

Did you know that Waterville Valley is the home to Waterville Valley Academy, a full time five month academic and snowsports academy for elite alpine racers, freestyle skiers and snowboarders? Or that the Valley is home to the BBTS Ski Club (one of the oldest in the country founded in 1934), a weekend training program for young athletes ages 5-18 and Masters alpine racers ages 18 and over? Last season over 337 snowsports athletes from all over the country came to Waterville Valley for the season to train with some of the finest alpine, freestyle and snowboard coaches in the country. Waterville Valley Black and Blue Trail Smashers Ski Educational Foundation (WVBBTS), a 501(c)(3) non-profit educational foundation, operates Waterville Valley Academy and the BBTS Ski Club.

The new face of WVBBTS has been emerging at a rapid pace since the arrival of Peter Stokloza back on the scene just 14 short months ago. Peter, recently promoted to CEO and Executive Director of WVBBTS, was hired to bring the organization to the next level of operational, academic and athletic success. Peter is a Plymouth State University graduate, a former full time alpine coach, faculty member and business manager for WVBBTS and an international certified coach for USSA. Peter was brought on by WVBBTS last September after several years as the Eastern Development Coach for the US Ski Team.

“What a great 14 months this has been for the organization”, exclaimed Peter. “We have enjoyed major athletic successes from our Academy and Club athletes and alumni and impressive college acceptance records from our Academy graduates (see article on page \_\_\_\_). We have also laid the foundation through organizational improvements during the 2004/2005 season and the recent launch of our Three Year Strategic Plan for continued improvements to the organization. Our vision is to be the best snowsports training and competition organization in the United States by fielding the most successful competitors at local, regional and national team levels, and by giving young athletes the strong values and rich experiences that will guide them in their adult lives. With the strength and vision of our executive team and the commitment of our faculty and coaches behind us we are well poised for achieving this vision.”

When asked about the size and scope of the organization, Peter said “WVBBTS is one of the largest employers in the area with over 100 staff, faculty and coaches and an operating budget of \$1.3 million. We have brought on a full time year round Director of Development and Communications, Sharon Schmidt, to round out our efforts. In her first season she raised over \$85,000 for the annual appeal, exceeding a goal of \$72,000 (and more than doubling the prior year’s development efforts). Sharon is also working hard to improve communications (both internal and external) and is about to launch a brand new web site.

In closing Peter stated “We are very excited to start a new season and get on snow with our athletes. We are also excited about the over 17 alpine and freestyle competitions which WVBBTS is hosting and WVBBTS members are staffing this season at Waterville Valley Ski Area. These competitions are great for the athletes as they allow them to showcase their talents at their home training venue and are great for the community as they bring many young athletes and their families from throughout New England to Waterville Valley throughout the snowsports season. We hope members of the Waterville community and surrounding communities are able to come out to see our talented athletes in action this season and cheer them on.”

For more information about Waterville Valley Academy or the BBTS Ski Club please contact Sharon Schmidt, Director of Development and Communications, at [sschmidt@wvbbts.org](mailto:sschmidt@wvbbts.org) .