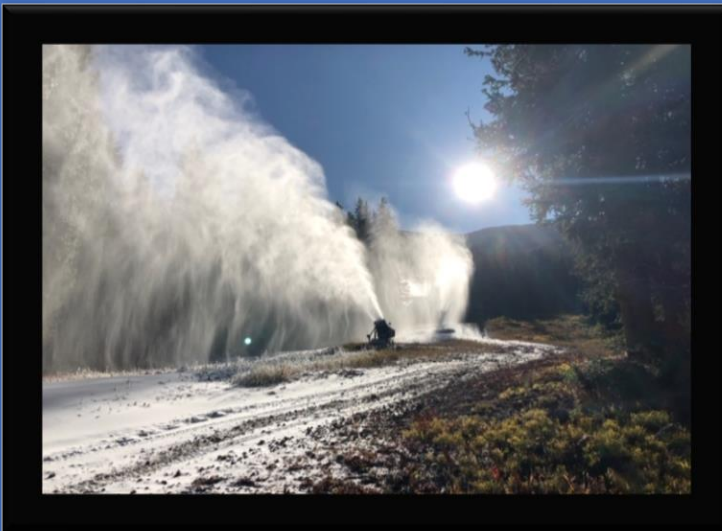


# LERT Newsletter

October 2019

## LERT Families (EMSC & SMBA),

October is here and we are excited to see the new snow in the mountains! On-snow training for the alpine team is just around the corner, and our SMBA mountain bike fall program is starting to wind down after an amazing fall season of riding. SMBA riders and families are encouraged to check out the winter programming, with teams ranging from Jr. Race, Big Mountain, Devo, Snowboard Carve, Freestyle, and Alpine Core. This season's EMSC coach line-up brings the most experience, enthusiasm and excitement for the sport! EMSC has one of the strongest and talented group of coaches in Colorado, who are all on board for a tremendous winter season!



## EMSC News

Staff and athletes continue push hard with dryland training, and coaches are working at the mountain to stage Bnet on the Chute arena for training later this month. Throughout the mountain, snow guns are in position and ready to fire around the clock to further prepare the training slopes. Lead snowcats drivers are in position to

## Freeride/Freestyle Team News

The season is just around the corner and snow is on its way! I am super psyched for all the amazing things happening! We have dryland in full swing at Progresh, orientation coming up on November 14, the Sample Sale this week, the silent auction event on November 10 before the

## SMBA News

The 2019 fall SMBA fall team has spent the last few weeks enjoying the crisp air, colorful aspens, and sounds of crunchy leaves on the trails around Boulder County and Nederland. As we wrap up of the fall session, we're already getting excited about new adventures planned for the 2020 season. Stay tuned for updates on

work the new trailcut on Bonanza to ensure an additional training venue for the team this season. The momentum and overall support from the various departments at Eldora is unprecedented – which collectively ties into our athletes making the most of each training session. Important membership meetings will touch base on elements for the season, while EMSC will further provide opportunities for parents to meet with staff on race calendars, specific events (qualifiers) and the overall pipeline (journey) for the sport. Athletes have benefitted from additional training resources ranging from tuning clinics at HEAD Skis headquarters in Boulder, to character building conditioning sessions at the Alpine Training Center, along with yoga, mental skills training and goal setting. The Team is prepared to go 100%!

**LERT's key mission over the years has focused on the key theme of Building Champions in Sports and in Life.** Our coaching staff (EMSC & SMBA) together bring the valued experience and inspiration to teach the athletes the ***"HOW" to become Champions***. Consistency, Persistence, Hard Work, Learning from Failure, Positive Attitude, FUN and embracing the challenge and sacrifice for the journey towards athletic excellence in sport, directly transfers to success in life. **The athletic journey takes years to cultivate, reinforce and thrive.** Our staff is committed to see the progression through the pipeline of development for the athletes which will take them to new heights within the sport. **All In – No Shortcuts – Lead by Example!**

Guns are blowin' up at Eldora, Loveland, and A-Basin and we're gearing up to start skiing! The U-14+ dryland programs are in full blast and we've started our goal setting sessions with athletes to nail down where we want to be in one year, three years, and five years with our skiing, physical fitness, as a team, in school, etc. Coaches are looking

showing of Warren Miller's "Timeless" film, and our team spots are filling up!

Please keep an eye out for the comp/season calendar coming next week! We have a very exciting season ahead and I want to make sure that it is as seamless as possible so please reach out with any questions and always read your emails!

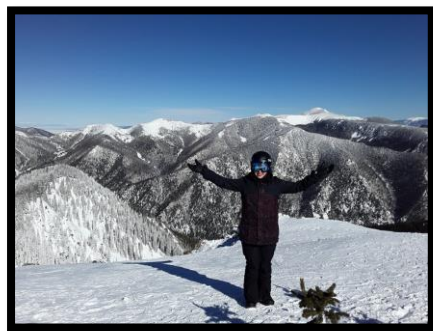
[lex@lertprograms.com](mailto:lex@lertprograms.com)

720-364-3641

We are proud to share that Catherine Darrow, a snowboarder in her 5th season with EMSC, has been invited to the [2020 Freeride Junior World Championships](#) in Big Mountain Snowboarding.

Catherine is excited to represent her team, her community, the state of Colorado, and The United States of America at the World Championships in Austria.

Catherine's family and coaches are working hard to raise funds to make this dream a reality. Let's help this awesome young lady represent LERT Programs on the world stage! Visit her [GoFundMe](#) to find out more or inquire how a tax exempt donation to LERT Programs can help Catherine achieve this goal.



For Questions please contact:  
Rachel Celesta  
Assistant Office Manager  
[rachel@lertprograms.com](mailto:rachel@lertprograms.com)

### **FUNDRAISING NEWS**

Fundraising and sponsorship are critical elements to the overall success of LERT, further providing support for programming, coaching, equipment, operations, training, consistent fees.

mini adventure trips, epic rides, and races planned for the 2020 spring and summer programs! Keep an eye out for a few Q&A sessions this winter.



We are wrapping up our 2019 SMBA Raffle that will be held after our last ride Sunday, Oct. 20<sup>th</sup>. Be sure to get all your tickets sold and entered into a the in house raffle to win a FREE SMBA session!

SMBA photo galleries are located here: [2019 SMBA Photo Galleries](#)



**Thank you SMBA for another great season!**

### **Rebranding**

We have chosen a new logo! With an overwhelming victory the logo below is the new EMSC logo!





forward to getting on snow soon and we hope to see more people at dryland as we continue to get strong for the season!



## Jr Race

Oktoberfest is now in Full Swing and I hope all athletes are "Full-On" into Fall sports in preparation for ski season. I wanted to share with all families our tentative race schedule (This should be the final but it won't be finalized until 10/13 at our meeting):

**1/12/20 GS at Eldora** Skills Quest  
Straight run to side slip to edge set  
**1/26/20 GS at Ski Cooper** Skills  
Quest Straight run to side slip to edge set  
**2/9/20 Kombi at Keystone** Skills  
Quest Pole Jumpers  
**3/8/20 Parallel SL at Eldora** Skills  
Quest Outside Ski Turns  
**3/21/20 Girls Championships at Winter Park** Skills Quest Free Ski with Pole usage  
**3/22/20 Boys Championships at Winter Park** Skills Quest Free Ski with Pole usage

Here is some important US Ski and Snowboard information for you all:  
**Please renew or sign up for your athletes USSA License before October 15th at 5pm MST. Prices will increase after 10/15/19 at 5pm. Register at [usskiandsnowboard.org](http://usskiandsnowboard.org)**

1. When registering your athlete **U12 and under** for a USSA Competitors License this season all U8, U10 and U12 age groups are under "U12 Competitors License" Cost \$75
2. All U14 athletes will sign up for the Competitor U14 License Cost \$100
3. For **All Jr Race U16 athletes** you will have the ability to purchase a "Non-Scored

**October Fundraisers** are critical to support athlete training initiatives, staffing, equipment resources (gates/bnet...), and afterhours training on Chute (Lights on Chute). The annual **Sample Sale** is an excellent example where our membership can greatly contribute to the overall success of the event through volunteering, marketing (word of mouth), and supporting our vendors (amazing deals on high quality items and gear!). Furthermore, help us kick off the season in style on **November 10<sup>th</sup>**. **EMSC will partner with The Post for our 2<sup>nd</sup> Annual Colder in Boulder Season Kick-Off Party followed by the showing Warren Miller's "Timeless" Movie (5PM) at the Boulder Theater. Everyone is invited to the season kick-off party at The POST, LERT/EMSC/SMBA and Alumni!**

We are also planning our Colder in Boulder Season Kick-off Party and Silent Auction for November 10.  
**Any donations of items for the silent auction or as door prizes are welcome and greatly appreciated!**

## Supporting our partners!

The Alpine Training Center has been a long-time partner of EMSC & SMBA!

The Alpine Training Center is a strength & conditioning gym in Boulder that focuses on training for outdoor sports. On September 30th they started running our Dryland Ski Program for Alpine Skiing. The focus is leg & core strength & endurance for the first month then onto power endurance & plyometrics for the second month.

Our alpine team has been hosting dryland training at the Alpine Training Center for many years and we are super psyched to partner with them! They are offering our members a great opportunity to join the center and **"TRAIN WITH PURPOSE"**! EMSC members & coaches will receive a discounted monthly fee

Say goodbye and farewell to our old logo, that has been representing the club, for many moons and say hello to our fresh new look!

## Save the Date

Please take a moment to mark your calendars with key events coming up this Fall.

## Sample Sale-2 DAYS!

**October 11 –**

**5:00 PM-8:00 PM**

**\$20 Entry Fee per family**

**October 12 –**

**9:00 AM-2:00 PM**

**\$10 Suggested Donation**

**2545 Central Ave, Boulder CO 80301**

## Orientation

**October 24 – Core Orientation**

**6:00 PM-8:00 PM**

**Millenium Harvest House**

**1345 28<sup>th</sup> St., Boulder, CO 80302**

**November 10 – 2<sup>nd</sup> Annual Colder in Boulder Season Kick-off Party!**

**1:00 PM-4:00 PM**

**Silent auction, door prizes and more!**  
**\$50 tickets include food and beer!**

**Warren Miller's Timeless – Team Matinee**

**5:00 PM**

**Boulder Theater**

**2032 14<sup>th</sup> St. Boulder, CO 80302**

**November 14 – Jr Race, Devo-All Mountain, and Freeride/Freestyle Orientation**

**6:00 PM-8:00 PM**

**Millenium Harvest House**

**1345 28<sup>th</sup> St., Boulder, CO 80302**

**November 15 – Eldora Announced Opening Day 2019-2020 Season!**

**December 11 – EMSC will be partnering with The Alpine Training Center to "Take Back Winter", a yearly fundraiser for Protect Our Winters (POW). This will be the 4th year of the event and with the help of EMSC we are hoping to make it the biggest yet! On Wednesday Dec. 11th, throughout the day, co-ed teams of 4 challenge each other on the SkiErg. Each team has 20 minutes to accumulate as many meters as**

Athlete" membership instead of a "Competitor U16" which saves \$70. Cost \$100

If you have questions regarding registering with US Ski and Snowboard, programming, equipment or schedules please go direct with me [eric@lertprograms.com](mailto:eric@lertprograms.com) or feel free to shoot me a call 720-308-1427.

I look forward to seeing and meeting you all at our **Jr Race Orientation!**

### **"Coat A Coach" Campaign**

As you might be aware- we are getting new jackets this year- not just for athletes- but also for our stellar coaching staff! Lex has been working really hard on this front and this is a really exciting time for EMSC. Our current coaching staff is one of the best in the country (One that is hard to build and has been in the making for several years!) and we want to be able to highlight our team culture, new logo, and awesome staff around the world with these new jackets!

With that being said, we'd love to be able to get everyone on the staff a jacket that they can use with our new logo so that we look like a unified front on and off the slopes. We're reaching out to see if your family, business, or someone you know would be interested in sponsoring a jacket(s) for our coaches.

With a \$250 donation, EMSC will offer one work credit, though every \$\$\$ counts, therefore all donations are welcome. As we continue to build a strong culture at EMSC, any help you can give is always greatly appreciated, therefore thanks in advance.

The jackets will be at the EMSC booth at the sample sale to view and direct donations can be made by check, written to Eldora Mountain Ski Club, and will be collected by Trish Klomhaus or Rachel Celesta.

of \$150 (regularly \$170). For questions or for sign-up instructions please email Connie Sciolino at [connie@thealpinetrainingcenter.com](mailto:connie@thealpinetrainingcenter.com)



### **Communication / Admin News / Membership**

As communication / lists are often tied into our registration systems, if members elect to "opt out" of club news (example: fundraisers), they will then no longer receive updates on behalf of LERT for either EMSC or SMBA programming. Should you have questions, please contact our office directly to ensure you are receiving the most up to date, recent information from our organization and staff.



possible. Each team pays \$125 to be part of the challenge and each member receives one raffle ticket. Wednesday evening, starting at 7pm, there will be an afterparty at the gym where all teams are invited to come see where they stack up! There will be food and drinks provided followed by a raffle, which has been called one of the best in Boulder! We finish the evening with an announcement of the amount that we have raised for POW and for the first time ever, a portion of the money raised will be donated to EMSC!

Email Connie Sciolino at [connie@thealpinetrainingcenter.com](mailto:connie@thealpinetrainingcenter.com) for sign-up and more info.

### **Give Back!**

Please also remember to connect your King Soopers account to our organization to continue the support! 5% of all your purchases go back to the club.

Click link below to Login or Create an account. Use KS card # or your alternate ID, usually your phone #. Once your account is created, go to Savings & Rewards, click on King Soopers Community Rewards.

In the search field enter our name, Lake Eldora Race Team Association or JX838 and click on enroll.

**It's that easy!**



We are also introducing the reloadable \$5 Safeway card. Purchase a Safeway card from EMSC for \$5 that has \$5 loaded on it and then reload as needed. 5% of all your purchases go back to the club! 0



A **HUGE** thanks to all our sponsors new and old! We couldn't do it without your continued support and generous donation!

If you know a potential sponsor or would like to become one, please reach out to:

[lex@lertprograms.com](mailto:lex@lertprograms.com)

(720) 364-3641



## Lake Eldora Race Team Association

Mailing Address:

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Boulder, CO 80301

[info@lertprograms.com](mailto:info@lertprograms.com)

(303) 447-8014

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