



## MRG 2020 Candidate Statement, Photo, Brief Bio & Questions

**Name:** Barclay Rappeport

**Current town/state of residence:** Waitsfield, VT

**Preferred contact (by shareholders):** email:  
barclay@madriver.com



**Brief Bio:** I was lucky enough to be born into a skiing family. The daughter of a pair of ski patrollers, I started skiing as soon as I could stand. The love that grew from there led me to college in Maine where I earned my Level 3 PSIA and subsequently became an examiner for PSIA-E and a Level 200 USSA coach. Being in the right place at the right time brought me to Marker Dalbello Völkl ski company, where I've skied under the guise of 'work' for over 25 years. #Girlwithatrucktour and MDV Project Elevate (elevating women in the sport of skiing!) takes me to tons of fun ski areas throughout the country spreading the fun and love of MDV products. Married to a ski patroller, raising twin boys, coaching at Mad River Glen, and serving on the board of this iconic ski area fill my days outside of the 24/7 world of eCommerce for Marker Dalbello Völkl USA. I fully believe that any day outside is better than a day inside.

## **Candidate Questions:**

### **1. What brought you to Mad River Glen initially? What keeps you coming back today?**

MRG is about the people. The community and the people are what make it special; it is safe to let young our kids ski alone, worthwhile to hitch-hike up 17 on a powder day, and a delight to be here on a Fish Fry Friday in the heat of the summer. The skiing is great but, to me, MRG is MUCH more than skiing.

I was born and raised a skier, growing up in Cazenovia, New York and skiing in a place with two rope tows, a T-bar that ran when it felt like it, and a 4 hole outhouse. It made me a lifetime skier. I met my husband, Josh, at the Boston Ski Show, and, when we married, his wedding gift to me was a share in MRG. I will admit that the thought of being a ski area 'owner' made me giddy! I've worked at several ski resorts through the years and have called many of them home. No place, though, has a community and people that rivals Mad River. It's where we taught our kids to ski; a place we have slid down, hiked up, skinned up, danced at, celebrated and sometimes grieved at.

### **2. Why are you running for the board? What strengths would you bring the Board and to the Cooperative? Is there an officer role or committee chair in which you'd be interested in serving sometime during your tenure?**

With the current leadership, there are amazing opportunities on the horizon. To be a part of this process is a great privilege and one that I would undertake with the utmost respect for the mountain and the Co-op owners. I spend my weekends at MRG coaching ski racing. I am a certified ski instructor and coach. My day job is in the ski industry and involves a variety of tasks; from ecommerce management to communicating with a network of 250 ski pros to managing fleets of skis and trucks. I'm known as the go-to person in our company. I am skilled at seeing the path to success, even if it's convoluted at times. I have a deep knowledge of the ski industry and the unique challenges that face our industry on a daily basis. I believe my skills will bring a perspective grounded in the ski industry to the board.

### **3. The co-op has entered its third decade. We have new leadership and are undertaking a significant philanthropic campaign. Where do you see the co-op in five years? Ten years? What is your vision of the Board's role in this future?**

The ski industry is shrinking. Combined pass structures and collective ownership of mountains has brought interesting challenges. Mad River has a niche and a brand that is craved by those overwhelmed by larger resorts. I would love to see the Co-op grow and strengthen over the next five to ten years, and see MRG become a leader in getting important things done in a simpler manner. To me, the board is the guiding body of the Co-op. Its job is to listen to the management and use its collective experience to help it grow and to insure that it is sustainable into the foreseeable future.

**4. Based on the environmental and economic changes impacting our industry, what do you see as MRG's greatest challenges and opportunities?**

The entire ski industry and our way of life is threatened by the ever changing climate and economy. People value the experiences they are exposed to so much more these days and MRG provides a much needed outlet to stressful lives. We have a great opportunity in front of us as we grow into the next phase. Our forest management program is undergoing an update, our infrastructure is receiving some much needed TLC and upgrades and we are poised to head into the next few years in a strong position. Recently I met with some industry professionals who had never been to Mad River Glen. They professed however, a love for 'the way you all do things over there' – because the heritage and vibe hasn't been lost through the years.

**5. Now that the campaign is being wound down and plans to renovate are in progress, what do you see as the next opportunity or challenge for the Co-op.**

Certainly the upcoming summer season will be exciting! While our summer business has been growing nicely, there will need to be many accommodations made to keep everything running smoothly during the construction season. I hope to help this process along by remaining a strong advocate for the community that IS Mad River Glen.