



Ski MEISTER

Alf Engen Ski Museum Foundation
Utah Olympic Park, Park City, Utah



NEW VIRTUAL SKI JUMP EXPERIENCE TAKES OFF PAGE 2



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A Grand New
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SPRING 2015

ALF ENGEN SKI MUSEUM

MUSEUM VISITORS 'JUMP WITH JOY' ON NEW VIRTUAL EXPERIENCE EXHIBIT

By Mike Korologos

Visitors to the Alf Engen Ski Museum at Utah Olympic Park near Park City are jumping with joy – literally.

That's because of the one-of-its-kind "Alf Engen's Take Flight" Virtual Ski Jump, an exhibit that gives guests the sensation of flight, much like Engen did in 1934 when he broke his own world record on legendary Ecker Hill that's just about a kick-turn away from the museum.

The exhibit was unveiled before a celebratory crowd on Nov. 19, 2014, a day labeled as a "milestone day for the museum" by David Vandehi, chairman of the Alf Engen Ski Museum Foundation, which operates the venue. Ceremonies also included remarks by Alf's son, Alan. He and his wife Barbara provided the seed money for the privately funded exhibit.

Designed and installed by JDHgroup of Ogden, Utah, the jump experience has visitors stand on a platform looking at a screen displaying the view down the launch ramp of the Olympic Games-sized ski jump that is adjacent to the museum. As the interactive gaming programming unfolds, the screen shows the motion of an actual jump while the platform sways giving the skier/visitor the sensation of descending the ramp, including weight changes, takeoff movements and even a breeze in his face.

The motions of the skier/visitor on the platform control the view on the screen and determines points, which are flashed on the main screen. This feature invites groups to compete for high scores and compare their points with the day's best, which also is displayed on the screen.

The exhibit takes photographs of the participants in action, photos that can be sent directly to Facebook so guests can transmit their museum experience with acquaintances anywhere in the world.

During the ceremonies, Alan related the close ties of the museum with the nearby Ecker Hill, which drew crowds in excess of 15,000 in the 1930s to watch the world's premier ski jumpers. Those legendary competitors included his father whose name the museum carries and who is widely considered the father of powder snow skiing.

The virtual jump joins the "Virtual Ski Experience" exhibit at the Museum. Installed last year, this feature has visitors seated in a quad-chair which rocks, rolls, bobs and jerks in synchronized motions to scenes on a nearby screen that shows videos of paragliding off Alta's Mt. Superior and a bobsled ride on the park's bobsled/luge track that was used during the 2002 Olympic Winter Games.



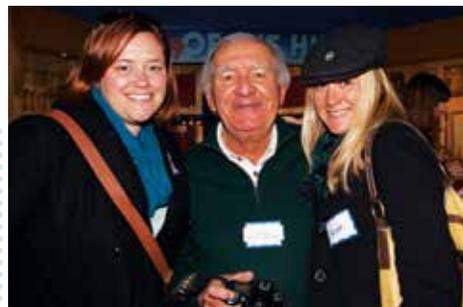
Interactive Ski Jump Exhibit



Joel Hall (JDHgroup) and Alan Engen

THANK YOU TO OUR MANY DONORS FOR MAKING THIS EXHIBIT POSSIBLE

- Alan and Barbara Engen
- Alf and Evelyn Engen Endowment Fund
- Fischer Sports USA
- JDHgroup
- Park City Community Fund
- PCMR Legacy Grant
- Park City Rotary Club
- Quinnovate
- Rossignol, North America
- Summit County RAP Tax Grant
- Utah Division of Arts & Museums



Mike Korologos (museum board Vice President) with two museum fans, Stephanie Pierce, left, and Nicole Murano at exhibit ceremonies



MUSEUM'S LATEST ATTRACTIONS

2014 OLYMPIC WINTER GAMES HOMETOWN HEROES EXHIBIT

The Alf Engen Ski Museum installed a Hometown Heroes (2014) exhibit featuring local Olympians who achieved medal success at the Sochi Olympic Winter Games. The accompanying photo shows crowds admiring the exhibit's Housing and Olympic artifacts and watching the flat screen TV featuring Olympic footage from each of the athlete's Olympic triumphant competitors.

ATHLETES FEATURED:

- TED LIGETY – *Gold medalist - Men's Giant Slalom*
- STEVEN HOLCOMB – *Bronze medalist in both two-man and four-man bobsled*
- SAGE KOTSENBURG – *Gold medalist - Slopestyle Snowboarding*
- JOSS CHRISTENSEN – *Gold medalist - Slopestyle Skiing*
- DANIELLE UMSTEAD and guide ROB UMSTEAD – *Bronze medalist - Paralympic Alpine Skiing, Super Combined*



Guests enjoying Hometown Heroes Exhibit

THANK YOU TO OUR DONORS FOR MAKING THIS EXHIBIT POSSIBLE

Park City Community Fund • Park City Mountain Resort Legacy Grant • Park City Rotary Club • Summit County RAP Tax Grant • Utah Division of Arts & Museums

THE 'BARBARA ALLEY COLLECTION - 30 YEARS OF SKI FASHIONS'



The Barbara Alley Simon – “Fashion through the Ages” exhibit instantly became a popular crowd pleaser. The collection of 65 ski fashion outfits - apparel, accessories, and equipment that Barbara Alley donated to the Alf Engen Ski Museum – date from 1968 to 1998 and showcase the evolution of ski fashion as well as developments in ski apparel technology. The prized collection highlights major fashion trends of each era’s prevailing style from the bell-bottoms of the 1970s, to the bright neons of the 1980s and the highly technical designs of the 1990s.

Barbara Alley is regarded as the “First Lady of Ski Fashion.” Videos of Barbara’s ski fashion shows from the 1970s through the 1980s enlighten and entertain guests daily on a flat screen TV.



David Vandehi (museum Board President) welcomes crowds to the exhibit opening



United States Ski and Snowboard Association Vice President, Tom Kelly, emceed for the unveiling event



Barbara Alley Simon, left, Alan Schoenberger, Suzy Rytting admire fashion fads of yore



Dad helps daughter at Virtual Ski Jump Exhibit

ALF ENGEN SKI MUSEUM



JDHGROUP WINS AWARD FOR ITS WORK ON THE MUSEUM'S NEW INTERACTIVE EXHIBIT!

By Coty Creighton, Creative Director

The Alf Engen Ski Museum is always striving to jump further and higher with our exhibits in the museum, endeavoring to offer more compelling and dynamic ways to educate and entice our visitors. In 2013 we continued our great partnership with JDHgroup, a creative Utah company that specializes in creating unique, state-of-the-art digital and dimensional experiences. Initially we collaborated on the "Virtual Ski Experience," which continues to enthrall riders daily. In early 2014, we were honored when the exhibit received Silver award recognition for "Best Museum Environment" in The Event Design Awards, recognizing the best of the world's exhibits and how they are reinventing experiences.

With the success of the "Virtual Ski Experience," our focus turned to other installations that could use a touch of modernization, particularly our old marble ski jump machine! So we once again collaborated with JDHgroup on creating an over-the-top update.

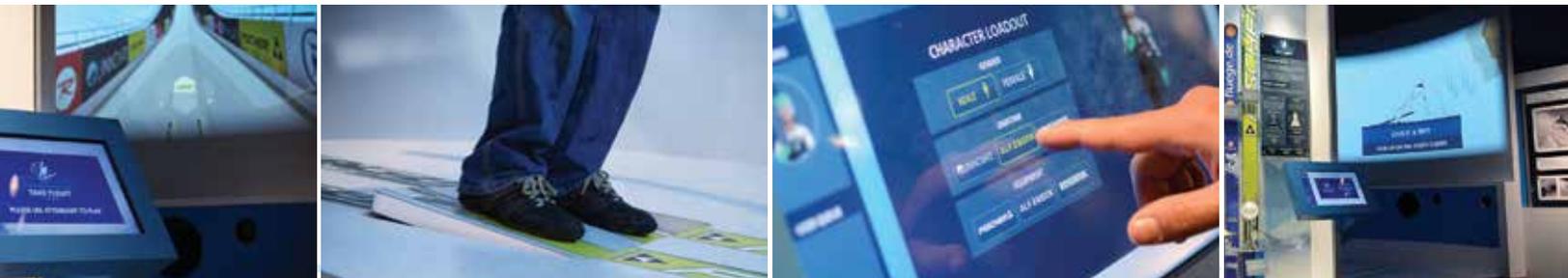
"Alf Engen's Take Flight" virtual ski jump was the solution! A virtual representation of the K120 jump at Utah Olympic Park, "Take Flight" is an interactive ski jump experience allowing visitors to become virtual Olympic athletes! Standing atop a custom platform after customizing a digital avatar through a touch screen interface, users move as an Olympic ski jumper would, leaning forward, backward, and side-to-side in order to directly manipulate their in-game

character. The resulting jump is displayed in first person perspective, in real-time, projected on a large screen in front of them. At the peak of the jump, a photograph is snapped, capturing the elated faces of the would-be athletes. This is then uploaded directly to the official "Alf Engen's Take Flight" Facebook page. This provides a great way to share the fun and also generate awareness and traffic to the Alf Engen Ski Museum. Wind generators, a vibrating base, sound effects and social media integration make it a truly innovative experience.

"After trying out the new virtual 'Alf Engen's Take Flight' ski jumping experience exhibit, I can say that it far exceeds my initial expectations. I am certain that my father would feel the same way about it. He was always supportive of anything offering the general public a safe and enjoyable way to participate in the ski jumping sport he loved. In my opinion, this exhibit accomplishes that...and more."

~ Alan K. Engen

"Take Flight" is a one-of-a-kind adventure; recreating the speed, adrenalin and fun that a professional ski jumper experiences. It is the closest representation to ski jumping without actually strapping on a set of skis and sliding down the slope with reckless abandon! Hundreds of museum visitors have already tested their skill and taken flight, with countless more expected to jump up to the challenge. But the icing on the cake, like fresh snow, is that this new exhibit has been awarded Gold for "Best Museum Environment" in The Event Design Awards 2014. Being honored two years in a row is quite an achievement! We hope that the partnership between The Alf Engen Ski Museum and JDHgroup will continue to create more energetic and progressive exhibits, garnering many more accolades. Both the "Virtual Ski Experience" and "Take Flight" are on display and open to the public during normal visiting hours, so come and experience the thrills!



Close-ups detail features of Alf Engen's Take Flight exhibit.

MORE UPGRADES TO THE ALF ENGEN SKI MUSEUM! UP NEXT... A NEW GRAND ENTRANCE

The Alf Engen Ski Museum is proud to present...the next phase of our museum upgrade! Phase I, completed in 2013, features the "Virtual Ski Experience" exhibit; Phase II, completed last year, presents the "Virtual Ski Jump" exhibit and now Phase III (2015) is the "Entrance to Museum Exhibits." The Foundation is in the process of grant writing and fundraising for this \$62,000 project. Museum policy requires securing of funds prior to any museum upgrade.

This newly proposed project will dramatically increase the visitor experience in a unique mix of the latest technology in museum fixtures and interactive displays. Currently, when you walk into the museum

through the main entrance, the first thing you see are artifacts from Ecker Hill, story boards and DVD for the "Silver Ore to White Gold" exhibits and an Alf Engen mannequin flying in the air.

Tying the entrance to the first two completed phases of the museum will give the visitor a better flow and more visual information, which will be presented interactively with a touch screen kiosk and high definition TVs. This introduction to our museum will utilize rare and historic photos, graphics and videos to tell the story of two of the most influential people in the ski industry in Utah – Joe Quinney and Alf Engen. We will also be renovating the "Ecker Hill Ski Jump" and the "Silver Ore to White Gold" exhibits located in the entrance.



Current museum entryway



Proposed grand entry

INTERMOUNTAIN SKI HALL OF FAME ADDS FOUR

Thursday, September 25, 2014

Four new members were inducted into the Intermountain Ski Hall of Fame, which is housed at the Alf Engen Ski Museum. To accommodate a record crowd, the ceremonies were held at the United States Ski and

Snowboard Association Center of Excellence in Park City. Inductees were John Aalberg, Wilby M. Durham (deceased), Spencer Fox Eccles and Harold Seeholzer (deceased).



John Aalberg, center, with museum board member Dr. Greg Thompson, left, and emcee Larry Warren



John Durham accepts award for his father, the late Wilby M. Durham



Philanthropist and honoree Spencer F. Eccles acknowledges applause from the record crowd



Nancy Seeholzer Lauritzen accepts award for her father Harold Seeholzer, with Dr. Greg Thompson, left, and Larry Warren, right

ALF ENGEN SKI MUSEUM



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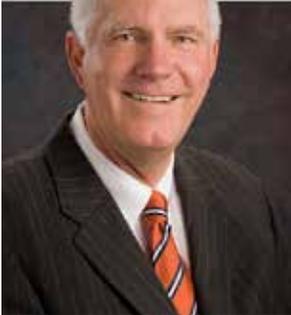
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CHAIRMAN'S LETTER

By David L. Vandehei



Over the last two years we have updated the Museum with new exciting exhibits. They have strengthened our position as a "must see" for visitors. The new exhibits, which have been enthusiastically received, have also continued to fulfill our mission statement of preserving skiing history. Much appreciation goes to those that have made this financially possible.

This year, 2015, will also bring a new exhibit to the entrance of the museum. The Board of Directors of the Alf Engen Ski Museum Foundation has approved new graphics and videos to give visitors an improved way to understand the significance of the two men that we honor for their impact on winter sports in the intermountain region. Alf Engen and Joe Quinney will not be forgotten for their contributions.

Alf Engen, at the age of 20, left Norway as a ski hero in 1929 to start a new life in America. For the next 58 years, Alf had an unparalleled influence on skiing locally and internationally, from coaching the Olympic Ski Team to Director of Skiing at Alta. In 1999 he was chosen as a Utah's "Athlete of the Century."

Joe Quinney, born in Logan, Utah, in 1892, was to become a prominent attorney and a ski advocate as he associated with skiers from the Norwegian community. He helped form the Salt Lake Winter Sports Association and was instrumental in establishing Alta as a ski area. He was inducted into the National Ski Hall of Fame to become a true ski pioneer.

Before the museum was opened in 2002, a logo was presented to and accepted by the Board – a "Q" to honor Joseph S. Quinney and a soaring Alf Engen silhouette in the center of the "Q". Both men are honored for their contributions and dedication. Further, their contributions and dedication to winter sports will live on through the sparkling new entrance to the Alf Engen Ski Museum in the Joe Quinney Winter Sports Center at Utah Olympic Park.



**ALF ENGEN
SKI MUSEUM
FOUNDATION**

INTRODUCING NEW STAFF MEMBER



Heidi Smart, *Museum Operations Manager*

Heidi Smart comes to the Alf Engen Ski Museum with 20 years of experience working at the University Health Science Center and Shriners Hospital educating and supporting children and families. She graduated from the University of Utah with a Bachelor of Science in Human Development/Family Studies, met her husband Tom, and made Summit County their home. In her free time she enjoys skiing, hiking, biking and horseback riding. She enjoys working with the staff at the museum and will continue to support a productive, positive environment.

Ski MEISTER

A publication of the Alf Engen Ski Museum Foundation
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engenmuseum.org

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Inquiries, questions, or submissions of press releases and articles of interest for the Alf Engen Ski Museum Foundation newsletter are welcome. Send correspondence and newsletter submissions to the Foundation office.

DIRECTOR'S LETTER

By *Connie Nelson*

Appreciation – is the word to describe 2014. Thanks to generous donors, grantors, volunteers, staff and JDHgroup three new exhibits were installed and are now being enjoyed by thousands of visitors. Over the past few months our museum has educated and entertained up to 1,000 guests in a single day and 300,000 for the entire year! Thanks to our skilled, friendly and knowledgeable staff, we have received rave reviews by all who have enjoyed our virtual exhibits and experienced our interactive exhibit.

Some of our highlights made possible by grants, donors and members over the past year include:

- **Launching** our second virtual exhibit - "Alf Engen's Take Flight" - a simulated ski jump replicating the athlete's perspective from Utah Olympic Park's K120 Olympic Ski Jump.
- **Hometown Heroes Exhibit** - This exhibit was unveiled at the same time as the ski jump exhibit and features four local Olympians that medaled in the 2014 Sochi Winter Olympics - Steven Holcomb (bobsled), Sage Kotsenburg (slopestyle snowboarding), Joss Christensen (slopestyle skiing) and Danelle Umstead (paralympian).
- **Completing** the new exhibit entitled "Fashion Through the Ages" featuring a collection of vintage ski wear from the 70s, 80s and 90s. Barbara Alley Simon donated 65 complete vintage ski outfits from her ski fashion shows.
- **Skiing History Week** - Our museum helped the International Skiing History Association host one week of activities, skiing and awards March 31 - April 6, 2014. We hosted some of the functions here at the museum and produced a fashion show.
- **2014 Intermountain Ski Hall of Fame** - The museum inducted four ski pioneers into the Intermountain Ski Hall of Fame on September 25, 2014 at the USSA Center of Excellence. Inductees included John Aalberg, Wilby Durham, Spencer F. Eccles and Harold Seeholzer.
- **Educational Field Trips** - This year (2014-2015) we have booked out our Educational Field Trip Program with 32 registered schools. This program would not be possible without the continued support from Summit County Recreation, Arts and Parks (RAP) Tax Grant, Park City Sunrise Rotary Club and the Marriner S. Eccles Foundation and our amazing docents. We are proud to have our docents' names and year they started at the museum featured in the adjacent column. We welcome new docents Doug Yeaman, Chipper Leonard and Jim & Laila Tedford.
- **New Exhibit** – Entrance to Museum Project – "Joe Quinney," "Alf Engen," "Ecker Hill" and "Silver Ore to White Gold" exhibits will all be refreshed to reflect the look and feel of the rest of our new exhibits and to install new technology in interactive displays.

In line with the "appreciation" theme, I would like to personally thank all of the donors and grantors that have made last year the best year yet in terms of new exhibits and upcoming exhibits. I would also like to thank the Board for their years of support and never-ending pursuit to make this museum the best it can be. Our current staff, docents and board members demonstrate excellence in customer service and pride in our museum. Docents, you are the life-blood of this museum. Thank you! I am so proud to be a part of this amazing museum!



Alf Engen Ski Museum Docents

- Judy Brophy (2010)
- Joyce Cossin (2009)
- Melanie Dutcher (2009)
- Barbara Engen (Founder)
- Ute Fowler (2002)
- Marit Glenne (2013)
- Marilyn Jameson (2012)
- Chipper Leonard (2014)
- Ann Miller (2010)
- Rusty Martin (2014)
- Ray Miamiidian (2003)
- Janis Pierce (2014)
- Fred Rubinfeld (2008)
- Suzy Rytting, Jinx & Brian Strout (2002)
- Dan Steffen (2011)
- Jim & Laila Tedford (2015)
- David & Susan Vandehei (2002)
- Mary Ann Vennett (2003)
- Henry Wythe (2002)
- Doug Yeaman (2014)

IN MEMORIAM

- Deedee Corradini - (1944 - 2015)*
- Mel Dalebout - (1928 - 2014)*
- Cleone Eccles - (1935 - 2013)*
- Earl Holding - (1926 - 2013)*
- Stormy Lupus - 1943 - 2013)*
- Cal McPhie - (1923 - 2014) Intermountain Ski Hall of Fame member (2006)*
- Ted Seeholzer - (1932 - 2013)*

THE FUTURE OF THE CENTRAL WASATCH MOUNTAINS IS IN YOUR HANDS

MOUNTAIN ACCORD SEEKS PUBLIC COMMENT ON PROPOSED BLUEPRINT

By Laynee Jones

Utah's Central Wasatch Mountains and canyons are a vital natural resource for more than one million nearby residents and visitors. However, continued population growth in Salt Lake, Summit and Wasatch Counties means the availability of efficient transportation, clean air and water, recreation resources, and environmental sustainability will be compromised unless steps are taken now to balance these competing and overlapping demands.

Mountain Accord is an unprecedented collaborative effort of more than 20 local, state and federal stakeholders and private entities that have come together to address these demands and plan for the future. It truly is the first effort of its kind to have so many diverse entities and interests working together to create a long-term action plan with the best interests of the Central Wasatch as a whole in mind. The group is proposing a Blueprint to preserve the Central Wasatch Mountains and their valuable resources for generations to come. It sets the framework for land preservation, a regional trail network, and transit improvements in the canyons, including mountain rail and improved bus service to connect urban centers with recreation hubs.

The proposed Blueprint is the result of more than a year's work to make critical decisions and implement solutions for a modern, environmentally sustainable transportation system, responsible stewardship of natural resources, quality recreation experiences, and a vibrant economy. Organizations like Ski Utah, Save Our Canyons, Salt Lake County, Salt

Lake City, Park City, Utah Transit Authority and United States Forest Service, among others, have seats at the table and a strong influence on the way this proposed Blueprint moves forward.

The Blueprint proposes focused, transit-oriented development at key economic centers and recreation hubs, as well as beginning an Environmental Impact Statement (NEPA) to evaluate mountain rail and bus options from Salt Lake Valley through the canyons to Park City, connecting these centers. Fixed-guideway transit (transit in its own right of way, not caught in traffic) and transit-oriented development are proven to make a real difference in congestion, air quality and quality of life. Mountain Accord's proposed Blueprint is taking those benefits into consideration and is designed to responsibly shape the way we grow and develop.

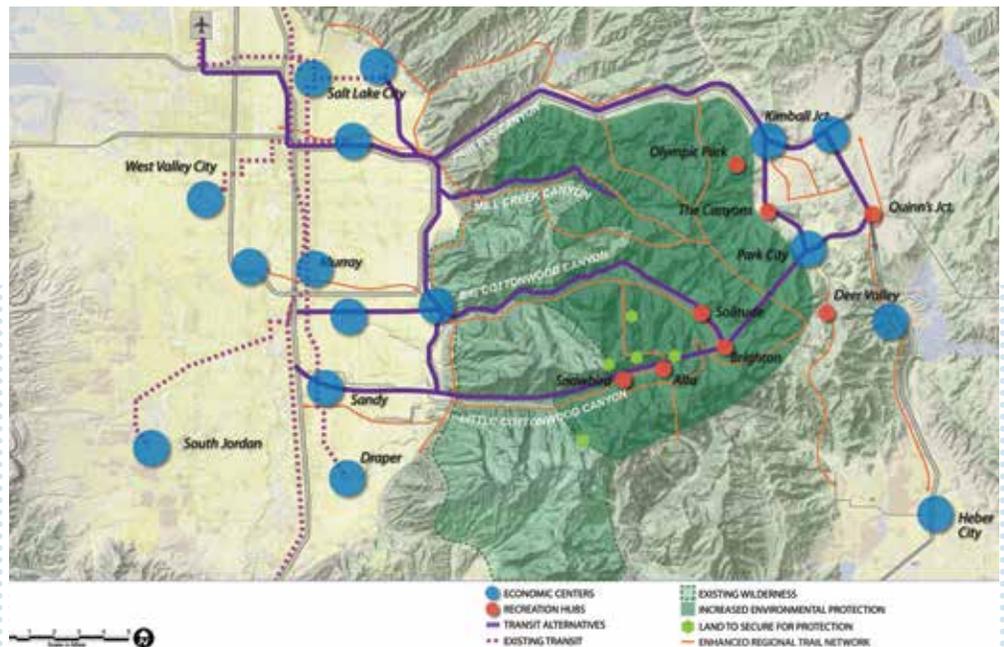
We need your collective experience as skiers and outdoor enthusiasts to weigh in on the Blueprint. Did we get it right? Don't miss this opportunity to make a difference. The success of Mountain Accord and the way it moves forward and develops relies heavily on fair and balanced feedback from many perspectives. We're looking for meaningful feedback from all groups, disciplines and passions – including the skiing community. Only then can we be certain that the record truly and accurately reflects what is important to the public as a whole and how well the Blueprint addresses Mountain Accord's goals. Check out the full Blueprint at mountainaccord.com and tell us what you think!



Little Cottonwood Canyon – clear day



Little Cottonwood Canyon – inversion day



Map depicts Mountain Accord proposed blueprint



RENOVATION OF FREESTYLE TRAINING POOL TO MAKE A BIG SPLASH AT UTAH OLYMPIC PARK

Utah Olympic Park is constructing a new Freestyle Training Pool with a completion scheduled for June 1, 2015. The original training facility was built in 1993 and its design did not reflect the progression of today's freestyle, freeride and snowboard disciplines as will the new facility.

The complete renovation will feature combined in-runs that will almost double the number of ramps. This feature will allow for 60-70% of the ramps to be used at any one time, increasing the current 10-30% usage. To allow for even more training the park is installing a new light and sound system to accommodate increased demand for night time training.

Replacing deteriorating materials with new metal support structures will minimize both safety hazards and long-term maintenance costs. A state-of-the-art sparge bubble system will increase the overall safety and usability of the pool.

Simultaneous to the ramp renovation project, the pool will be considerably upgraded. The expanded pool basin will accommodate both the longer trajectories of the new ramps and provide a permanent home for the Psicobloc climbing wall. The pool and ramp renovations are scheduled to open in June, 2015.

Exciting times are at hand at the Utah Olympic Park!



UTAH OLYMPIC PARK'S FREESTYLE POOL WILL BE THE WORLD'S PREMIER AERIALS TRAINING SITE.

After more than 20 years of helping train elite athletes and entertain thousands of spectators, the 1993-era pool is being rebuilt to feature a design that reflects the progression of today's freestyle, freeride, and snowboard disciplines. It also restores world-class status and relevance to the training venue, while facilitating the future progression of the sport.

Artists rendering of new splash pool and ramps

DONOR WALL OF FAME



The Alf Engen Ski Museum Foundation is able to perpetuate a showplace for Intermountain winter sports history through your contributions.

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