

## May Newsletter

Eight months ago, we embarked a journey to make Lake Louise Ski Friends better than ever with the goal of building on the successes of previous years. I can say that, with your support, we accomplished a lot this season. Highlights include.

- Developing a manageable uniform ordering process that will leverage LLSR purchasing power.
- Creation of a rookie mentorship program to better integrate new members into Ski Friends.
- Improving engagement with LLSR leadership.
- Changes to the Daily Report to better reflect the needs of LLSR.
- Excellent feedback from our guests!

The journey will never end. Ski Friends will continue to evolve, to respond to the ever-changing needs of our guests and to the resort. Speaking of evolving, I am pleased to confirm that the Board has approved the following rookies as full members.

Rod Sheldrake, June Kwak (Weekends), John & Gail Follis (Monday), Philip Ziegler (Tuesday), Kerry Hilderman (Wednesday), Alastair Stewart (Thursday), Glen Charabin (Friday).

I would like to recognize Larry Kopstein for his hard work and dedication in successfully recruiting these folks. This task will now fall upon Bob Flowerday for the next two seasons. If you have anyone you think would be interested in joining Ski Friends, please reach out to Bob ( [Flowerday.robert@gmail.com](mailto:Flowerday.robert@gmail.com)).

I would also like to recognize our upcoming 2025- 2026 Board of Directors, Officers and Committee chairs.

- Executive
  - Sven Gebhardt (President), Derrick Wildi (President – Elect), Nancy Ruiter (VP Ops)
- Officers
  - Kezia Robertson (Registrar), Jeff Dashkin (Treasurer), Kathryn Winkler (Secretary)
- Day Directors
  - Steve Moran, Glenn Jelinski (Weekends), David Sarles (Monday), John Cardiff (Tuesday), Cathy Cornfield (Wednesday), Linda Laursen (Thursday), Kezia Robertson (Friday).
- Committee Chairs
  - Carol Hays – Website, Bob Flowerday – Training, Colleen Whelan – Wellness Coordinator, Linda Hall Cardiff – Stores, Margaret McQuiston- Historian, Cam Tram- Social Media, Awards Chair to be confirmed.

Special thanks to departing members including Day Director's Roger Hodges (Weekend), Wendy Keegan (Monday) and Larry Kopstein (Training). Appreciate all that you did to support Ski Friends.

Alex Hendrix confirmed that the Ski Friend Survey results are in and will be shared at the fall AGM. I'm also pleased to share that the Board has approved that the annual dues will remain at \$180. Expect registration for the upcoming season to begin early June. Fall AGM date has not been finalized but expect confirmation soon. Time to now rest and relax as we have so much to look forward to next season. Can't wait!

Below is link to uniform washing instructions found on our web site.

<https://skifriends.ca/wp-content/uploads/2025/04/SF-uniform-washing-instructions.pdf>

2024 -2025 Tour Stats

Month	Black	Double- Blue	Blue	Blue- Green	Green	Heritage	Grand Total
Jan	285	215	360	155	43		1058
Feb	365	387	472	226	74		1524
Mar	509	497	652	403	113		2174
Apr	257	204	196	145	22		824
May	13	3	5		1		22
Nov	6	21	45	31	10		113
Dec	184	93	245	123	61	1	707
Grand Total	1619	1420	1975	1083	324	1	6422

Day	Black	Double -Blue	Blue	Blue - Green	Green	Heritage	Season Total
Sunday	209	123	238	112	79		761
Monday	228	241	309	171	96	1	1046
Tuesday	188	257	279	226	27		977
Wednesday	256	251	364	156	25		1052
Thursday	267	234	350	138	34		1023
Friday	270	207	239	172	5		893
Saturday	201	107	196	108	58		670
Season Total	1619	1420	1975	1083	324	1	6422

- March continues to be our busiest month year after year
- Monday, Wednesday and Thursday our busiest days
- Collectively, blue tours dominate, but black tours second largest group
- Guest count slightly lower than previous season (6738), but higher than previous two seasons.
- Over 60,000 guests served since 2011!!