



Bogus Basin Ski Club

A Recreational & Social Organization Since 1938

the Mogul a publication of the Bogus Basin Ski Club Inc.

May 2023

What a Party! End of Season Tailgate

Best BBQ at Pioneer Lodge this year. We postponed it twice when the ski season was extended and then celebrated on a 70 degree day. Several members camped overnight in the Pioneer Lodge parking lot to get set up at a great location the next morning. We showed up in costumes and silly shirts and hats to enjoy the food and beverages, but most of all to enjoy the company of others.



Lynda Clark, club president, made a few announcements while Michael Bouton ran the BBQ.



Love the hair, costumes and shirts! And some people actually skied to the BBQ.



Zac, club quartermaster in pink, is our go-to guy for Big Bertha. He keeps her clean and brings her to all events.

Thanks, Zac. We all appreciate what you do.

Thanks to Ullr, the Norse God of Snow and Patron Saint of Skiers, Steve was able to ski at Bogus on April 30, 2023...longest ski season in our memory!



Then Cliff Sell and Lynda took over the BBQ.

Look at all the snow still on the mountain.



And one more photo.



Story by Carol Peterson, Photos by Steve Strickland and the rest of the photos are on our [website](#).

Looking for another Party?

The Far West Ski Association is coming to Boise, June 15 - 18.

One event you don't want to miss is the **FREE Trade Show & Silent Auction**. We are looking forward to a fun time on Friday June 16 at 6:30 PM. And there are several ski trips for you to look over and bid on.

Bogus Basin Ski Club and Intermountain Ski Council are hosting the 90th annual Far West Ski Association convention at the Boise Centre East Ballroom 400.

This event is open to the public and well worth the admission-NONE, NADA, ZILCH, NINGUNO, \$0, and you even get a **free beer or glass of wine**.

There will be several western ski resorts in attendance with representatives to talk to about their resort and offer a package for a silent auction. The auction will take place between 7:00-9:30 PM. It is a travel trade-show for you to ask questions and get answers in person.

Alpine Ski Wholesalers from Donnelly will be there selling summer and winter apparel and hard goods at wholesale prices. Come see all the bargains.

This will be another party atmosphere with lots of people to meet and talk with.

A winter in June event with your ski and board friends.

Hosted by Bogus Basin Ski Club and the Intermountain Ski Council.



Brad Wilson, General Manager of Bogus Basin Recreational Area



Brad Wilson has been selected as the recipient of the **Far West Ski Association's Snowsports Builder Award**. This award will be presented at the Saturday Evening Awards Banquet at the 90th Annual FWSA Convention. The Convention will be held June 15-18, 2023, at The Grove Hotel and Convention Centre in Boise.

The Snowsports Builder Award is one of the highest awards presented by FWSA. It is given to an individual who has made a contribution to benefit snowsports, a contribution that has made an indelible impact on the sport. FWSA is recognizing Brad for his more than 50 years tenure in management, marketing, sales and master planning within the ski and hospitality industry, in addition to his significant achievements as the General Manager of Bogus Basin Recreation Area. His nomination citation was contributed by BBSC member Barbara Bryant.

Here are some excerpts from Barb's submittal.

Bogus Basin Recreation Area (BBRA), the largest non-profit ski area in the U.S. is sixteen road miles north of the city of Boise. BBRA is on private and leased land in the Boise National Forest. BBRA is a 501(c)(3) and that enables them to reinvest all profits into the recreational resort.

Brad Wilson was hired as the seventh general manager of Bogus Basin in November 2015, and has subsequently steered BBRA into a booming year-round recreation area. With more than 30 years experience in marketing, sales and master planning within the industry, he helped build upon the community's passion for skiing, mountain biking and outdoor recreating. He serves as the president of the Idaho Ski Areas Association and is on the BBRA board. BBRA is directed by a 13 volunteer board members who are selected by the 100 members of the Bogus Basin Recreational Area. The board hires the General Manager.

From his beginning in 2015, Brad has envisioned a family friendly, affordable and accessible outdoor recreational opportunity for all. In 2017 he jump-started a 10 -year Master plan that has been completed in five years. Brad's Master plan of three parts was ready to take off: 1. Summer Business Plan, 2. Snow Making and 3. Chair Lifts.

The "Bogus Basin Project, as it came to be called, needed seed money in order to begin to execute the plan, so Brad appealed to the community to contribute. Large corporations such as Albertsons, Micron, Simplot and Blue Cross donated as well as thousands of small; and that first year Brad had \$6 million to move forward.

1. **Summer offerings** with significant revenue ability: activities such as the Mountain Coaster, chair lifts serving the Bogus Basin Gravity Park, mountain biking trails, the bungee jumping trampoline, heated patio, 2 zip lines and a challenge course, music, yoga on the one acre front lawn, 32' rock climbing wall, summer tubing and a three level Adventure Park to open in 2023. **100,000** visitors last year enjoyed these summer offerings.

2. **Snow Making.** When Brad became manager, he was told there was not enough water for snowmaking, so he and his team envisioned and built an engineered pond by tapping water from year round Bogus Creek. The pond holds enough water storage to provide the mountain with snow making as well as delivering to ranchers downstream their water allotments. Early season resort openings became possible and low snow years were augmented with man-made snow. Now four snow guns provide top to bottom man made snow until Mother Nature releases enough snow on the mountain to ski and snowboard.

3. **Chair Lifts.** Four detachable high-speed quads have made lift lines shorter and provide for more snowsports enthusiasts on the mountain. In 2022 RFID (radio-frequency identification) technology was instituted for faster moving lift lines and reduced labor cost.

Brad has expanded night skiing terrain through affordable lift tickets and passes; BBRA claims to have the largest night skiing program in the U.S. The resort offers 200 acres of night operations. Two different offerings – the twilight hours from 3-10 and night Hours from 6-10 PM with two different price points allow visitors more access to skiing and snowboarding. Construction of additional night lighting has opened up more runs. During the 2020-2021 season, 30% of Bogus Basin’s total visits were during night operations.

These changes provided accessibility for new skiers and more people, especially younger generations with winter participants numbering **350,000** this season.

During Brad’s time at the helm, the cross-country ski area bought new trail making machines.

Brad has demonstrated his commitment to attracting younger snowsports enthusiasts. First, Bogus boasts about its growing youth opportunities through funded programs to introduce youngsters to the winter sport. One of Brad’s goals is to provide the possibility for every youngster in the Treasure Valley to participate in snowsports. This season BBRA fully subsidized students from a Title 1 school with transportation, ski lessons, and equipment. Under Brad’s leadership, after school programs provide transportation, lift tickets and rentals for \$29. Once a year, BB hosts 1300 + middle and high school youngsters in the Dotti Clark Memorial Championships. Second, the addition of terrain parks continues to attract a younger demographic of snowsports enthusiasts. Brad launched the “Chair Rider” program that employs 50-60 high school aged youngsters to ride the chair lifts with youngsters enrolled in ski school.

In his future plans, Brad is looking for ways to adapt to the major increase in the population of Treasure Valley. His next Master plan will include: developing 600 acres of terrain expansion into the Clear Creek drainage accessed by one new chair lift (now waiting for approval from the Forest Service); replacement of two aging double chair lifts with quad chairs, replacement and updating of the three mountain lodges, addition of elevators for more accessibility for visitors in the lodges, and a focus on providing living wages to employees.

In conclusion, Brad Wilson continues to be a boon to the Bogus Basin Recreational Area with his enthusiasm, his commitment to improvements, and his vision for the future.

Other BBSC Award Nominees

In addition to Brad, several awards will be announced at the Saturday Banquet. **Our Club** has been a Diamond Honoree in the Charity & Community Service category for the past three years and has submitted again this year to qualify for this honor. Several club members have been nominated for FWSA Awards. **Steve Strickland** has been nominated for the Volunteer of the Year, **Kim Hovren** has been nominated for the Elizabeth "Schatzi" Wood award, **Ron Abramovich** has been nominated for the Jordan-Reily Award, **Becki Walters** has been nominated for the Jimmy Heuga and **Carol Peterson** has been nominated for the Wentworth Award for *the Mogul* newsletter publication. [Awards Descriptions](#)

The Saturday Evening Awards Banquet is open to members and guests. Here is a link to the [registration form](#). The cost is \$65 and the **registration deadline is June 4, 2023**. Register as a guest, fill in Bogus Basin Ski Club as your club and Intermountain Ski Council as your council.



The poster for the 90th Annual Far West Ski Association Convention 2023 features a light blue background. On the left is the FWSA logo, which includes the text "The Voice of the Western Skier" above a stylized mountain peak with the letters F, W, S, and A. Below the logo is the website "fwsa.org" and "FOUNDED 1930". To the right of the logo, the text reads "90th Annual Far West Ski Association Convention June 15 - 18, 2023 at the Boise Centre 850 S. Front Street, Boise ID www.boisecentre.com". On the far right is a graphic with the text "Adventure Awaits in Boise!" above a map of Idaho with a blue star, and "FWSA Convention 2023" below it. At the bottom center, it says "Hosted by the Intermountain Ski Council & Bogus Basin Ski Club".

Story by FWSA with contributions from Barb Bryant.

Greenbelt Bike Brewery Tour Spring Edition 2023

WOW !!! 50 plus riders came out to the Greenbelt Bike Brewery Tour Spring Edition 2023. The weather was comfortably hot, high temperature 90 degrees. The beer tastings at Kristin Armstrong Park were cold and fresh. Thanks again to Paul Markowitz for filling our three growlers from Boise Brewing. We finished it all in record time. No doubt it was an awesome day for a ride on the Greenbelt.



Our first stop was at White Dog Brewing where we totally invaded and took over the whole place.



On the way to Woodland Empire half of the group stopped by the Grove Center fountain for a quick photo op.



We took over the place at Woodland Empire too. The one bartender did a great job handling our mob of beer drinkers. That's me juggling some tastings.



On the way to Barbarian Brewing we had to splash through the water going through the tunnel.





The band *Almost Authentic* was playing when we arrived at Barbarian Brewing. Their staff was totally ready for our thirsty 50 bike riders.



Thanks for everyone who came to help make the ride such a success. Looking ahead to the Summer Ride 2023.

Story by Steve Strickland, Photos by Steve Strickland and Nancy Moore, and many more photos on our [website](#).



Notes from Your Ski Patrol

Bogus Basin Ski Patrol Awards Banquet

It's the end of the 2022-2023 ski season for the Bogus Basin Ski Patrol, and what a season it was. One for the books! Time to take down all the tower pads and fencing, and to retire several older toboggans and bring onboard our new Edge toboggans.

As with most organizations associated with Bogus Basin, the ski patrol holds an awards banquet. This year we held our banquet at the Stephen C. Guerber Park on Hill Road in Eagle. It was a great location for those who had to work the hill on the last ski day of 2023. One of the items we award every banquet is the *Golden Boot*. We tell stories of interesting, but mostly laughable incidents, that happened during the season; and the story that gets the most applause is awarded the *Golden Boot*. You may recall that last month I introduced you to the new Edge toboggans (pictured above) that will replace all our old toboggans that need to be taken out of service. And you may be aware that once we use a toboggan to assist a customer off the hill, we load it onto the chair lift to return it to the top of the hill. The story that won the boot goes...during training two patrollers were returning an Edge to the top of the hill.



Once loaded, the instructor gave the thumbs up and the lift operator acknowledged the go signal. As the chair headed up the hill, it became very obvious that we needed more training. Rather than the Edge riding up the hill in a horizontal position...as expected...the toboggan was in a vertical position hanging down from the chair! Oops, missed something. That story garnered the most applause, and that's why we train all year round!

For me, I was all smiles when I was recognized as the Outstanding Alumni for the 2022– 2023 season.



Notes from Your Ski Patrol is going offline until next fall, but be assured the patrol will continue to train to honor our commitment to safety and service.

Story by Carol Peterson, Photos by Suzi Budge

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