



# SNOSCENE



## BRING ON THE SNOW

THE FUTURE IS SO BRIGHT I GOTTA WEAR SHADES!

BY ERIN HART, President

Greetings to one and all! By the time you have received this issue of *SnoRiders*, you will have begun your 2011/2012 sled season in earnest.

Nothing makes me happier than when plans start to come together. Whether it is personal or business-related, a well-executed plan makes the task all the more worthwhile.

Let's take Let's Ride BC ([www.letsridebc.com](http://www.letsridebc.com)), for instance. Last year, director Doug Washer and myself took on the formidable task of reviving the Let's Ride BC (LRBC) campaign that the BCSF had created many years back.

With the help of some partners such as Tourism BC and the B.C. Commercial Snowmobile Operators Association, LRBC was dusted off, revamped and relaunched on a very tiny budget.

Tourism BC was so impressed with what was accomplished last year, we were encouraged to carry on. Thanks largely to the dedicated efforts of Doug Washer, a larger matching funds grant was issued to the BCSF to further promote snowmobiling and tourism in B.C. As well, the BCSF was successful in attaining a grant from ISMA (International Snowmobile Manufacturers Association) to aid in these efforts.

On top of all this, the BCSF has strategically partnered with the B.C. Search and Rescue Asso-

ciation and their AdventureSmart program ([www.adventuresmart.ca](http://www.adventuresmart.ca)). Of particular interest to us sledders is their Survive Outside program for snowmobilers. Many thanks to the national co-ordinator for Western Canada, Sandra Ferguson, for quarterbacking this initiative. Look for more information on this program on the BCSF website and the BCSF Facebook site.

In general, the snow season has started with a bang and people are anxious to get out and play.

But please, a strong word of caution to all about the dangers that lurk in some of our favourite play areas. Take heed of all the CAC bulletins at [www.avalanche.ca](http://www.avalanche.ca).

Do yourself a favour and brush up on your terrain assessment skills. Just because there is heavy snow falling in your favourite riding area does not mean you should necessarily load up and head out. No amount of avalanche safety equipment is going to save the lives of you and your riding buddies when you make a poor decision.

In closing, I wish you all a happy and festive Christmas and New Year. I look forward to meeting many of you along the way during this sled season. I remain honoured and proud to serve as your president.

## Practise snowmobile safety

Snowmobiling is in full stride around the world and now is the time for snowmobilers to keep snowmobile safety a top-of-mind awareness issue. Snowmobile safety is nothing new to organized snowmobiling. Snowmobile administrators, the manufacturers, snowmobile associations and clubs joined together years ago in developing the *Safe Riders! You Make Snowmobiling Safe* program. This safety campaign brought safe snowmobiling practices, training and enforcement to a new level. The Safe Riders campaign, designed by snowmobilers for snowmobilers, is financially supported by the snowmobile manufacturers. The campaign includes safety-related

materials such as decals, posters, the Safe Riders DVD, public service announcements and more. Millions of Safe Riders snowmobiling fact books, brochures and posters have been distributed throughout the world to safety trainers, clubs and associations—free of charge—from the manufacturers' ISMA office. Thousands of the *Safe Riders! You Make Snowmobiling Safe* 22-minute safety DVDs have been sent to safety trainers and safety-minded snowmobilers worldwide. The DVD is an excellent adjunct tool for snowmobile safety classes. They are available by contacting the ISMA office through our website,

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## >> CLUB NEWS



### Take a Friend Snowmobiling Week

The snowmobile community is excited to announce Take a Friend Snowmobiling Week, which will be held February 11 to 20, 2012. This elongated week celebrates friends and family snowmobiling. This special week complements the Take a Friend Snowmobiling campaign by encouraging all of us to take our non-snowmobiling friends out snowmobiling. We have all had many conversations, telling stories about how much fun it is to take people snowmobiling for the first time, and many of us have a lot of non-snowmobiling friends to take snowmobiling.

The event is really designed to be simple. There are a few recommended guidelines. They are:

- Safety training—make sure to cover all the safe snowmobiling behaviour with your friends before taking them out on their first ride.
- Make sure your friends are comfortable and properly dressed for the cold when they first get on a snowmobile.
- You need to be cautious

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► **SAFE SNOWMOBILING**

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www.snowmobile.org.

This year, International Snowmobile Safety Week is January 15 to 21, 2012. A Safety Week manual has been designed to give clubs and associations guidance in how to plan and hold safety programs. The Safety Week manual can be downloaded from the ISMA website, www.snowmobile.org. The campaign is only as good as the instructors and the support received from the community. Thankfully the instructor base is expanding and the support of government and enforcement officials is exceptional.

Snowmobiling accidents and fatalities have continued to decline over the past three years and statistics show there is more than a 50 per cent reduction in accidents and fatalities while snowmobiling over the last nine years. The Safe Riders campaign highlights key issues of importance for snowmobile safety. The position statements are concise and easy to understand. They include:

- Snowmobiling and alcohol don't mix—don't drink and ride.

- When night riding slow down—expect the unexpected.

- Know before you go—always check local ice conditions.

- Cross all roads with care—don't become road-kill.

- One is the loneliest number—never ride alone.

- Know the risks and be prepared—make every trip a round trip.

- Ride smart, ride right—stay in control.

- Smart riders are safe riders—always take snowmobile safety training.

Recreational snowmobiling has become the winter recreation lifestyle choice for millions of families worldwide. We encourage all snowmobilers to take a minute and make safety a top-of-mind awareness issue. Familiarize yourself with your snowmobile and the area that you will be riding, dress properly and follow the above-mentioned campaign guidelines.

Please remember, if you would like any of the Safe Riders posters, brochures, fact books or the safety DVD, just visit www.snowmobile.org and let us know.

>> **CLUB NEWS**

► **GO SNOWMOBILING**

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and ride slow when taking out a new rider.

- You should plan on making numerous stops and enjoying the scenery. It is always recommended that the first ride be short and include a stop for a light meal or hot chocolate or coffee and a little camaraderie and storytelling at the local restaurant, clubhouse or outdoor barbecue area.

Clubs and their members are encouraged to participate and to hold a special day or weekend encouraging members to bring non-snowmobiling friends to the clubhouse to go for a short ride and discover what snowmobilers do during the winter.

The campaign follows the guidelines and recommendations from customer research, which told us that non-snowmobilers know very little about snowmobiling, but they want to try it! Most non-snowmobilers don't know where the trails are, they don't know who builds and maintains and pays for the trail systems, and have no idea of the beautiful scenery that we enjoy while riding our snowmobiles. We know folks want to go snowmobiling. All we need to do is ask.

As a special incentive to take non-snowmobilers snowmobiling, the manufacturers will give away a gift certificate to a lucky individual who registers online and participates in the Take a Friend Snowmobiling Week event. Beginning in December 2011, the Take a Friend Snowmobiling Week registration form will be prominently displayed on the Go Snowmobiling website: www.gosnowmobiling.org. Non-snowmobilers and their snowmobiling friends need to fill out the registration form to

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# Clean snowmobile challenge 2012

A record number of teams are expected to participate in the SAE 2012 Snowmobile Challenge, sponsored by the snowmobile manufacturers along with other supporting businesses, set for March 5 to 10, 2012, at Michigan Technological University.

Held at the university's Keweenaw Research Center, the Snowmobile Challenge is a collegiate design competition of the Society of Automotive Engineers. Engineering students from participating schools take a stock snowmobile and re-engineer it. The snowmobiles will compete in a

variety of events including emissions, noise, fuel economy/endurance, acceleration, handling, static display, cold start and design.

The university snowmobiles are expected to be cost-effective and comfortable for the operator to drive. The intent of the competition is to design a snowmobile that will primarily be ridden on groomed snowmobile trails. The use of unreliable, expensive solutions is strongly discouraged! Modern snowmobiles are engineered to meet the current standards for noise and emis-

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**KNOW THE RISKS AND BE PREPARED**

**And make every trip a round trip!**

A message brought to you by

Snowmobilers Care About Our Environment Keeping Nature Beautiful  
Canadian Council of Snowmobile Organizations

www.snowmobile.org

► **CLEAN SNOWMOBILE** *cont'd. from pg. 34* sions. Teams are expected to add innovative solutions for improving on performance of the base sled that they start with. Design judges (written and oral) will be looking for innovations and incorporating that into their scores. The minimum performance expectations for a trail snowmobile are set by the rules as a sled that by design will go 100 miles without refueling and can attain a

trail speed of 45 miles per hour on a smooth trail.

Students will be trying to reduce friction and improve efficiency of the entire drive train.

The snowmobile manufacturers are major sponsors of the event.

More information is available from the Society of Automotive Engineers, the Michigan Tech Clan Snowmobile Challenge site and the Keeweenaw Research Center, [www.mtukrc.org/](http://www.mtukrc.org/).

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### ► GO SNOWMOBILING *Cont'd. from pg. 34 sidebar*

be entered in the draw. If a club is interested in organizing an event, the club members who participate get to register to win, and their guests get to register to win as well. The registration form is easy to fill out.

Try to involve your local dealer(s), ski hill, chamber of commerce and local restaurant or gas station/snack shop. All of us collectively can really expand the idea and make this week a fun event.

Plan on participating if you are going to be snowmobiling from February 11 to 20, 2012, and make sure to register on the Go Snowmobiling website: [www.gosnowmobiling.org](http://www.gosnowmobiling.org).

### BCSF trail passes—membership has its privileges!

It has been reviewed in the past, but we thought it worth reviewing once again as to what extras you are entitled to when you purchase a BCSF trail pass.

- Mark's Work Wearhouse discount card. 10 per cent discount in store.
- Four FREE *SnoRiders* magazines per year.
- Amsoil lubricants. Purchase at wholesale price. Visit the BCSF Amsoil website at <http://bcsnowmobile.wboil.com> and download the price list from the top right-hand corner. Contact the office with any questions.
- Sandman Hotels—preferential pricing for all BCSF trail pass holders at all Sandman Hotels in B.C.
- Accidental Death & Dismemberment (\$4,000)—included with your BCSF trail pass membership.
- Wide Open Throttle

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## Introducing Ralph Sunderman

We would like to introduce you to and at the same time recognize and applaud Ralph Sunderman, president of the Clearwater Sno-Drifters snowmobile club and a 20-plus-year veteran of the B.C. Snowmobile Federation.

Ralph relocated to Clearwater, B.C., in the autumn of 1972 to open a grocery supermarket. His passion for snowmobiling began in 1973 when he became a member of the Clearwater Sno-Drifters snowmobile club. He had been a club director for many years when he finally took over the reigns and has been club president for more than 10 years.

In addition, he also sits as the snow grooming chairman, membership chairman and Snowarama chairman. Ralph received the Snowarama appreciation award in 2009.

Ralph worked on the very first Raft Mountain recreation project in 1986—a first for the Clear-

water Sno-Drifters. Unfamiliar with Raft Mountain? Check out the B.C. Snowmobile Federation Facebook site for a really neat YouTube video of some sledding on Raft Mountain. This recreation project was revised in 1996 and became a land management agreement that is still in place to this day. Well done, Ralph!

His other accomplishments within the snowmobiling community include holding the position of associate director and/or director since 1986. He is also a lifetime member and is the recipient of the prestigious Pat Whiteway Award.

Ralph and his lovely wife Elsie have been married for over 36 years. They are the proud parents of six kids, and very proud grandparents to 12 grandkids and three great-grandkids.

Ralph, Elsie and family thank you for your past and continuing contributions to snowmobiling in Clearwater and in British Columbia.

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www.snowaramabc.ca

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Get everyone you know together for a snowmobile ride and raise money for Easter Seals BC.

**Sign up now!**

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Easter Seals

## Coast to Coast by Dennis Burns

# Be prepared: make it your motto

### Call for volunteers

Snow has been reported all across the country early this year—are you ready? Snowmobile clubs have put out a call for volunteers to assist with the many jobs, from administration to trail work; many hands are required to make the trails magically appear again this year. If you have a few hours or can donate your time or specialized talents, all are welcome to enjoy the camaraderie and time spent in the great outdoors with old and new friends.

### Be prepared before you go

This message is for all riders. From servicing your sled, to preparing your trailer and tow vehicle, to wearing the right gear, to taking avalanche awareness and training, to planning trips and leaving an itinerary with family and friends—be prepared before you go.

It's such a simple message when tied to making smart choices. Returning home safely after each trip is a personal responsibility that everyone needs to discuss with family, friends and fellow riders—together the message is better understood and accepted by all.



### Make smart choices

Early riding fever needs to be balanced with an understanding of thin ice and borderline snow conditions. Remember that many hazards lurk just under the snow for those first rides into even familiar territory. Take extra time and precautions for early-season riding. January 15 to 21, 2012, is International Safety Week—partner with your local MADD team to kick this special week off with a personal pledge to make smart choices by not drinking and riding. Help save a life—it may be yours!

### Community awareness

Now is the time to meet with your elected officials to make them aware of the economic impact that snowmobile trails have on your community. Ask for their support. From the municipality or local council members—bylaws and a snowmobile-friendly attitude from local business. From the provincial elected officials—legislation, regulation and enforcement, funding partnerships and a “how can we be a better partner” approach. From the federal elected officials—funding partnerships and

### ► Continued from left

“what leadership can we offer to assist the volunteer efforts to make trails a reality in every jurisdiction that has snow?”

### Cost of admission

Recently we had a great discussion of the cost of organized snowmobile trails and the comment was made “champagne expectations on a lemonade budget.” Now we all love lemonade and understand that the cost is very affordable. The same should be true of membership and rider expectations considering the amount of volunteer hours that are so freely given to make snowmobile trails happen all across Canada.

As signage and grooming increase so do the rider expectations. Not everyone seems to connect the amount of work for such a short season to the volunteer workload—from the increased administration, to volunteer recognition, to landowner agreements, to other trail users, to organized groups leveraging action plans for closure of trails. The local volunteer is very busy indeed. Everyone needs to get involved and to hold discussions on deliverables with a three- to five-year planning horizon. Together you will make a difference and keep both costs and expectations at a realistic level.

### Permits power groomers

The best donation or fundraiser in most regions in Canada is still the permit/pass or validation tag. If every user paid their fair share then the snowmobile trail system would be the best it can be. Every user includes the federal and provincial governments—millions of tax dollars

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## The CCSO would like to thank our sponsors for the 2011/2012 season . . .

Please support businesses that support the CCSO—the national voice of organized snowmobiling!

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Dennis Burns

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 ASK HOW WE CAN HELP YOU RAISE MONEY FOR YOUR CLUB OR ORGANIZATION

# Get informed and go outdoors

*AdventureSmart* is a national search and rescue prevention program dedicated to encourage outdoor enthusiasts and residents of Canada to get informed and go outdoors.

Outdoor professionals and trained search and rescue volunteers travel throughout the country, visiting snowmobile clubs, ski groups, camps, schools and outdoor centres, educating participants and attending community events. The experienced presenters encourage everyone to enjoy the outdoors safely—taking one of the free safety presentations is a great way to start.

The *AdventureSmart* program was created in response to the alarming statistic that British Columbia has more search and rescue incidents each year than the rest of Canada combined. *AdventureSmart* is dedicated to educating the public about the inherent risks involved when enjoying outdoor activities such as snowmobiling, skiing, snowboarding, hiking, boating and mountain biking in B.C.'s beautiful natural playground. *AdventureSmart* wants to encourage outdoor enthusiasts to:

1. Know the Code of Responsibility for outdoor activities;
2. Write a trip plan before you go and leave it with a friend or family member;
3. Always carry the "10 essentials" as well as sport-specific and season-specific gear.

By following these three easy steps, the *AdventureSmart* crew believes that outdoor recreationists will significantly improve their chances of survival should they become hurt or lost.

The *AdventureSmart* presenters will be delivering free safety presentations at various locations throughout the year. They currently deliver four

unique programs: the Survive Outside program, the Hug a Tree and Survive program, the Snow Safety Education program and the Survive Outside snowmobile safety program. The *AdventureSmart* crew will also be at community events challenging and rewarding outdoor enthusiasts with a number of different games and prizes including Fox 40 safety whistles

and *AdventureSmart* hats, stickers and posters to help them remember the safety messages. This national SAR prevention program is proud to have support from a variety of partners: Emergency Management B.C., the B.C. Search & Rescue Association, Search & Rescue Volunteer Association of Canada and the National Search and Rescue Secretariat. Additional support comes from Fox 40 (whistles), the Canadian Avalanche Centre, Sled:Link, Parks Canada and Mountain Equipment Co-op.

New this year, *AdventureSmart* is offering a Survive Outside snowmobile safety presentation. This informative session teaches the importance of:

- Snowmobile safety
- Preparedness
- Riding techniques
- Survival tips
- Avalanche awareness
- Trip planning
- Proper training
- Appropriate gear
- Ice safety

Equipped with the knowledge and training, experience and proper gear, outdoor enthusiasts will be able to help Search and Rescue in Canada reduce the number and severity of incidents in the country.

For more information contact Sandra Ferguson, national co-ordinator for the Western Canada region, at [sferguson@sarvac.ca](mailto:sferguson@sarvac.ca).

## AdventureSmart



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are collected annually and a portion needs to be redistributed to the volunteer clubs and organizations that make the trails magically appear.

The rider is the first piece in the user-pay system, then comes enforcement, be it peer pressure or with legislation, regulations and court action.

Keep the economic impact numbers close at hand and share the details with your politicians. Permits power groomers and all partners benefit on the backs of the volunteers—let's show them we both appreciate their efforts and are here to help.

#### Member benefits

The goal is to have enough member benefits that even non-snowmobilers will want to participate by purchasing a permit or pass. Member benefits include discounts on clothing, sunglasses, goggles and hotel/motel rooms. Other benefits or discounts come from affinity programs, gas cards, magazine subscriptions, safety programs, online sales programs, discounted insurance, special event coverages, WOT Motorwear, Woody's Traction products, Haber Vision, Choice Hotels, Mark's Work Warehouse, Spot, Powersports, Front Row and MasterCard. Each and every program puts real dollars back in the members' wallets. Go to [http://www.ccsso-ccom.ca/ccso\\_benefits.html](http://www.ccsso-ccom.ca/ccso_benefits.html) or your local club or provincial webpage for additional information on member benefits.



**Remember...  
Don't Drink  
and Ride!**



# BCSF CONTACTS

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Affinity members offer reduced rates to club members and clubs. They rebate a portion of BCSF member purchases to the BCSF Trails, Safety and Environment Enhancement Fund.

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Contact the office for your member discounts on all Amsoil products.

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## >> CLUB NEWS

### ► BCSF TRAIL PASSES *Cont'd. from pg. 35 sidebar*

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- Choice Hotels—discounts on room stays for all Choice affiliate hotels across Canada.
- Let's Ride BC—participation within LRBC exclusive to BCSF members only.
- Sleds2Buy—list your products for sale for FREE!
- Trail Fee Discounts—\$5 to \$10 off from other BCSF member clubs.

And these are just the beginning. For a full understanding of all the BCSF benefits that are available to you when you purchase a BCSF trail pass, please refer to the B.C. Snowmobile Federation website at <http://www.bcsf.org/about/benefits-of-bcsf-membership>.

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