

Alpine Valley Resort

By Emily K. Weber

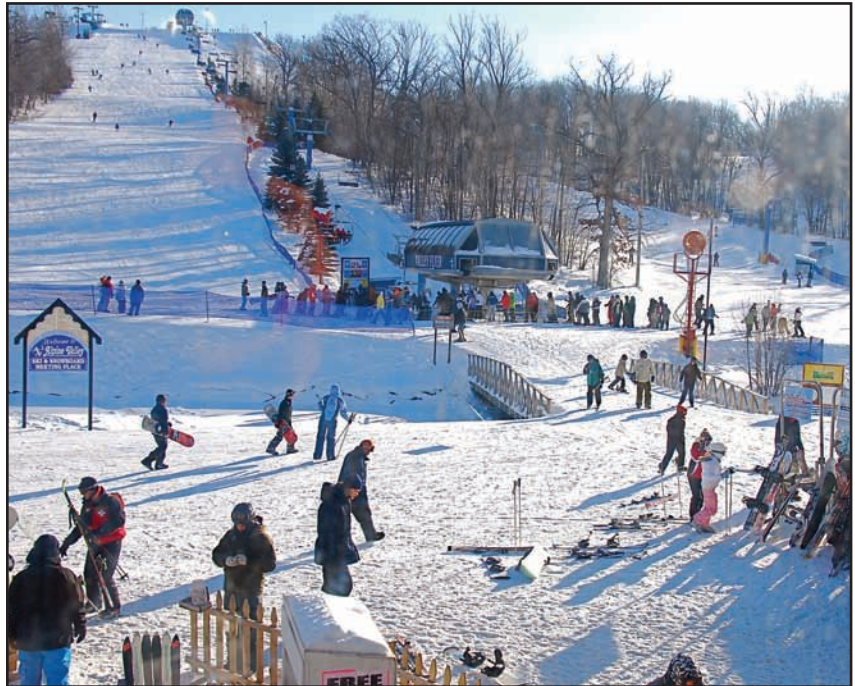
Alpine Valley is the largest ski resort in Southern Wisconsin. Located in Elkhorn, off of Interstate 43, Alpine Valley is within easy driving distance of Chicago, Milwaukee and Madison. The mountain features 12 lifts, two high-speed lifts and 20 ski runs ranging from beginner to expert mogul runs with 388 feet of vertical skiing. The longest run is 2,500 feet.

Alpine Valley has a terrain of 90 acres, making the mountain enjoyable and petite while offering the greatest height difference among ski mountains within an 85-mile radius. On average, seven feet of fluffy snow fall on the mountain every year, keeping Alpine Valley well covered during the winter season.

With seven green, seven blue, and six black ski runs, groups can utilize the variety of terrain based on their skill level. If your group would prefer to perfect their skills together, evening lift ticket and group lessons are available Monday through Thursday. Enjoy the company of one another while riding the mountain beneath the night's sky. Midweek adult group lessons are also available in a ski package from Monday through Thursday. The package includes a day lift ticket, skis and boots, poles and a two-hour group lesson. Lessons are available for kids of all levels through the Alpine Valley Ski School program. Other special lift-ticket rates are available for Men's Day (Wednesdays) and Ladies' Day (Thursday).

Groups with 15 or more skiers and boarders can take advantage of specially priced lift tickets, and all resort-goers have the option of purchasing a hotel-ski combination package. Season passes are available for those who plan to ride the slopes on a regular basis.

After long days of skiing the mountain, your group can enjoy on-slope lodging and recreational activities. Alpine's European design and secluded location makes it a resort that stands out amongst others in the area. With a warm and welcoming atmosphere, Alpine Valley Resort Lodge houses 123 guest rooms, four suites, indoor pool and whirlpool, dining rooms and cocktail lounge. Space is available for special events of up to 300 guests.



Donald S. Abrams

Other popular accommodations are available near Alpine Valley. If your groups want a change of pace from the snowy mountain, consider the Timber Ridge Lodge and Waterpark in Lake Geneva. Timber Ridge offers a cozy atmosphere featuring spacious suites with kitchenettes, whirlpool tubs, fireplaces and year-round water park.

The Lodge at Geneva Ridge in Lake Geneva features 144 guest rooms and can accommodate everyone from couples to families to business groups. One- and two-bedroom private villas have full kitchen facilities. Guests can enjoy professional spa treatments ranging from pedicures to a full body massage.

The Inns of Geneva National is located in the Geneva National Resort Community in Lake Geneva. Each Inn provides the comfort and ambiance of a private residence while including the services of a world-class resort. Amenities include fieldstone fireplaces and private patios.

Alpine Valley provides fun outdoor adventure with relaxation, an ideal combination for any group getaway. Ski the mountain during the day and then lounge by a fire in the evening. Alpine Valley offers activities and accommodation for all groups to enjoy.

Contact: 262-642-7374, alpinevalleyresort.com

New & Noteworthy in the Midwest

Michigan

Boyne Mountain's third annual Skitoberfest will take place Oct. 1. The fall extravaganza celebrates fall with food, entertainment and activities at Boyne Mountain Village. It also celebrates the upcoming winter season with a Snowsports Summit, featuring representatives from ski clubs, race clubs and equipment manufacturers to answer any questions the public has regarding the upcoming ski season. (boyne.com/boynemountain/annualevents/Skitoberfest)

On June 11, **Boyne Mountain** will feature a three-mile running race known as the Dirty Dog Dash. What sets it apart from other races are challenging obstacles, including mud and crawling through barbed wire. The goal is to create a race that is both demanding and accessible to anyone who wants the test. Bands, food and merchandise vendors will be on hand from the start of the race. Registration deadline is May 1 for a discounted entry fee of \$45, and June 1 for the regular fee of \$50. A portion of the fees will be donated to the Wounded Warrior Project. (dirtydogdash.com)

Crystal Mountain Resort & Spa in Thompsonville has announced plans to install a new ski-under quad chairlift opening for winter 2011-12. Construction is set to begin this spring. The lift will increase uphill capacity and skiable terrain on Loki and Thor and service the nine adjoining slopes. The lift terminal, a \$1-million-plus investment, will be constructed close to Camp Totem, the resort's learning area, and include a loading conveyor providing beginners an easier transition to the mountain. Crystal will also add tower-mounted snowguns and related infrastructure to increase snowmaking capacity for this portion of the ski area. Installation of the new chairlift will not interrupt summer operations of the Crystal Coaster alpine slide or the Mountain Adventure Zone,

which facilitates ticket sales for the alpine slide, kids' programs and paintball course. The existing Loki triple chairlift will continue to service the alpine slide until early fall, at which time it will be removed to complete construction on the new lift. Crystal is a family-owned, four-season resort with 36 holes of championship golf, one of Golf Magazine's Top 25 Golf Schools in America, a one-acre outdoor water playground, the Crystal Coaster (Michigan's only alpine slide) and Crystal Spa. (crystallmountain.com)

The upcoming 54th season at **Nub's Nob Ski Area** in Harbor Springs will feature nine new snowguns, all new rental skis, boots and bindings (with rocker technology in the skis) and a new Junior Alpine Race program. The resort offers 53 ski slopes and trails on three separate peaks. (nubsnob.com)

Wisconsin

Devil's Head Resort and Convention Center in Merrimac is currently upgrading its snowmaking system performance for the 2011/2012 ski season. Upgrades include increasing water capacity and extensive water line upgrades. These upgrades will allow Devil's Head to increase snowmaking ability during low snowfall times of the season. (devilsheadresort.com)

You voted.

"Michigan's Best Ski Resort"
2008 Oakland Press Best of the Best Survey

"#1 ranked Terrain Park in North America"
"#4 ranked Grooming program in North America"
Ski Magazine 2007 Reader Survey

"Michigan's Best Ski Resort"
2006 and 2003 Detroit News

"#1 Ski Resort in the Midwest"
Ski Magazine 2002, 2003 and 2004 Reader Surveys

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Thank you!