

2018 In State Candidate for Mad River Co-Op Board of Trustees

Candidate Statement

It's 5am on a typical winter Saturday for me. I'm up early so I can tune a couple of pairs of skis (would have done this last night, but it was Fish Fry Friday at G Starks and I couldn't resist!), get some work done (eComm never sleeps) and get the kids and myself to training at Mad River Glen Ski Club by 8am. I'll spend the day coaching with the U8 program. If my

kids are lucky, I'll remember to slide them some Mad Money so they can get lunch, but otherwise, I hope they'll take a few runs with me at the end of the day. They're old enough and independent enough on the mountain but they still let me ski with them (phew!) I'll spend the rest of the weekend at a U12 race next door, then will pack up and be off to Okemo and Stratton for the rest of the week for a ski retailer event and on-snow trade show. 'Work in the Ski Industry!' they said. 'You'll get to ski a ton!' they said. Truth is, I get most of my skiing time at Mad River Glen on the weekends. My day job as Promotions Coordinator and eCommerce Manager with Marker Dalbello Völkl USA, keeps me hopping 24/7 during the season.

I've been lucky to work in the ski industry all my life. I started coaching and teaching skiing at age 16 and parlayed that into a college degree in Ski Industries/Business, a stint as a PSIA examiner, three 'summer' seasons down under in Australia, and a career with MDV. I work with ski pros across the country daily and have the privilege of traveling to ski areas around the country (#forwork). I'm stoked for the opportunity to share my experiences in the industry with the future of Mad River Glen. This is an exciting time and I do hope you'll let me take part in the next steps for the Co-Op and the mountain.

Please feel free to contact me with any questions: barclay@madriver.com.

Barclay Rappeport

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Brief Bio

University of Maine at Farmington class of 1990 – Certificate in Ski Industries
Fulltime resident of Waitsfield, Vermont since 1998.

Marker Dalbello Völkl USA

Promotions/Ecommerce, 1994-Present

Responsible for sales support and multi-channel eCommerce.

Mad River Glen Cooperative

Volunteer coach, U8 program, 2012-Present

Board Experience

High Fives Foundation Board of Industry, 2027-Present

Waitsfield School Board member, 2015-Present *board has been replaced by HUUSD super board

Mad River Valley Soccer Board member, 2015-Present

Albin Family Foundation, 1998-Present

Mad River Path Association Board, 2003-2006

Barclay Rappeport – 2018 In State Candidate, Mad River Glen Co-Operative

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 to being a Trustee? 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 ensure that it is sustainable into the foreseeable future.

4. We are half way to the goal of \$6.5M with the Preserve Our Paradise capital campaign. What are you prepared to do to ensure the campaign meets its goal? How can you help the campaign succeed between now and April 2019? What role do you see philanthropy playing in the Co-op's future?

Philanthropy is a large part of our future and I don't see us achieving the needed infrastructure upgrades without it. I believe the campaign could go beyond our shareholders to seek funding from corporate sponsors. My work experience in a major ski company will enable me to help seek out and structure corporate sponsorships that potentially can help us meet our campaign goals and provide lasting revenues to keep us sustainable. Mad River Glen has a great brand that people admire. We can, I believe, leverage that strength to help us meet our financial goals.