



MRG 2020 Candidate Statement, Photo, Brief Bio & Questions

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Candidate Statement & Brief Bio:

Mad River Glen has been an integral part of my life for as long as I can remember, from my days playing on the slide in the Cricket Club to my 25+ years as a ski instructor. This mountain is my home and this community is my family, and that will never change.

Over the last three years, I have had the pleasure to serve on Mad River Glen's Board of Trustees. I have joined several committees, not the least of which is the Facilities Committee where we are working on the biggest project in the mountain's history. Getting the opportunity to literally help build the future of Mad River Glen has been an honor and I hope to be able to see this project through to the end.

I am eager to continue to represent the Mad River Glen community as a member of the Board and apply my love for and knowledge of this mountain to any future projects that come to light.

Please feel free to contact me with specific questions or comments:

therealmegsevents@gmail.com.

Thanks in advance for your consideration.

Brief Bio

Harwood Union High School, class of 1995

Boston University, class of 1999

Current fulltime resident of Moretown, Vermont.

Meg's Events

Owner, 2008 to present

Meg's Events plans and organizes dozens of events annually, small and large, private and public, across the state of Vermont and beyond.

Mad River Glen Cooperative

Ski Instructor, ski seasons, 1994 to present

Teaching both Alpine and Telemark skiing to all ages and abilities.

Board Member, 2017 to present

Serving on the Facilities, Finance and Communications committees, among others.

Candidate Questions:

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

My family has long history at this mountain – my parents met here and my sister and I were basically raised on these slopes. I've have been lucky to ski and work at other areas, but none of them have had the same impact on me as Mad River Glen – not even close. I love this mountain and our unique culture and I plan to be a part of this community for as long as possible!

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?

During my first term on the Board, I joined several committees, not the least of which is the Facilities Committee where I am the Liaison to the Board and work directly with the Chair. We are in a critical phase of the biggest project in our mountain's history. I have worked hard to help make sure these massive plans are fiscally responsible, have long-term integrity and stay true to the essence of our beloved mountain. I want to see this project through to the end! My work on this project has undoubtedly equipped me to continue in this role and any others that arise.

3. The Co-op has entered its third decade. Where do you see the Co-op in five years? Ten years? What is your vision of the Board's role in this future?

Being on the board for our current General Manager's first few years has reinforced the importance of having a strong but open-minded board, working collaboratively with management. My hope for the next five to ten years and beyond would be that Co-op continues to work *cooperatively* with management so that our mountain can find the balance between keeping things the way they are and staying relevant. I would like to see the board continue to build sound and progressive policies that give management a clear understanding of shareholders' desires so they can use this knowledge to inform their decision-making.

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

While I have been on the Facilities and Finance committees, we have thoroughly examined the current environmental and economic challenges faced by ski areas and how they impact MRG specifically. We came to that we need to better/consistent conditions to stay open, and we need to attract new skiers to our mountain.

With this information, management was then able to make calculated changes to our snowmaking and grooming efforts that have significantly reduced mid-week closures, despite rough weather. We now have a well-priced season pass for the key 18-29 year-old demographic that has resulted in a bunch of new, young faces regularly ripping around the mountain. The upcoming renovations have taken into consideration the growth of our community and applied as many environmentally sound decisions as we can afford. We also are working to update our Forestry Management Plan and other creative ways to combat future environmental and economic challenges.

These challenges are likely to evolve, but so long as we evolve too, we can literally build platforms on which our future generations can stand.

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?

We have made great strides to attract new skiers because they are truly the future of our mountain. We are working to make sure the next generations not only learn to love and appreciate our mountain just as we do, but that the mountain is able to accommodate them, inside the Base Box as well as on the slopes. Next we have to look at ways to 'get with the times' without losing our soul.

One might argue that in the age of multi-mountain passes and fancy heated lifts, our little co-op is at a disadvantage. However, I would argue that our ability to stay true to our heritage – *to stay single* – is our best weapon against future challenges, whatever the future has in store for us.