Brad Noble  
Out-of-State Candidate  

**MRG 2019 Candidate Statement, Bio & Photo**

**Name:** Brad Noble  
**Residence:** Arlington, MA

My wife Kari and I have 2 boys, Will (11) and Owen (8). We are Montclair Ski Club members and shareholders. I grew up skiing at Mad River Glen with my parents and our surrogate family at MSC. I introduced Kari to MRG when we were dating and though she wasn’t a skier at the time, she fell in love right away. It was her idea to get married in the Valley, and she was a champion of us getting our boys involved in the ski program, which has been so rewarding for our kids and for us.

Professionally, I’ve spent the last ten years leading product design and brand development for software companies, two of which were acquired. One by IBM, the other by a competitor. Both offered valuable lessons about leadership, especially leading people through change, which often requires leaders to keep people focused on the things that must not change. I do my best work when I believe in the mission, and there’s no mission I believe in more than the mission of the Co-op at MRG.

![Brad Noble](image)

**Candidate Questions**

1. **What motivated you to run for the board?**
   Working as a Preserve Our Paradise campaign volunteer the last few years has been more rewarding than I expected. I’d like to the energy I put into raising money as a volunteer toward the ongoing community advocacy, planning, and execution required to see the campaign through to fruition, up to and beyond when the campaign comes to an end.
2. What brought you to Mad River Glen initially and what keeps you coming back today?
I first skied Mad River when I was 3 yrs old, in 1978. Though I was young, that day carries for me two lasting memories:

1. According to family lore, as we were leaving the Cricket Club for the mountain, I looked up the hill and proudly proclaimed, “Good morning mountain, I’m going to ski you today.”
2. That day, the top of the double was socked in. My mom’s bright yellow ski pants were my only comfort as we made our way down Fox. As we turned left onto Easy Way, her yellow pants disappeared. With tears in my eyes, I learned for the first time a lesson I’ve drawn from ever since: pick your head up and keep going.

These memories are lasting because every day at Mad River reminds me of that first day—is like that day—even now, some 40 years later. There is no place I feel more excited to arrive, more inspired to explore, and more humbled as I make my way.

In a time when attitudes are drifting toward comfort and complaint, Mad River remains as it ever was: a place to celebrate the beauty of things that are hard. What a gift. Our sons are in the Freeski and Devo programs. They’ve got me beat by a year—they’ve been skiing off the lifts since they were 2.

3. What is your opinion of the Preserve our Paradise Campaign and its goals?
I’m a big fan, and I’m involved. As a campaign volunteer, I’ve talked to more than 100 people about the campaign, and raised money from more than 50. From old friends at ski clubs, to new friends on lift rides and around the Basebox, I’ve seen people go from skeptics to contributors to advocates. Some of those people have given more than once. Perhaps more importantly, every single conversation yielded another person more aware of how Mad River Glen works, and why being informed and engaged is essential to the future.

I’m feeling good about my chances with the other 50, too, because there’s so much obvious progress to build on. Not only with funds raised but also with money spent on key priorities that everybody shares, starting with the skiing experience.

The work to-date showcases the many positives in the working relationship between the Stark Mountain Foundation and Mad River Glen—sound planning and prioritization, collaboration, and quality execution—which tells me that our progress so far isn’t luck, and there’s more material progress sure to come.

4. If you had an agenda item you’d like to accomplish during your term what would it be?
I’d like to drive more community involvement and engagement. Yes, there are already a number of vehicles for that, from the campaign to shareholder meetings to skiing together even on the most rugged days. My experience with the campaign, however,
tells me that we’re not yet doing everything we can to turn passionate Mad River Glen skiers into advocates.

I believe the next phase of the campaign—when we move into the design stages of the base area renovation—has the potential to accelerate things. It’s so visible, and so integral to everyone’s experience at the mountain. I’d like to take advantage of that opportunity to bring people in. Not only for feedback in the design phase itself, but also, afterward, in the way people experience our history, our community, and our mission.

5. Over the history of the Co-op what are the things that stand out to you that have worked well and where do you think there is room for improvement?

The Single Chair and Preserve Our Paradise campaigns are highlights. Both have brought people together in unique-to-Mad-River ways. Finding and landing Matt Lillard has also turned out to be a big deal, and one that I hear people talking about as a positive due in large part to the changes everyone sees and appreciates around the hill. These are obvious accomplishments. Perhaps less obvious but no less important is that the Co-op has been able to hold on to the people who are as essential to the experience of Mad River Glen as the mountain itself. It’s no small feat that the patrollers and the lift operators and the smiling people who run the Basebox are here year after year.

One thing I’d like to see reinvigorated is the sense of community and competition that the ski lodges used to enjoy together. There is a flicker still present, but there’s more the mountain can do to better engage the clubs and there’s more the clubs can do to better advocate for the mountain.

6. What ideas or experience can you contribute to the ongoing efforts of Mad River to improve its environmental sustainability.

I’ve been working in communications and design for my entire career. I’d like to put that experience to work to help emphasize Mad River’s approach to environmental sustainability. There’s an enormous amount of work already being done to enable and celebrate this work, but my experience on the campaign, advocating on behalf of these investments, tells me that there’s more to do, in more visible ways.

7. With the inconsistent snowfall that we have been experiencing what ideas do you have on how to drive additional revenue to the Co-op?

I’d like to find ways to drive more people to get season passes. In my experience, engagement with a ski area radically changes for people who become season pass holders. Pass holders find all kinds of excuses to come up to the mountain, no matter the weather. Folks who don’t have passes find all kinds of excuses to stay at home, head home early, or ski somewhere else.

This may not sound like a groundbreaking idea, but I can speak from experience as a pass holder, and a friend of other pass holders, that having one is what turned Mad
River from a place we skied and loved to a place we call home. There’s something to be said for home, especially in the context of the many ways ski area conglomerates and agglomerations are encouraging skiers to move around.

Mad Cards are a proven strategy for revenue, and I’m not knocking them. I know a number of skiers and families who are reticent to use them, however, for fear of wasting them on days that aren’t ideal. Strangely, those less than ideal days are just important as the ideal ones, because those are the ones that build the long-term, nuanced, familiar relationship that is unique to the Mad River skier and the mountain.

I believe we can do more to close the gap between a couple Mad Cards and season passes. To welcome in a new way the family who once bought a couple Mad Cards but feared using them, and the families who buy season passes and ski at MRG all the time, and call it home.