specific details of the campaign.

Campaign package details and contact information can be found on the CSPS national website. Start planning on creative ways to profile your zone, recognize members in your area, pay tributes to fallen patrollers, or get your ski areas and local industry partners involved.

If you have any questions, concerns, comments or suggestions regarding Fund Development programs, initiatives or articles posted (current or past) please feel free to contact Louise at [funddevelopment@skipatrol.ca](mailto:funddevelopment@skipatrol.ca).

## Repeat announcements

### Topics sought for 2012 Zone Presidents' Meeting at the NAC

National Conference Coordinator Kathy Little ([4klittle@bellaliant.net](mailto:4klittle@bellaliant.net)) is seeking agenda items and topics for discussion at the 2012 Zone Presidents' Meeting, which will take place as part of the National Annual Conference in Kananaskis, Alberta.

This is the prime opportunity each year for zone presidents to bring forward ideas for discussion and to help guide and shape the system. Do your part and help make the CSPA a better organization. Early submission is encouraged so that answers can be researched and provided. This is important especially if the topic is complex.

Please note: The minutes from the 2011 Zone Presidents' Meeting, held May 28 at the National Annual Conference in Winnipeg, can be seen [here](#).

### PeN RSS Feed now available

Is reading the entire issue of PeN when it comes in each month too much? Prefer smaller bite-sized pieces, one article at a time to a computer, smartphone, iPad, iGoogle page, Google Reader, or FeedReader? Welcome to two new bilingual CSPA blogs; one for patrollers and one for patrol executives, management and presidents. Sign up for the RSS feed on just one blog or both.

Where can these two blogs and these very easy feeds be found? Go to the national website at [www.skipatrol.ca](http://www.skipatrol.ca). There are links to each blog on the home page. Then, to subscribe to the RSS feed, simply follow the instructions on the welcome page of each blog.

Please pass the word, tell all your fellow patrollers to sign up, and happy reading.

### Avalanche Clothing Update

The [2011-2012 flyer from Avalanche](#) is now available. Please note that the official jacket, shell and vest must be ordered by your zone through CSPA national office. Other items in the flyer may be ordered by any patroller.

## SAVE THE DATE!! National Annual Conference (NAC) May 10 to 13, 2012

[Delta Lodge, Kananaskis, Alberta](#)

Attendees are responsible to contact the Delta Lodge directly by March 26, 2012 to reserve the CSPA special conference rate of **\$135** (single or double occupancy) plus applicable taxes. Identify yourself as being with the **CSPA group** to secure this rate. The hotel will release rooms on hold after this date and may increase the rate. **For reservations call 1-800-268-1133** [More details are here](#)