



Nordic Newsletter

Published monthly by the Callaghan Valley Local Organizing Committee

Callaghan Valley Training Centre Welcomes Amy Caldwell as Head Coach

The new head coach up the road at the Callaghan Valley Training Centre (CVTC) certainly has her work cut out for her. Middlebury, Vermont native Amy Caldwell brings a vast amount of experience from her 12 plus years of coaching at the Stratton Mountain School in Vermont, USA to the CVTC. While at the school, Amy coached many junior team members onto the US national and Olympic ski team. Her record of coaching success, coupled with a passion for cross country skiing, will no doubt be a tremendous asset to the CVTC and the entire Squamish community.

No stranger to competition herself, Amy is an accomplished athlete and had multiple top-ten finishes at the US National Cross Country Championships and three top-five finishes in the American Birkebeiner. And if that wasn't enough, she was also a two-time World Champion in Triathlon. Yup, Amy will feel right at home here in Squamish!



Team member, Emily Nishikawa, doing max V02 testing at the Pacific Sport Lab at UBC in late July.

Currently, Amy's mandate is to organize and implement a comprehensive competition, training and monitoring program for the CVTC team, which qualifies athletes for a place on the national cross-country ski team. Not only in charge of athlete preparation and team management, she also serves as a coach and athlete development resource for Cross Country BC.

The CVTC operates as a National Athlete Development Centre (NADC) until it meets Cross Country Canada's standards as a National Team Development Centre (NTDC). NADCs provide enhanced opportunities to prepare local and/or regional junior athletes for national level competition. In addition, the NADCs serve as a catalyst for local and/or regional coach and athlete development and are widely regarded as a developmental "stepping stone" to NTDCs.

Since starting her position as CVTC coach in June, Amy has been busy organizing several summer training camps for her six NADC athletes. These athletes include: Jesse Heckrodt, Larch Hills Ski Club, Salmon Arm, BC; Chris Werrell, Omineca Ski Club, Burns Lake, BC; Sara Hewitt, Foothills Nordic Ski Club, Calgary, AB; Hannah Perry, Foothills Nordic Ski Club, Calgary, AB; Bryn Knight, Whitehorse CCSC, Whitehorse, YK; and, Emily Nishikawa, Whitehorse CCSC, Whitehorse. Look for these athletes to compete at the new Olympic Nordic Centre in Callaghan Valley during the 2007-08 race season!

Callaghan Valley Training Centre News

The Callaghan Valley Training Centre, the new Canadian National Athlete Development Centre based out of the Callaghan Valley near Squamish (venue for all the Nordic events at the 2010 Olympic and Paralympic Winter Games) has just complete a second successful 6-day glacier camp at the Haig Glacier, located near Canmore, Alberta. For reports on the camps and some awesome photos, click on the links below:

Haig Glacier Camp #1: <http://www.crosscountrybc.ca/main.asp?cmd=doc&ID=2338>

Haig Glacier Camp #2: <http://www.crosscountrybc.ca/main.asp?cmd=doc&ID=2337>

For all the latest information: <http://www.crosscountrybc.ca/main.asp?cmd=doc&ID=2305>

Cross Country Skiing - Rob Bernhardt

Summer may not seem like the time to think skiing, but that is what many skiers are doing! Most of the planning for the coming season is done in the spring & summer, with competitions, athlete development programs and facility operations all being planned.

The biggest step for cross country skiing has been the arrival of the training centre athletes this summer. Many of you will have seen them training in the area and participating in community events. Please welcome them to the corridor if you have the opportunity to meet them.

Planning for this year's competitions is in full swing. Most of the competition volunteers are now in place and preparing to host our most challenging events, which are this season, not in the more distant future. With over 500 athletes from throughout North America expected to compete in the cross country National Championships in March, it will be the largest competition at the venue until some time after 2010. In addition to a large field, both the BC Cup (with approximately 300 athletes) and the National Championships are very complex events, providing the competition committee with a real test in the first season.

Venue construction is continuing to meet their timelines. The competition trails and training trails are almost complete and good progress is being made on the recreational trails. Although we expect to start the ski season using some temporary buildings, we will have great grooming and skiing at the start of the season, with more facilities coming on stream as buildings are completed. We expect the technical buildings will be completed in late December and the day lodge by summer.

Enjoy the summer & plan for winter!

Accommodations - Kim Stegeman



The accommodation committee is currently focusing its efforts on understanding the vacation home and home-stay rental opportunities in Squamish. CALOC and the Squamish Chamber of Commerce recently sent a survey to local realty and property management professionals. Our objective with the survey is two fold - 1/ To help the CALOC gain a better understanding of potential short-term housing inventory available to athletes, coaches, friends/family, spectators, volunteers, etc. 2/ To start to educate local citizens and property owners of the need for short-term housing and the social and income opportunities available.

Responses to the survey are starting to come in and preliminary results indicate that a majority of those surveyed mentioned that they or someone they know have or plan to create a business around short-term housing rentals in Squamish. With suggested pricing for economy billeting/home-stay accommodation ranging from \$50 to \$100 per night depending on whether or not there is a meal plan included. Suggested pricing for a 2 bedroom furnished suite ranged from \$1,600 to \$4,000/month and for a furnished home \$3,000 to \$6,000/month. CALOC also needs to set up a screening program to ensure these types of accommodations meet certain standards. The following comment is one that I think is important to keep in mind for all those who wish to provide short-term accommodation... ***"a fee schedule should be established so that people do not overprice the short-term rental market...the people of Squamish should be known as gracious, not greedy."***

We are now expanding the survey to all Squamish Chamber of Commerce members and will have updated results in the September newsletter.

For more information contact Kim Stegeman at kstegeman@hhqi.com.

Ski Jumping and Nordic Combined - John Heilig - VANOC

Construction update: The final barge load of steel in-run structure was to arrive in Squamish on August 14th. As the steel arrives on site it is being lifted into place by crane. The photo shows the gangway that the athletes will take to access the Large Hill ski jump.

Athlete Visit: Member of the US Nordic Combined Ski Team and 2006 World Championship Silver Medallist Billy Demong, took part in the VANOC venue media day in late July. As a Nordic Combined skier (Cross-country and Ski jumping), Billy appreciated the high quality and challenging trail system as well as the state of the art jumping venue. Billy also demonstrated his prowess in Biathlon by hitting many of the targets in the Biathlon range demonstration.



Volunteering:

Registration

If you are interested in volunteering at ski jumping and Nordic Combined events and want to be prepared take on a role during the Olympic Games please register at: http://www.nordiccombinedcanada.com/ncsc_volunteers.htm or <http://www.skijumpingcanada.com>

Volunteer Training

Volunteer training begins in September with ½ day theory sessions in the Sea to Sky Corridor.

Volunteer Training in Calgary

On October 14th and 15th there will be an opportunity for those interested key volunteer roles to travel to Calgary for the final summer jumping competition of the season. This opportunity will help participants develop practical skills working alongside the Calgary group. This is sure to be a fun event and a great opportunity to witness ski jumping first hand. If you want to get involved please remember to register as a volunteer.

Cross Country Venue - photos by Rob Bernhardt



Here are a couple of recent photos of the venue construction. The first one shows the competition trails at the south end of the stadium and the second one shows the front portion of the cross country technical building – the competitions will be run from. Announcing, timing, the jury and the race office all operate out of this building.



Squamish Logger Sports Weekend - Max Saenger



Carolyn Grass tries her hand with the laser rifle during Logger Sports Weekend.

the test. As an added Olympic touch, the relay teams' official time ended when they had assembled several blocks of wood into the form of an Inukshuk.

While the Team Relay at the Loggers Sports Show was the highlight, the Nordic presence started at the Squamish Days Bed Races on Friday night on Cleveland Avenue, all teams in the competition had to present one person as the designated shooter. Some of these bed race biathletes had the foresight to do some reconnaissance of the different obstacles they would encounter during the actual race.

Upon reaching the biathlon station during the competition, the bed race biathlete rushed forward to lie prone on the shooting mat and fired 5 shots at 5 targets. After all 5 shots the biathlete had to complete a penalty loop for each missed target. The penalty loop consisted of a 5-10 second run from the shooting mat to an official and back. Most athletes ran more than one penalty loop.

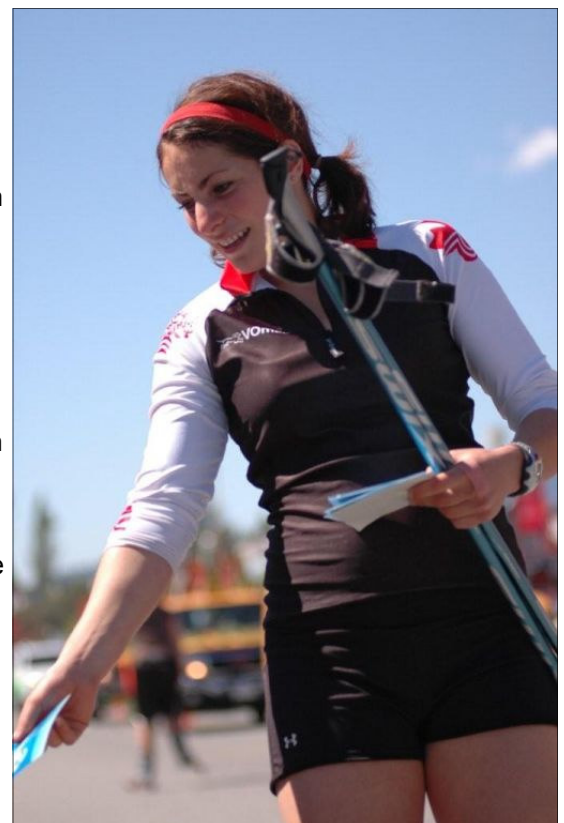
On the evening here were 3 clean shooters who hit all 5 targets avoiding the penalty loop all together - Carolyn Grass from Wild at Art, Counselor Greg Gardner and ex-biathlete Karen Saenger.

On Saturday morning visitors at the Children's Sports expo had the opportunity to use the same rifles as the bed race competitors. With two rifles in action, kids and parents still waited in line to try out the high tech rifles.

The "laser" rifles are really just a sensor that detects an infrared beam emitted from the target. The sensor detects the angle of the beam and the computer then calculates the angle converting it to an image of where the "shot" hit the target. This rifle system is totally safe and can be used indoors and out. The images can also be displayed from the computer onto a big screen so crowds can view the results.

Squamish residents and guests enjoyed shooting the biathlon "laser" rifles during the weekend of the Squamish Days events. The Nordic highlight of the Squamish Days Festival came during the last event in the Loggers Sports Show- the Team Relay. John Hurford and Brian Couture decided to add an event that would hint at the 2010 Winter Olympic Games. The biathlon shooting event was sandwiched into the penultimate position just before the spring board chop.

After being tagged by a logger team mate, young local biathletes shot 5 shots in front of the crowd before handing off to the axeman at springboard chop. On Saturday, Hunter and Hollie Sones from Squamish shot prone and on Sunday, Corinna Bakker and George Nevgodovskyy from the West Coast Nordics shot standing. With crowds numbering in the thousands, and the announcer calling each shot the athletes' concentration was put to



Nordic Teams on podium at Squamish Days Bed Races

The three Nordic Teams entered in the Bed Races proved that bed racing is an endurance sport that favors Nordic athletes. The West Coast Nordics placed first in the mixed category one second ahead of the Callaghan Nordics. The Callaghan Training Center Team won the women's category and received great compliments on the speed suits.



The bed races obviously require a delicate combination of determination, speed and incredible fashion sense.



Nordic athletes were a strong presence around Squamish during the various Logger Sports Events - here athletes are handing out VANOC stickers and information during the parade.

Photos: Nancy Hamilton, Doug Hackett and Max Saenger



Marketing - Dave Thomson

The Marketing Committee has been hard at work continuing to establish a base line 'look' and 'feel' for CALOC. This is the next logical step in the strategic process continuing from our tag line, and small box development.

We are pleased to present the final version of the CALOC logo and launch of the CALOC website (www.boldtracks.com & www.boldtracks.ca).

There are a lot of unique design features within the logo to note. The entire logo design needed to represent nordic sport (all disciplines), our tag line, new venue, First Nations, Sea to Sky Corridor, the outdoor elements, action, movement, mountains, terrain, landscape, simplicity, fun, family, and clean (all without looking anything like VANOC or the trademarked Olympic brand identity). Mike Gehrmann and Mike Speak, our two designers from Vancouver, did a fantastic job in capturing the true essence of BOLD TRACKS. NEW ADVENTURES. A big congratulation to the two of them for their hard work and creativity. We are all very proud of the final outcome!

If you are interested in getting the new logo in EPS or JPEG format as well as Pantone colours and graphic standards, please contact Dave Thomson, Marketing Chair. Also available for public consumption is a Power Point template, CALOC letterhead, and email signature plates.

Also launched this month is the first phase of the CALOC official website. Though in its infant stages and in dire need of content, the website is now live and available at either address noted. We are pleased to announce that we have secured a local Internet server provider and technical hub with Squamish based BASED TECHNOLOGIES. A detailed navigational map has been established for the site and roll out will be continuous and live over the next few months as more content and support becomes available. Please take a few minutes to visit the site and give feedback.

The full page Cross Country BC Ad was also completed and submitted on time. The full page, four colour, inside cover ad had the unique task to advertise the six (6) upcoming Nordic events in the 2008 season while 'quietly' introducing the new venue to the public (without looking like it was created by the actual venue operators). The ad will be printed in 14,000+ copies of the magazine and distributed to all members across BC, as well as affiliated sports clubs and venues throughout the province. Copies of the publication (which includes a feature article on the Callaghan Valley) will be available in the Squamish Adventure Centre starting in September.

I am pleased to announce the following Marketing Committee members have been assigned specific duties as we refine the overall CALOC organizational chart:

Marketing Services

Chair – Dave Thomson

Marketing lead – Dave Thomson

Promotions Lead – Paul Shore

Communications Lead – Marina Knez

Sponsorship lead – Nancy Hamilton

Merchandise Lead – Wes Wenhardt



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Some marketing projects currently in the hopper:

a. Communication Plan – two-stage, one event specific focusing on the marketing and communication of the six events in 2008, the other on general CALOC awareness and exposure. Essential for budget development and overall committee structure.

b. Sponsorship support – working closely with Nancy Hamilton and her team building strategy and creative support as they begin the arduous task of finding supporters and partners around the globe.

c. Media – The team is beginning to build relationships with the media. Current media relations efforts include profile raising for Callaghan Valley Training Centre (CVTC) National Athlete Development Centre head coach Amy Caldwell and the six athletes training at the CVTC.

d. One-pager – Wes and Marina are putting the final touches on a one page flat sheet that will be made available to everyone. The flat sheet will give the reader a broad overview of CALOC, our mission and vision, our structure, and how we work within the VANOC and venue structure.

e. Email addresses, business cards – working with BASE Technologies and Gordon Quan in the city to build more support mechanisms to help establish our credibility in the professional world of business.

f. Media Archive – the Communications division is starting to build a library of all things CALOC i.e. Biathlon Rocks event. This library will include detailed event summaries and communication plans (pre and post), newsprint clippings, website hits, and audio visual files. This will be a valuable resource as we move forward and grow as an organization.

Volunteer - Nicole Carothers

There are many opportunities to become involved with the Nordic Sports from a recreational to a competition support role. Positions are available in all areas of the Local Organizing Committee from organization to execution of the Nordic Sports.

Please send your contact information to denise@squamishchamber.com to have your name added to our growing list of volunteers in all areas including

- Athlete Services
- Spectator Services
- Finance
- Hospitality
- Food Services
- Transportation

All skill sets will be required, whether you can help out with planning or execution of the competitions or just want to find out more, send us your contact information.

Please forward this newsletter to any person or organization who is interested in the Whistler Nordic Competition Centre, 2010, Sport Legacy or any related activities. Help spread the word.

Bold Tracks, New Adventures