

envisioning a nordic paradise, then making it happen

—by Gary Sprung—

Crested Butte has a long tradition of nordic skiing excellence, dating back to the 1880s. But these days the nordic skiing business is growing increasingly competitive and tradition and good terrain are not enough. As the current decade began, some of us saw that Crested Butte's *potential* was far greater than its reality.

Our efforts began in 1981 with a feeble try at tracksetting with an inadequate machine. By the next year, we had a decent snowmobile and an eight kilometer track on The Bench. Then the tracks grew longer, while our sights scanned more broadly.

We are the Telemark Capitol of the World and we could see that the touring here is amongst the best in the world. And our nordic downhill skills are drawing more and more people to the top of nearby backcountry peaks. Though our track system was small compared to giants like Devil's Thumb and Royal Gorge, it was a good start and could

expand into our exciting expanse of excellent track skiing terrain.

Why not market our strengths and attract the rest of the skiing world to the wonders of Nordic Crested Butte?

For several years, many expressed frustration that our downhill ski resort, the site of the telemark reinvention, did not recognize and strongly market our obvious virtues for nordic skiers.

Now, we can earnestly declare that things have changed at CBMR. Communications Director Bob Gillen worked with *Ski X-C* magazine to produce a major section on nordic Crested Butte. The article should hit the stands this October and we're hoping it will draw many visitors here. It served to galvanize the Nordic Council organizers and we committed to get our act together.

I'm particularly excited about our brochure. It will have four-color printing and contain fine photographs by local photographers. The brochure will include a

clear, comprehensive map of our track, now up to 30K. The writing will stress our multiplicity of nordic skiing opportunities. We will mail it to several thousand people and distribute it at many locations here and around Colorado. Central Reservations will include it in their mailings. CBMR is paying the lion's share of the brochure costs.

The Council plans to triple participation in the Crested Butte Alley Loop race, which will again happen on Presidents' Weekend in mid-February. We're searching for a major sponsor who will finance expanded marketing of this unique event.

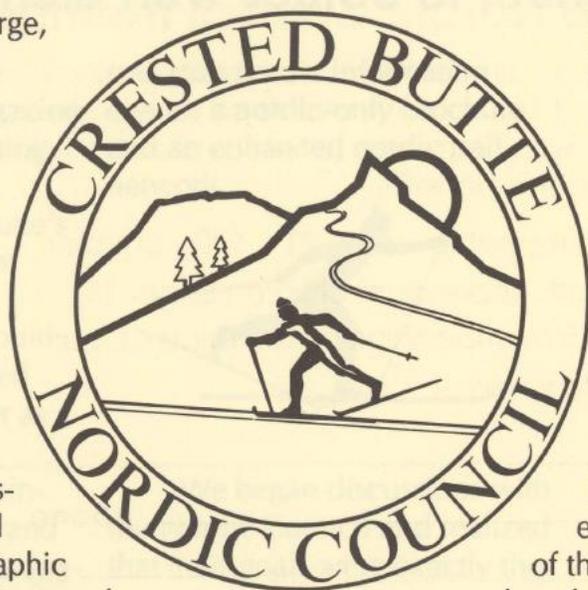
Eventually, we hope to link together the tracks in Crested Butte, Mt. Crested Butte and Skyland; to bring more collegiate racing to the area; to market all the private nordic businesses together; and to expand the skiing season into November and late April.

We hope to soon earn a well-deserved reputation as one of the five best nordic skiing destination resorts in America.

a new logo...

Laurie Borkovec won \$100 for designing this winning entry in our logo contest.

With our new efforts to widely market Nordic Crested Butte, the Nordic Council realized we would need a graphic symbol that could instantly denote who



...for a new group

we are and what we're about. We asked contestants to come up with an idea that would show our multiplicity of nordic opportunities: our great touring, resort telemarking, well-groomed tracks and backcountry mountaineering. A tough order! We're proud of the job she did for us. And thanks to the other contestants for their fine entries.