Carol Pierce  
In-State Candidate  

MRG 2019 Candidate Statement, Bio & Photo

My family and I have been avid Mad River Glen skiers and homeowners for many years. We are homeowners since 1972. My husband Al Pierce has been a ski patrolman since the early 1960's and I have been skiing here since 1969. We’ve raised many skiers at Mad River, primarily my son and granddaughter but many nieces, nephews, assorted exchange students and numerous friends and family members who continue to have a close connection to Mad River.

We are passionate about the Mad River community and the preservation of Mad River Glen. We are now Vermont residents. Five (5) members of the Pierce family are Shareholders.

I have worked with the Preservation Campaign, ‘Preserve Our Paradise’, during the Awareness phase, hosting meetings and the identification of and solicitation of potential donors. Most importantly, we are fully committed donors.

I am a trustee for the Paul Berzatzy Ski Scholarship program which funds youngsters in the Mad River Ski School Seasonal Junior Program.

I was the president of our Condo Homeowners Association for 12 years.

I served as President of the Oakland, New Jersey Education Fund and Oakland Education Association for 12 years.

The last 35 years of my professional career has been focused on:

- Organizational Development
- Community Organizing
- Negotiations and Bargaining
- Contract Interpretation
- Legal Advocacy and as a Consultant to employee associations dealing with structure and organizing.

I am recently retired and I look forward to spending time focusing on the Mad River Co-op.
Candidate Questions

1. What motivated you to run for the board?

After many years of travelling to and from the Mad River Valley, we have decided to make Vermont our permanent home. I now have the time and proximity to devote to Board projects and obligations.

2. What brought you to Mad River Glen initially and what keeps you coming back today?

I met my husband, Al Pierce, at a ski club meeting in 1969. He was a MRG Ski Patrolman. I learned to ski at Mad River, we got married, raised our family and never left!

3. What is your opinion of the Preserve our Paradise Campaign and its goals?

The Preservation Campaign, POP, is doing a fantastic job and I am ‘all in’ with their goals and objectives.

4. If you had one agenda item you’d like to accomplish during your term what would it be?

Ski clubs bring many skiers to the mountain, many who remain loyal MRG skiers. I’d like to consider reaching out to the ski clubs for a closer connection. I’d also like to see greater participation of Shareholders in committee work.

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 original organizing of the Co-op was an amazing accomplishment. The POP campaign is another example of an outstanding organizing achievement. I believe we can identify what resources already exist and work to identify new useful resources moving forward.

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

I would like to see the Mad River become more energy self-sufficient exploring how to use solar power.

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 explore more year-round experiences and activities on and at the mountain. I believe we can create closer connections with shareholders and the general public which will ultimately lead to an increase in additional revenues.