



Audi
FIS Ski World Cup

STIFEL ASPEN WINTERNATIONAL 2024



2024 Spectator Guide

March 1-3



UNITED AIRLINES

LONGINES

STIFEL

ASPEN SNOWMASS

Elegance is an attitude

MARCO ODERMATT



LONGINES



CONQUEST
MARCO ODERMATT

Welcome to the Celebration

IMAGE COURTESY OF THE ASPEN HISTORICAL SOCIETY



Here we go again—and I mean that in the best possible way. World Cup ski racing is back in Aspen, and we only had to wait a year for its return after last season's speed races. It feels great to be back on the circuit, and I, like the rest of the community, hope that remains the case for years to come.

This year, March 1-3, we're hosting the men's technical events—two GS races and one slalom. We'll get to see last year's World Cup overall champion Marco Odermatt from Switzerland attempt to retain his crown. He's been sitting at number one for most of this season. The dude's on fire, and we'll all want to say we saw him in person. On the slalom side, Austria's Manuel Feller has been dominating this season in an amazing later-career resurgence. Can he keep it up? Come see for yourself. The excitement that comes with a reverse-30 format for a second run is unrivaled, and I for one want to see the entire community come out and cheer on the very best in our own backyard.

The truth is that the World Cup community loves coming here—racers, fans, and support crews alike—as much as we love having them. Our town is crazy for ski racing but still down to earth, and the racers love to walk around town, dine, revel, and enjoy the scene in Wagner Park. There's something very chill, very "Aspen" about it all that speaks to the magical intersection of sport, community, and locale that only this place can provide.

The people who truly love skiing are the heart and soul of this place—people like you. I ask you to show up in force and make this place proud—celebrate the athletes, enjoy your neighbors in this amazing community, and remind the world that Aspen is, was, and will always be a ski-racing town.

See you at the races.

A handwritten signature in black ink, appearing to read "John Rigney".

John Rigney
Aspen Skiing Company

Event Schedule

Subject to change. Please note, the **online** schedule is the most up to date!

Thu, Feb. 29

- 3:30PM KICK-OFF APRÈS WITH LIVE MUSIC FROM ELK RANGE IN SNOWMASS BASE VILLAGE
- 4PM AVSC ASK CUP DUAL SKI RACE ON FANNY HILL IN SNOWMASS
- 5PM OPENING CEREMONY & GIANT SLALOM BIB DRAW IN SNOWMASS BASE VILLAGE**

Fri, Mar. 1

- 9AM-2:30PM FREE AUDI Q8 E-TRON SHUTTLES*
- 9AM GRANDSTANDS & VIP AREA OPEN WITH DJ NAKA G AT THE FINISH ARENA
- 10AM WAGNER PARK FESTIVAL OPENS IN ASPEN
- 10AM RACE START: GIANT SLALOM RUN 1 ON ASPEN MOUNTAIN**
- 1PM RACE START: GIANT SLALOM RUN 2 ON ASPEN MOUNTAIN**
- 3:30PM RED BULL APRÈS PARTY WITH DJ TRIZZ IN WAGNER PARK
- 4PM THE WAGNER LOUNGE OPENS IN WAGNER PARK
- 4:30PM STIFEL U.S. SKI TEAM ATHLETE INTRODUCTIONS IN WAGNER PARK**
- 5PM STIFEL U.S. SKI TEAM AUTOGRAPH SIGNING IN WAGNER PARK**
- 5PM BUD LIGHT HI-FI CONCERT FEATURING JON CARLIN AND FRIENDS IN WAGNER PARK
- 6PM SKI TOWN, RACE TOWN DRONE SKY STORY BY NOVA SKY STORIES IN WAGNER PARK**
- 7PM ROCH CUP AWARD PRESENTATION IN WAGNER PARK**
- 7:30PM BUD LIGHT HI-FI CONCERT FEATURING SHAKEY GRAVES IN WAGNER PARK**

Sat, Mar. 2

- 9AM-2:30PM FREE AUDI Q8 E-TRON SHUTTLES*
- 9AM GRANDSTANDS & VIP AREA OPEN WITH DJ NAKA G AT THE FINISH ARENA
- 10AM WAGNER PARK FESTIVAL OPENS IN ASPEN
- 10AM RACE START: GIANT SLALOM RUN 1 ON ASPEN MOUNTAIN**
- 1PM RACE START: GIANT SLALOM RUN 2 ON ASPEN MOUNTAIN**
AWARDS CEREMONY IMMEDIATELY FOLLOWING RACE
AT THE BASE OF SHADOW MOUNTAIN LIFT
- 4PM RED BULL APRÈS PARTY WITH DJ TRIZZ IN WAGNER PARK
- 3PM THE WAGNER LOUNGE OPENS IN WAGNER PARK
- 5:30PM DJ HOTDOG IN WAGNER PARK
- 7:30PM BUD LIGHT HI-FI CONCERT FEATURING THE REVIVALISTS IN WAGNER PARK**

Sun, Mar. 3

- 8AM-1:30PM FREE AUDI Q8 E-TRON SHUTTLES*
- 8AM GRANDSTANDS & VIP AREA OPEN WITH DJ NAKA G AT THE FINISH ARENA
- 9AM WAGNER PARK FESTIVAL OPENS IN ASPEN
- 9AM RACE START: SLALOM RUN 1 ON ASPEN MOUNTAIN**
- 12PM RACE START: SLALOM RUN 2 ON ASPEN MOUNTAIN**
AWARDS CEREMONY IMMEDIATELY FOLLOWING RACE AT THE FINISH ARENA
- 2PM THE WAGNER LOUNGE OPENS IN WAGNER PARK
- 2PM RED BULL APRÈS PARTY WITH DJ TRIZZ IN WAGNER PARK
- 4PM BUD LIGHT HI-FI CONCERT FEATURING MRE IN WAGNER PARK
- 5:30PM BUD LIGHT HI-FI CONCERT FEATURING JES GREW IN WAGNER PARK**

AFTER ALL THESE YEARS TRYING
TO RUSH DOWN THE MOUNTAIN,
WELCOME TO THE
TOP, MIKAELA.

STIFEL

WHERE SUCCESS MEETS SUCCESS



Event Information

Where to watch the races

IN PERSON

Attendees can catch the races live from the finish arena grandstands for free. Located at the base of Shadow Mountain lift and accessed from the top of Monarch Street, the arena has great sight lines and the viewing area will include a big screen, timing board, and live commentary and entertainment. The course is unique, with on-mountain viewing opportunities dotted alongside the track. Keep in mind, lift tickets and skiing are required to view various sections of the course on-mountain.

Dogs are not permitted at this event.

ADA event access is available from Challenge Aspen via drop-off at the race venue with transfer to the viewing area. Please text Challenge Aspen at 970-404-5211 to make arrangements. Advance notice is highly recommended.

FAN ZONE

High-intermediate and advanced skiers can get an up-close, on-mountain view of the action in the Fan Zone, situated along the course on Tower Seven Road and offering views of the racers. Accessible from Tower Ten Road and Lazy 8 Gully.

WATCH FROM HOME

Audi FIS World Cup alpine, cross country, freestyle, snowboard, and freeski events held in the United States will be available to stream on all Outside+ platforms, including outsideonline.com, skimag.com, the Outside App, and Outside Watch. Live and delayed coverage will be available globally on CNBC and NBC.



Getting around

Getting around the Aspen Snowmass area is simple and convenient. The Roaring Fork Transportation Authority (RFTA), our local system of public-transport buses, is timely, efficient, and features free routes between Aspen and Snowmass Village. Park at the Brush Creek Park-and-Ride lot for service to both towns, our four mountains, and everywhere in between.

*FREE AUDI Q8 SHUTTLES



Each day, starting one hour before the race and continuing until the awards ceremony concludes, free Audi Q8 e-tron shuttles will be running constantly between the intersection of Durant and Galena Streets and the venue entrance at the intersection of Summit and Monarch Streets.

THE STEADMAN CLINIC



The Legacy of Supporting World Cup Skiers Continues

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The Steadman Clinic delivers the best orthopaedic care and personalized approach for all athletes and people looking to stay active. Treating Team USA and the athlete in all of us.

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Community Ceremonies & Celebrations

Opening Ceremony | Snowmass

Kick off the Audi FIS World Cup and the Stifel Aspen Winternational weekend on Thursday, February 29 with the Opening Ceremony in Snowmass Base Village starting at 3:30pm. Attendees will enjoy free treats including s'mores and hot chocolate, live music, and drink specials from local bars and restaurants. Starting at 4pm, the Aspen Valley Ski & Snowboard Club will host the Aspen Supports Kids (ASK) Cup, a fun Dual Ski Race for 5-to-8-year-olds on Fanny Hill at the base of Snowmass. Then, as is customary in World Cup racing the night before a race begins, a bib draw will take place and will include the top 15 ranked racers drawing their starting positions with assistance from the Aspen Valley Ski & Snowboard Club.



Wagner Park Festival | Downtown Aspen

Throughout the 2024 Stifel Aspen Winternational weekend, you're invited to join the community celebration in the heart of Aspen at Wagner Park. Just down the hill from the finish line, the Wagner Park Festival will feature big-name musical performances as part of the Bud Light Hi-Fi Concert Series, as well as a bar, local food vendors, a sponsor village, athlete meet-and-greets, climate-centered activations, event merchandise, local art displays, the Roch Cup awards ceremony, and more. The 2024 Roch Cup will be awarded to the winner of Friday's giant slalom race at 6pm Friday, March 1 on Wagner Park's main stage. You're also invited to join us in Wagner Park at 7pm on Saturday, March 2 as we look up at the night sky for Ski Town, Race Town by Nova Sky Stories, a drone sky story with audio accompaniment telling the legendary tale of ski racing on Aspen Mountain.

ATHLETE AUTOGRAPH SIGNING

FRI. MAR 1 AT 5PM

Join the athletes of the Stifel U.S. Ski Team for a meet and greet and autograph signing.

Athletes will arrive at Wagner Park at 4:30pm and will be welcomed on-stage for introductions to the crowd. The team signing will take place from 5pm to 6pm.



FREE BUD LIGHT HI-FI CONCERTS AT WAGNER PARK

SHAKEY GRAVES

FRIDAY | 7:30PM



Over the course of a decade, Alejandro Rose-Garcia's Texas-born and Austin-formed one-man "busker" band has evolved into a multi-person live set fusing blues, rock, and folk sounds, featuring a powerful kickdrum and boot-stomping guitar. Shakey Graves has performed on *Jimmy Kimmel Live*, *Conan*, *David Letterman*, and *Late Night with Seth Meyers*, and plays big-name festivals like Bonnaroo, Lollapalooza, Austin City Limits, and more.

THE REVIVALISTS

SATURDAY | 7:30PM



Originally from New Orleans, The Revivalists formed in the wake of the city's rebuilding after Hurricane Katrina. The alternative and roots rock eight-piece band pulls in the sounds of pedal steel guitar, soulful piano, trumpet and saxophone, and hearty vocals and percussion. The group's shows are filled with energetic passion that reverberates and uplifts their audiences and the group has sold out shows across the globe.

JES GREW

SUNDAY | 5:30PM



A longtime Aspen local act, Jes Grew is quite literally getting the band back together to close out Winternational in style. Formed in 1998 and spawned by the breakup of well-known Colorado touring band, Monkey Train, the group frequented the stage at many local haunts such as the Grottos and Howling Wolf. Their return to the spotlight marks Jes Grew's first show in five years for the nine-piece outfit. Don't miss the chance to experience some good ol' fashioned local live music.

GO PREMIUM

THE WAGNER LOUNGE CONCERT EXPERIENCE

Access the best of the Bud Light Hi-Fi concerts throughout the weekend with premium concert tickets. View the shows from an elevated heated deck adjacent to the stage and enjoy a dedicated bar with two complimentary drinks, as well as private bathrooms. Get tickets for Friday, Saturday, or Sunday night or spring for a three-day pass.

AVAILABLE FOR
PURCHASE HERE:



Audi FIS Ski World Cup

The Audi FIS Ski World Cup is a season-long slate of races at the highest level of international competition. Throughout the winter, the top 30 finishers in each race receive points based on how well they place. At the end of the season, World Cup titles are awarded at the World Cup Finals to the male and female skiers who have racked up the most points in each discipline. There are four disciplines in alpine racing—slalom, giant slalom, super-G, and downhill. Slalom and giant slalom are both technical disciplines, each requiring more gates and tighter turns than their speed counterparts—super-G and downhill. The 2024 Stifel Aspen Winternational Audi Fis Ski World Cup is the first men's dedicated technical World Cup event in Aspen since 2001.

CURRENT STANDINGS AS OF FEBRUARY 12, 2024

OVERALL

	1	ODERMATT, Marco	SWITZERLAND	1,506
	2	SARRAZIN, Cyprien	FRANCE	684
	3	FELLER, Manuel	AUSTRIA	669
	4	MEILLARD, Loic	SWITZERLAND	514
	5	KRIECHMAYR, Vincent	AUSTRIA	487
	6	SCHWARZ, Marco	AUSTRIA	464
	7	KRISTOFFERSEN, Henrik	NORWAY	449
	8	KILDE, Aleksander Aamodt	NORWAY	440
	9	PARIS, Dominik	ITALY	426
	10	ALLEGRE, Nils	FRANCE	372

GIANT SLALOM

	1	ODERMATT, Marco	SWITZERLAND	600
	2	ZUBCIC, Filip	CROATIA	314
	3	KRANJEC, Zan	SLOVENIA	271
	4	STEEN OLSEN, Alexander	NORWAY	218
	5	KRISTOFFERSEN, Henrik	NORWAY	218
	6	SCHWARZ, Marco	AUSTRIA	210
	7	FELLER, Manuel	AUSTRIA	179
	8	MEILLARD, Loic	SWITZERLAND	168
	9	VERDU, Joan	ANDORRA	141
	10	PINTURAUULT, Alexis	FRANCE	130

SLALOM

	1	FELLER, Manuel	AUSTRIA	490
	2	STRASSER, Linus	GERMANY	326
	3	YULE, Daniel	SWITZERLAND	285
	4	NOEL, Clement	FRANCE	272
	5	HAUGAN, Timon	NORWAY	260
	6	KRISTOFFERSEN, Henrik	NORWAY	231
	7	MEILLARD, Loic	SWITZERLAND	230
	8	RYDING, Dave	GREAT BRITAIN	229
	9	ROCHAT, Marc	SWITZERLAND	194
	10	MCGRATH, Atle Lie	NORWAY	193



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VALLEY VIEW

Volunteers Make the World Cup Go 'Round

Our ski racing events wouldn't be possible without the help of our committed community.

By Catherine Lutz

By the time the first ski racer pushes out of the starting gate on March 1, the Audi FIS World Cup course and venue on Aspen Mountain will have seen thousands of hours of prep work. Then, throughout the three days of slalom and giant slalom races that make up the Stifel Aspen Winter International, hundreds of volunteers will be working—some around the clock—to make the weekend possible. Alongside paid staff, community members give their time working on course crew, slip crew, dye crew, and on-hill security. Off the hill, volunteers help with security, guest services, food and beverage, and administration.

"The volunteers are, and have always been, the backbone of World Cup racing in Aspen," says John Rigney, SVP at Aspen Skiing Company. "The passion these folks have for alpine racing is unrivaled, and only matched by their desire to be best-in-class hosts to racers, spectators, and support crews. They're amazing."

It takes a village to put on the Stifel Aspen Winter International, and the key ingredient binding it all together is community spirit. Volunteers wouldn't be as willing to give their time if they didn't have a passion for ski racing, Aspen's snowsport heritage, or being part of iconic events like this one. More than 700 people applied to volunteer for last year's World Cup races; 300 actually worked the event, and it's estimated that some 60% will return this year.



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**ASPEN AND
THE STIFEL U.S. SKI TEAM**



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But the proof is not just in the numbers.

"It's amazing that ski racing is such a tradition here, such a part of the community, that so many take time from their busy schedules to volunteer," says Chief of Race Jim Hancock, who oversees on-mountain staff and volunteers. "And the fact that people do this every year is phenomenal, a testament to this community and their dedication to this event."

Although there's no shortage of demanding jobs off the hill, for on-mountain volunteers "it's hard work, cold, difficult hours, and requires a lot of physical sacrifice," says Hancock. Many start their shifts at dawn, loading the lift during the coldest hours, and are out in the elements all day.

On-mountain volunteers must be strong skiers to negotiate the often steep, icy course—sometimes carrying gear or supplies—and an understanding of ski racing is key for safety reasons. For example, Hancock uses the best skiers he can get to slip the course, smoothing out the surface and pushing away loose snow in between racers who are hurtling down the mountain at highway speeds. A race could get interrupted—or worse—should a slipper fall or not get out of the way in time.

"It's a sporting event where you're on the playing field while the sport is going on," Hancock points out about most on-mountain positions.

Off-hill volunteer positions, such as guest services and food and beverage operations, are also critical. Catering more to the spectators, they "give our event an elevated hospitality experience," says Aspen Skiing Company event supervisor, Natalie Garrett. And don't forget the behind-the-scenes volunteers who, among other things, "ensure the entire staff is fed, hydrated, and happy each day."

"In many ways, volunteers are the heart of the event," says Hancock. "They're an absolutely essential part of this huge process of putting on this race. I cannot state enough how much we depend on them and appreciate them."

Jay Hammond ski raced in college, so when he landed in Aspen in the 1970s, he "gravitated to the ski-racing crowd right away." Now, World Cup is the one time of year he sees that same crowd—and knowing many of the on-mountain volunteers is one of the joys of the event for him.

As head of the gate panel crew, Hammond and his team of a half-dozen volunteers are responsible for affixing sponsors' fabric logo panels to every double-pole racing gate for giant slalom, super-G, and downhill courses. Set-up might take a few hours in the morning, and then "once the race gets underway we get to be fans," he enthuses. "As a former racer, I get to be on the course with people I admire."

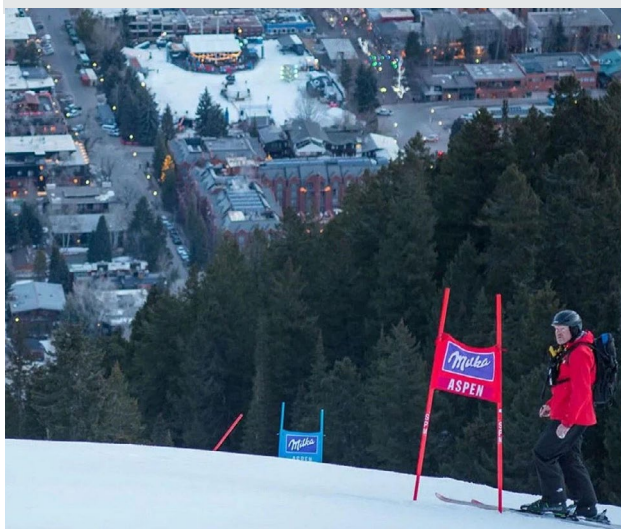
Crews might need to change out sponsor panels for different races, but Hammond recalls one race during the 2017 World Cup Finals when they had to hustle to switch them out in between runs. And apparently gate panels are a hot commodity: At the end of the day, his crew
(cont'd on p.12)

JAY HAMMOND

Current volunteer role: Gate Panel Crew Chief

Volunteer since: Early 1980s

Full-time job: Retired Civil Engineer, former City of Aspen Engineer



blankets the course, moving down it in sections, to remove the panels “before the souvenir collectors get to them.”

Hammond has few complaints about the hard work that more than four decades of on-mountain volunteering entails, except that “holding on to a very steep and icy race course, your boots begin to kill you after a while.” He’s volunteered for other alpine races here and there, but World Cup is one he’s never missed. It’s just part of his Aspen life.

Bettina Slusar moved from Chicago to Aspen in late 2016, and volunteered for her first World Cup races (the weeklong finals) in March of 2017, despite being in recovery from neck fusion surgery.

“I just think it’s super cool,” says Slusar. “It’s something you don’t do in Chicago, or most places. It’s very special and unique.” Volunteering was also “a great way to meet people, to broaden my network in the community.”

She worked in the admin tent that first year, and after a six-year drought with no World Cup races, landed on the VIP crew for the 2023 Winternational. There, Slusar could apply her organizational, management, and people skills. The first day of the event, before the races start, involves setting up and organizing a ton of merchandise from sponsors and vendors—in such a way that guests “don’t have to wait around,” she points out. During the races, the VIP volunteer team helps check in guests, among other things. Understanding the various types of passes, recognizing guests, and generally being good with people under pressure are important skills to have, Slusar explains.

BETTINA SLUSAR

Current volunteer role: Head of VIP volunteer team

Volunteer since: 2017 World Cup Finals

Full-time job: Management consultant, former fintech executive

“The crew is often run ragged, so it’s helpful to have volunteers who have a history and institutional knowledge,” she says.

Based on Slusar’s skills, she was promoted to head of the VIP volunteer team this year. She still gets a thrill out of the event—volunteers trade off watching the races—and is “glad to have these skills I’m able to apply that are helpful to the community.”

And that’s what it all boils down to. “It’s a community thing,” she says. “That small-town feeling that people are always lamenting is gone—but honestly, if you do something like this, you see there’s still this core group of people, and that’s what this town is all about.”

Gary Wright’s credentials make him one of the most experienced on-mountain volunteers in town. A technical delegate for FIS (the International Ski and Snowboard Federation) with multiple certifications, he travels around the world working a variety of ski competitions, for minimal pay, when he’s not practicing law from his firm in



Aspen. His longtime role as start referee for Audi FIS World Cup races is one of his few volunteer gigs.

"I'm an attorney and I love rules, so it's perfect," says Wright, who moved to Aspen in the early '70s and was president of the Aspen Ski Club (now AVSC) in the early '90s.

As start referee, Wright is responsible for controlling the start in many ways. He makes sure racers have the right equipment and leave the start in a legal manner. When there's a course hold due to a racer falling or any other reason, it's his responsibility to hold the next racer from starting until the course is cleared. From half an hour before the race until the last racer leaves the starting gate, "it's moderately intense unless you've done it for a long time, then it becomes second nature," he says.

Despite the weight of responsibility, the start area can be an enjoyable, social place—after all, it has the highest concentration of athletes and race officials in the venue. And getting to know the racers is one of the fun things about the job, says Wright.

Volunteering for World Cup "is my hobby," he says. "I have a lot of friends from events. For me, it's skiing and fun and friends—and it's nice to be home."

Lindsay and Tom Gorman have done a lot of different jobs as World Cup volunteers. Their first assignment, at the World Cup Finals in 2017, was catering for the entire fleet of volunteers. They've bussed tables and filled gift bags in the VIP tent, set up the skier rest area in the old Ruthie's on-mountain restaurant, and worked as on-mountain security. They also host out-of-town volunteers in their home. For one race, Tom was assigned last minute to be an assistant starter. "I got to stand around with a clipboard and order around skiers who are known on the world stage," he says with a laugh. "And they are so nice, I so appreciated getting to know them."

Tom has enjoyed the "offbeat" and interesting assignments, and Lindsay appreciates the different perspectives their various roles have given them. Watching ski racing on TV or from the grandstands is fun, but "when you're a volunteer you get to interact with people—who come from all over the world—in a whole different way, and it's not passive," says Lindsay.

Overall, they agree, there's an energy about World Cup that can't be matched.

"I like the excitement that it brings to town," says Tom. "The buildup is palpable when things begin to take shape around town and on the hill. And there's nothing like the feeling of helping create something the world can enjoy." ♦

GARY WRIGHT

Current volunteer role: Start referee

Volunteer since: 10+ years

Full-time job: Attorney



LINDSAY AND TOM GORMAN

Current volunteer role: Off-hill security

Volunteer since: 2017

Full-time job: Retired, community volunteers



The Roch Cup and How it Began

Swiss skier Andre Roch, who transplanted to Aspen in 1936, cut many of the trails that weave down Aspen Mountain today—and ingrained ski racing into this community’s culture. Along with the newly-formed Roaring Fork Winter Sports Club (now the Aspen Valley Ski and Snowboard Club), the Roch Cup ski race kicked off in 1946 and put Aspen on the global map as a ski destination. In 1950, Aspen hosted the FIS World Championships—the first time the event was held outside of Europe. The FIS World Cup was formed in 1967 and Aspen hosted its first World Cup race in 1968, which marked the 22nd annual Roch Cup Championships. From the World Cup and National Championships to events like the Nor-Am, the Roch Cup—originally donated by Aspen Skiing Company co-founder Walter Paepcke—has been awarded annually to the highest-level alpine racer winner across disciplines. The 2024 Roch Cup will be awarded to the winner of Friday’s giant slalom race at 6pm Friday, March 1 on the main stage in Wagner Park.

IMAGE COURTESY OF THE ASPEN HISTORICAL SOCIETY



ASPEN
VALLEY SKI & SNOWBOARD CLUB

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The Roch Cup Winner's List

YEAR	NAME	NATION
1946	BARNEY MCLEAN	UNITED STATES
1947	PETE SEIBERT	UNITED STATES
1948	KALLE NERGAARD	NORWAY
1949	YVES LATREILLE	CANADA
1951	JACK NAGEL	UNITED STATES
1952	HANS NOGLER	AUSTRIA
1953	STEIN ERIKSEN	NORWAY
1954	CHIHARU IGAYA	JAPAN
1955	EMORY WOODALL	UNITED STATES
1956	TOM CORCORAN	UNITED STATES
1957	CHRISTIAN PRAVDA	AUSTRIA
1958	GARDNER SMITH	UNITED STATES
1959	BUD WERNER	UNITED STATES
1960	TOM CORCORAN	UNITED STATES
1961	BUD WERNER	UNITED STATES
1962	BILL MAROLT	UNITED STATES
1963	CHUCK FERRIES	UNITED STATES
1964	BILLY KIDD	UNITED STATES
1965	BILLY KIDD	UNITED STATES
1966	TERJE OVERLAND	NORWAY
1967	JIMMIE HEUGA	UNITED STATES
1968	BILLY KIDD	UNITED STATES
1969	PETER DUNCAN	CANADA
1970	SCOTT PYLES	UNITED STATES
1971	BOB COCHRAN	UNITED STATES
1972	STEVE LATHROP	UNITED STATES
1973	CARY ADGATE	UNITED STATES
1974	GARY ALKEN	CANADA
1975	KEITH HUMPHRIES	CANADA
1976	PETER LUSCHER	SWITZERLAND
1979	MIKE FARNY	UNITED STATES
1980	SCOTT HOFFMAN	UNITED STATES
1981	HARTI WEIRATHER	AUSTRIA
1982	PETER MUELLER	SWITZERLAND
1983	TODD BROOKER	CANADA
1984	BILL JOHNSON	UNITED STATES
1985	PETER MUELLER	SWITZERLAND
1986	PETER MEULLER	SWITZERLAND
1987	PIRMIN ZURBRIGGEN	SWITZERLAND
1989	MARC GIRADELLI	LUXEMBOURG
1991	MARC GIRADELLI	LUXEMBOURG
1992	DANIEL MAHRER	SWITZERLAND
1993	AJ KITT	UNITED STATES
1994	CARY MULLEN	CANADA
1995	AJ KITT	UNITED STATES
1998	STEPHAN EBERHARTER	AUSTRIA
2001	IVICA KOSTELIC	CROATIA
2010	TRAVIS GANONG	UNITED STATES
2011	DUSTIN COOK	CANADA
2012	LOUIS-PIERRE HELIE	CANADA
2016	WILEY MAPLE	UNITED STATES
2017	DOMINIK PARIS	ITALY
2021	TOMMY BIESEMAYER	UNITED STATES
2021	JARED GOLDBERG	UNITED STATES
2023	ALEKSANDER AAMODT KILDE	NORWAY

spider *LIVES*

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Q & A

Amy Redford
Christin Cooper
Mark Taché

*The untold story of
Olympian & World Pro Ski
Champion, Spider Sabich*

presented by



TICKETS

MARCH 14, 5:30
Wheeler Opera House

Photo: Spider Sabich, 1976. AHS, Aspen Times Collection

TICKETS aspenshowtix.com or 970.920.5770 | **INFO** at teamavsc.org & aspenhistory.org

June 14-16, 2024

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TRAY WELLINGTON • REBECCA FRAZIER GRATEFUL STRINGS
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Racers to Watch

Here are the athletes to keep an eye on during the 2024 Audi FIS Ski World Cup in Aspen.

By Jon Jay

The men's Audi FIS Ski World Cup has returned to Aspen and will feature three days of technical racing with men's giant slalom (GS) and slalom. Here is a cheat sheet of who's who—including both Americans and international athletes—and which skiers are positioned to do well all weekend long.

THE FAVORITES



MARCO ODERMATT

You might recognize this 26-year-old's name after he won the super-G event and placed third in the downhill last season in Aspen. But giant slalom is the discipline that Odermatt has completely dominated in recent history. As of January 8, 2024, he's been on every podium in the 21 World Cup GS races he has started in and has taken home the gold 15 times. Odermatt will be eager to take first in Aspen, especially with his top event on the program for Friday and Saturday.



MANUEL FELLER

Feller is an experienced slalom specialist who's no stranger to the World Cup slalom podium. As of the first week of January 2024, he has struck gold twice this season on the World Cup circuit (Gurgl and Adelboden). Unlike on the women's side (namely, Mikaela Shiffrin), no male skier has consistently dominated slalom races at the World Cup level in recent memory, so Feller's winning momentum this season will provide him with a big advantage in Aspen.

PODIUM CONTENDERS



RIVER RADAMUS

After winning three Junior Olympic Games gold medals and two Junior World Championship gold medals, Colorado's River Radamus was hailed by many—including Ted Ligety—as the future of the Stifel U.S. Ski Team. Safe to say, the future is now: Radamus earned a fourth-place finish in the Beijing Olympics, a fourth-place GS finish in Adelboden this season, and multiple top-10 finishes on the World Cup Tour. We may even see him racing slalom in Aspen, given how well he's been doing. The 25-year-old grew up in nearby Edwards and started his ski racing career in Vail, meaning he's spent plenty of time racing in Aspen and knows how to go fast on the Centennial State's snowpack. Considering this Colorado experience combined with the home-state crowd, Aspen is poised to be the perfect venue for Radamus' first World Cup podium.



CLEMENT NOEL

With numerous World Cup podiums and an Olympic gold medal from Beijing, Noel is perhaps the most recognizable name in slalom. When he completes both runs, it's rare for the 26-year-old Frenchman to finish outside the top 10. He also succeeds on steeper, technical courses, much like the one he'll find in Aspen this March. His consistent skiing will certainly keep him towards the top of the pack during Sunday's slalom.

WILD CARDS



TOMMY FORD

When he won the giant slalom at Beaver Creek in 2019, Ford joined Ted Ligety and Bode Miller as the only three American men to win a technical event at the World Cup level since the early 1980s. If the weather in Aspen is wet and foggy during race weekend, it would likely increase the chances he could do it again. The 34-year-old grew up racing on Mt. Bachelor, where he honed his "Jedi practice" in the damp, foggy conditions Oregon is known for. Those were exactly the conditions he faced in 2019 when he stood on top of the podium just northeast of the Roaring Fork Valley. Since his win at Beaver Creek, Ford has stood on two more World Cup GS podiums, and he won the US National Championship giant slalom last season in Sun Valley. Don't count him out no matter the weather during race week.



DAVE RYDING

"Rocket Ryding" won his first World Cup slalom event at Kitzbuehel in 2022 at the age of 35. The Brit, hailing from Lancashire, England, has since found the podium at several other World Cup stops, including snagging a bronze this season at Madonna di Campiglio. Now 37, Ryding is proving that not every skier has to be born in the mountains to be great, and in a field where most of his competition is a decade younger, age is just a number. Even if he's not the fastest in Aspen, Ryding's explosive turns and stellar attitude always make for a great show on every slalom course.



JETT SEYMOUR

Jett Seymour calls Steamboat Springs home and won the 2019 NCAA National Championship slalom race while skiing for the University of Denver. Seymour's biggest accomplishment so far was starting with bib 59 and ascending to a seventh-place slalom finish in Chamonix last season. Seymour's positive outlook and rising speed is injecting new energy into the slalom discipline for the Stifel U.S. Ski Team and, like River Radamus, he has raced in Aspen throughout his early career. These elements combined with the Colorado crowd could propel Seymour to new levels in Aspen this March.

Hero's: New Terrain. Legendary Stories.

The Aspen Mountain terrain expansion offers more top-notch skiing and riding while paying homage to the hero's journey and the many legends who made the project possible.

By Jessi Hackett

Standing at the top of the new Hero's terrain on skier's far right of Aspen Mountain, views of Independence Pass unfold to the east while the Roaring Fork River flows along the valley floor directly below. These vistas, along with more than 150 acres of high-elevation, northeast-facing terrain, debuted in the 2023-2024 ski season. The area, called Hero's, is accessed via a brand-new high-speed quad, also named Hero's, and includes 1,200 vertical feet of chutes and glades ranging from intermediate to advanced, plus an extension of favorite expert runs such as Walsh's, Kristi, and Hyrup's.

The Hero's area is a not-so-new frontier for many—a local stash of side country packed with history, ski town intrigue, and secret steep turns. In the 1970s, Aspen Mountain Patroller Tim “El Avalanchero” Howe knew opening access to this area could be like opening Pandora's Box— driving ski bums near and far on an eternal chase for snow-induced bliss and unleashing the inevitable pandemonium around that ever-present quest for untouched powder. Decades later as this dream becomes a reality, “El Avalanchero Glade” pays tribute to Howe.

Aspen Snowmass took this kind of lore into consideration when thoughtfully naming the new trails. The first major addition to Aspen Mountain since the installation of the Silver Queen Gondola in 1985 meant an opportunity to pay homage to the area's people, patrol, history, mining roots, and exceptional terrain—as well as the late Jim Crown, visionary and co-owner of Aspen Skiing Company for nearly four decades. A survey was sent out to the local community in the fall of 2022 calling for ideas, and submissions poured in. All the while, staff sifted through preexisting names used by patrol and operations, the topography's historic mining claims, and the many personal anecdotes and tales the terrain carries.

You'll see “Loushin's,” honoring the family that owned the mining claim that a large portion of the Hero's area resides on, as well as “Legal Tender,” after another old mining claim. One of the Hero's chutes is named “E.e.k.!” a nickname for beloved patroller Eric Kinsman, who was patrol director from 2004 until he passed in 2010.

“I had this boss, Eric Kinsman, and he sort of let me start kicking around back here around 1994 or 1995,” says 37-year Ski Patrol Veteran Scott Scharin after a sunny lap through nearly knee-deep fluff on Harris's Wall, a healthy pitch stippled with pine trees in the new terrain addition. “It was during that time that we started to really get a good idea of where a chairlift could go and how this terrain could work. After all these years, it's cool to see us really getting it done and doing it right so people can feel safe exploring these woods.”

The terrain—with 19 chutes (double black), four main runs (black), and three lower, gladed sections (blue) all making up the area's two zones, Hero's Chutes #1 and Hero's Chutes #2—holds so many



Aspen Historical Society



Aspen Historical Society

stories. Weaving through this rich history is nearly as fun as exploring the topography itself.

"I love that we're honoring some of the folks who developed and built Aspen," says Katie Ertl, Senior Vice President of Mountain Operations at Aspen Snowmass and lifelong Roaring Fork Valley resident. "'Rideout,' named after Percy Rideout (shown left), a 10th Mountain Division soldier who became the co-director of our ski school in the 1940s, cuts through the area, giving skiers and riders a smooth 'ride out' of the upper chutes and glades that sit above it."

Other notable names include "Fat City," a cheeky reference to the infamous late writer and Aspenite Hunter S. Thompson; "Elli's" after Elli Iselin, the resort's first female ski instructor; "Hodge Podge" honoring William Hodges, who helped open Aspen Mountain; "Cory-Bob," saluting fallen patrolman Cory Brettmann; and "Mike Drop," which tips a hat to Mike Kaplan, the company's recently-retired longtime CEO and a key player in making the Hero's project happen. Some names utilized by patrol and operations over the years will remain, including "Harris's Wall," "Powerline," and "D'Kine Bowl."

One thing all parties involved in the project noted was the passion community members felt in commemorating their loved ones. So, "Here's To..." was born, aiming to both collectively mourn and celebrate those lost in the community over the years as well as offer an on-mountain space to reflect. In true Aspen Mountain fashion, there will be an official shrine at the top of the run, in the form of a bell provided by Colorado-born artist Joe Allred. The bell will be installed in the summer of 2024 and ready to ring the following season.

Aspen Snowmass announced in September 2023 that the area, originally referred to as Pandora's, would be called Hero's to honor the many people who made this project possible—in particular, the late co-owner and patriarch of the company, Jim Crown, who passed away in June. Accordingly, some of the new trail names reflect his life, loves, and amusements.

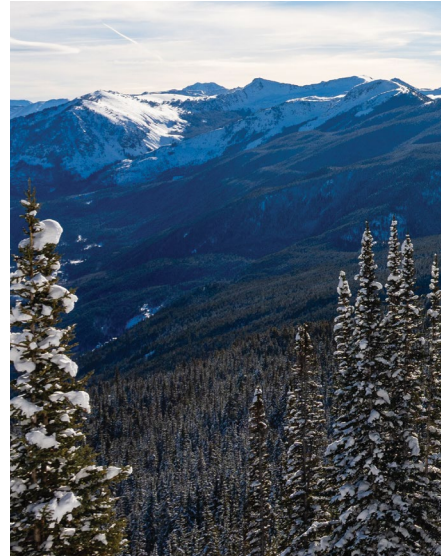
"Jim was a champion of skiing, of our industry, and of both this expansion and Highland Bowl, which can be seen across the valley," says Aspen Skiing Company CEO Geoff Buchheister. "So many aspects of what we love about Aspen Snowmass (the resort) and Aspen Skiing Company (the business) trace back to the vision and commitment of Jim Crown. He was never about the short-term; rather, he was dedicated to a vision for the company and the ski areas that he knew would outlive him."

(cont'd on p.26)

And with an entire community working to open Hero's, his legacy will live on. "This project has been a long process and has so many names and hearts attached to it," notes Ertl, referencing patrollers, operations, legal, and community management personnel who each played a role.

"So many people and groups made this terrain happen," says Travis Benson, lifelong Aspen skier and current mountain manager overseeing operations on Aspen Mountain. "The planning department and the leadership team; the community and our leaders in Pitkin County; the United States Forest Service. And the trails teams that have done the heavy lifting with the timber. Rain, shine, bugs, heat, and dust, for two years they've worked hard to give us something truly special."

The Hero's project planning and execution included a whole systems approach—considering environmental health, community impact, and skiers' experience. "The Hero's terrain gives lift-serviced access to the snowiest terrain on Aspen Mountain," says Vice President of Mountain Planning, Mak Keeling, who was key in the development of the area, which holds snow better than other aspects of the mountain. "It will double the skiable acres above 10,000 feet in elevation, allowing everyone to spread out while enhancing the experience on Aspen Mountain."



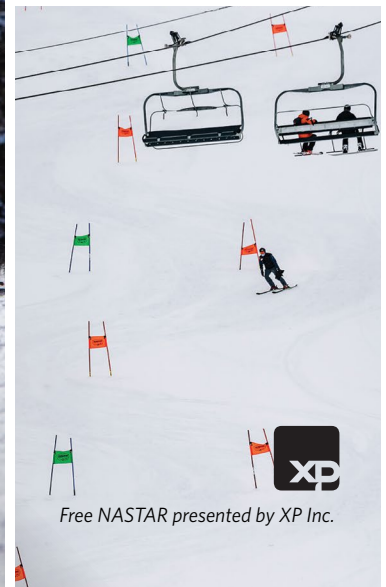
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“The steep chutes and the long glades are unlike anything else on Aspen Mountain, and the views of Independence Pass are second to none,” says Keeling. Adds Ertl, “this terrain offers skiers and riders a new section to explore with its own heartbeat and feel.” Skiers and riders will feel like they’re deep in the backcountry (though only minutes away from town or a meal at the Sundeck) and hopefully, like they’ve become part of this mountain’s layered story—their own hero’s journey. ♦



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The Art of Ski Racing

Art has long been central to the Aspen community and the mountains that surround us. From the color schemes and abstract influences of Bauhaus and Herbert Bayer to the nearly 20 years of world-renowned artwork adorning the Aspen Snowmass lift tickets through the Art in Unexpected Places (ArtUP) program, the opportunities to experience art in our Valley are endless. Whether you're exploring the Aspen Institute, the Aspen Art Museum, the plethora of galleries dotting each street in town, or the natural landscape of the Elk Range, masterpieces abound. The music scene; the food; the fashion; the exchange of ideas; the freedom of expression found through arcing turns down the face of any of our four mountains—art, like skiing, is integral to Aspen.

The first Winternational took place in 1981 and quickly became a cornerstone of Aspen World Cup ski racing. Throughout the 1980s and 1990s, Aspen Winternational events celebrating World Cup Ski Racing and the surrounding community were commemorated by outstanding poster artwork that crossed and mixed mediums and memorialized each year's event.

Posters of the past

Terry Rose

The first Winternational poster, for the 1981 event, was designed by Terry Rose. Defined by his background in printmaking, illustration, and package design, Rose's work stretches across the world of sports, and his classic prints of famous golfers, ski racers, runners, basketball players, and beyond capture the pinnacle of athleticism. He went on to design several Winternational posters throughout the 1980s.



Milton Glaser

The 1986 Aspen Winternational poster was designed by Milton Glaser, the celebrated graphic designer known for his ubiquitous “I Love New York” logo. Glaser was a modernist in the era of ad men; his 20th century works range from advertising and logo design to environmental design and architecture. His notable projects include co-founding *New York Magazine* and designing the World Health Organization’s International AIDS logo and poster. Once a Fulbright Scholar, he was awarded the National Medal of Arts by President Obama and his work has been showcased around the world.



Herbert Bayer

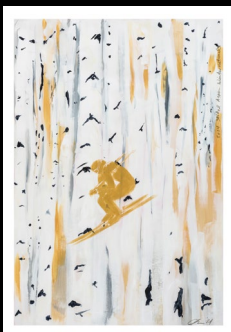
An Austrian American artist, architect, and graphic designer, Herbert Bayer impacted Aspen greatly throughout the mid-twentieth century. After moving here in 1946 at the invitation of Walter Paepcke, Bayer designed the Aspen Institute, helped restore the Wheeler Opera House, created Aspen Skiing Company’s original leaf logo, and infused Bauhaus-inspired graphic design into many aspects of Aspen still around today. Bayer called Aspen home for 29 years and passed in 1985. His work was adapted to create the 1991 Aspen Winternational poster.



The Stifel Aspen Winternational Poster Contest

The 2024 Stifel Aspen Winternational marks the return of the wintertime festival tradition. This year, Aspen Skiing Company invited local artists to submit their work for the opportunity to be chosen as the official artwork for the event's commemorative poster. Graphic design, painting, drawing—no matter the medium, submissions rolled in with artists hoping to join in the tradition and have their work live alongside iconic posters from decades past.

Our nine runners-up



Olivia Q. Daane | Aspen, CO
Golden acrylic, fine gold and ink on canvas



Jake Wheeler | Aspen, CO
Digital Illustration



Riley Hutchens | Basalt, CO
Photoshop and Procreate



Jamie Koval | Aspen, CO
Adobe Illustrator



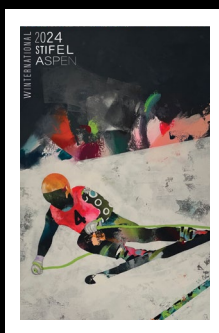
Kiersten Weiss | Aspen, CO
Photoshop



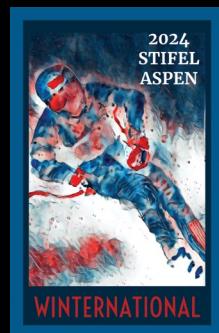
Skylor Ritchie | Glenwood Springs, CO
Graphic Design, Adobe Illustrator



Danielle Narveson | Snowmass, CO
Watercolor and Procreate



Jessi Mansor | Basalt, CO
Acrylic on canvas



Sandra Hill | Basalt, CO
Watercolor and ink, Adobe Express, and GO Art Pro

The winning poster

Mike Campbell | Aspen, CO, Watercolor



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Race Chief to Retire

Jim Hancock has had a hand in every Aspen World Cup race since 1981.

By Catherine Lutz

After 43 years of helping out with World Cup and other ski racing events, chief of race Jim Hancock is retiring after this year's Winternational. Mostly.

"I could advise or help out on the hill, or maybe I'll just spectate," says Hancock, who has been a ski instructor with Aspen Skiing Company even longer.

Hancock is one of the key people who has kept the World Cup circuit coming back to Aspen time and time again. His first World Cup was in 1981, when he joined the course crew. It was the second-worst drought year after the 1976-1977 season, and his crew had to build a temporary snowmaking system.

"I thought, this is such an amazing project," he recalls. "We were crawling around laying pipe on Little Nell and it just built up from that. I was fascinated by the racing itself as well as the scale of putting on a race like that and all that's involved."

Hancock has worked every World Cup race since then, moving up to a crew chief position and then chief of course in 1991. He became chief of race—in charge of organizing races, overseeing all the workers, and directing the races—in 1998.

By Hancock's calculation, Aspen is one of the top 10 venues (eighth or ninth, he thinks) to have hosted the most World Cup races since its inception in the late '60s. And that's in large part due to having a dedicated group of people who execute the event well.

Hancock and his team are at the core of that group, say people who have worked with him.

The "fierce loyalty" that Hancock's crew has for him is what stands out for Tom "Cowboy" Johnston, the Stifel U.S. Ski Team's alpine technical advisor since 1999, who works with chiefs of race all over the world. And having mentored many to fill various roles over the years, Hancock "has developed a legacy," Johnston says.



Hancock also generates respect, is committed to ski racing, works tirelessly, and creates a fun atmosphere in what is often a serious, stressful sport, according to his admirers.

“He’s so dedicated to putting on the absolute best race he possibly can,” says Steve Sewell, a former Aspen Mountain manager. “He’s respected in the international ski racing community, and yet nobody is more fun to be around than Jimmy. He can motivate people like no one else.”

Another former Aspen Mountain manager, Peter King, echoes that sentiment, calling Hancock a “steady, confident leader” whose crew regularly prepares courses that “meet and exceed the requirements of the FIS. Despite the physical demands, Jim is a master at getting the job done and making it fun and memorable for his crew.”

And thanks to those efforts, King continues, “Jim has been an integral part of keeping Aspen top of mind for the international ski racing community. His commitment, expertise, and dedication combined with being a friendly, familiar face to athletes, coaches, and race officials goes a long way in getting Aspen to be a regular stop on the World Cup circuit.”

For his part, Hancock is most proud of helping change the culture of ski races. When he started, he recalls a “toxic atmosphere” in which everyone was stressed out and would yell at each other all the time. But Hancock thought it important to show appreciation and respect for those he worked with, many of whom are volunteers and whose job duties include loading the lift at dawn and standing on icy slopes in the cold and snow for hours at a time.

“Jim embodies a love of ski racing that’s unrivaled, and it fuels our entire team,” says Aspen Skiing Company’s SVP John Rigney, who has been along for the ride with Hancock and World Cup since 2001. “He is incredibly well-prepared, has a first-rate work ethic and cares deeply about every little detail—I’ll go to work with a guy like that every day of the week. It’s been an honor.”

“The amount of work it takes to do this is pretty remarkable, and it’s amazing to me that people will put in the effort that they do—I’m in awe of how many come back,” says Hancock. “I try to tell people I appreciate them and put them in positions to succeed, and I think we’ve become a much better organization for it.”

“It’s been quite a run for me,” he concludes. “World Cup has been such a big part of our past and present, and hopefully our future.” ♦



IMAGE COURTESY OF THE ASPEN HISTORICAL SOCIETY

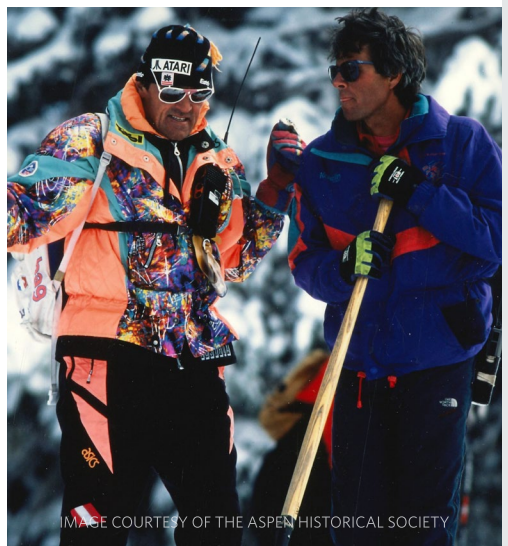


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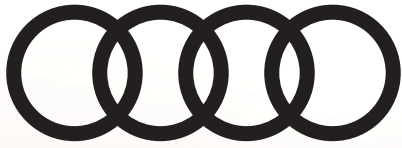
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